

# Media Kit for Introduction of New Berkshire Hathaway HomeServices Georgia Properties Brand

## **\*\*Media Kit\*\***

### PRUDENTIAL GEORGIA REALTY WILL OFFICIALLY BECOME BERKSHIRE HATHAWAY HOMESERVICES | GEORGIA PROPERTIES

**What:** Prudential Georgia Realty is changing our name to Berkshire Hathaway HomeServices | Georgia Properties. Berkshire Hathaway HomeServices is the global brand name and Georgia Properties is our local DBA.

**When:** The launch event is on December 9, 2013. The official conversion date to the new brand is December 10, 2013. Press attending the launch event will receive information prior to the official press release at approximately 2pm on December 9, 2013.

**Where:** High Museum of Art, 1280 Peachtree St. NE, Atlanta GA 30309

**Who:** Dan Forsman, President & CEO of Berkshire Hathaway HomeServices | Georgia Properties and Earl Lee, CEO, HSF Affiliates LLC, will be available to discuss implications the transition will have to the Georgia real estate market, providing a closer look at the new brand plus announcing several new innovations and strategic partnerships. Senior staff members, real estate agents, key clients and community members will also be available for comment.

### **About Berkshire Hathaway HomeServices | Georgia Properties**

Berkshire Hathaway HomeServices | Georgia Properties has 1100 associates and 22 offices across the Greater Metro Atlanta area. Led by president & CEO, Dan Forsman, the organization offers a full suite of integrated real estate services including residential real estate, luxury real estate, new homes sales & marketing, commercial real estate, corporate relocation, property management, mortgage lending, title & settlement services, home warranties and insurance. The company celebrates 50 years of serving clients and has been consistently ranked the No. 1 real estate company by the Atlanta Business Chronicle, Trendgraphix, RealValuator and SmartNumbers. RealTrends ranked the company as one of the top 17 in the nation for performance over the past 10 year period. Berkshire Hathaway HomeServices | Georgia properties is an independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity.

## What are the key messages associated with this announcement?

- The new Berkshire Hathaway HomeServices network is among only a few organizations entrusted to use the world-renowned Berkshire Hathaway name.
- The announcement of Berkshire Hathaway HomeServices as a new real estate brand signals a defining moment for the industry. Berkshire Hathaway has the resources to bring a new level of quality and innovation to real estate.
- Berkshire Hathaway HomeServices | Georgia Properties is also making several announcements of innovations and strategic partnerships including:
  - **Custom Local Mobile Real Estate App.** Berkshire Hathaway HomeServices | Georgia Properties is launching the first release of a powerful new mobile real estate app for consumers. This highly custom app provides more details, faster updates and many custom local search options from all the local MLS services. The mobile app is the first in our market to show sold properties directly from the MLS services versus other providers who use tax records that may be delayed weeks or months. Additional features including local school searches, local neighborhood searches and Inrix drive times are planned for Q1 2014.
  - **Paperless Transaction Management/ Mobile Agent Solutions.** Berkshire Hathaway HomeServices | Georgia Properties is announcing a strategic partnership with DocuSign/ Cartavi to implement a suite of mobile apps and paperless solutions that allow agents to work from any location with any device. These platforms are highly secure and provide the highest level of protection for our client's personal information.
  - **Digital Advertising Network.** Berkshire Hathaway HomeServices | Georgia Properties is introducing a new digital advertising network with strategically located digital billboards, flat panel TVs, and retail kiosks. The powerful next generation digital network will deliver a significant new level of exposure for the company's listings.
  - **The Berkshire Hathaway HomeServices Luxury Collection.** The new Berkshire Hathaway HomeServices Luxury Collection is positioned to be the premiere program for global luxury marketing. This program provides a comprehensive set of services for affluent and high-net-worth clients and will help the company grow market share in the Metro Atlanta luxury real estate segment.
  - **Strategic Partnership with Atlanta Homes & Lifestyles.** Berkshire Hathaway HomeServices | Georgia Properties is announcing a strategic partnership with the Atlanta Homes & Lifestyles magazine for advertising & events for our Luxury Collection program in Metro Atlanta. The December edition features a distinctive belly wrap introducing our new brand plus a letter to subscriber

from Dan Forsman. We plan a regular series of ads and inserts to highlight our Luxury Collection properties.

- **Real Estate Office Of Future Concept.** Berkshire Hathaway HomeServices | Georgia Properties is announcing our new office in Dunwoody/ Sandy Springs that will be designed to operate as the real estate office of the future. This concept includes smart spaces that are designed to offer specialized resources and support to the mobile agent who can do business anywhere, anytime and from any device. The company is also announcing new locations in Smyrna/ Vinings and Decatur planned for early 2014.
- Prudential Georgia Realty has been delivering exceptional real estate services locally for 50 years. The company has a proud heritage and has been consistently recognized as the #1 residential real estate company in Metro Atlanta.
  - The Atlanta Business Chronicle has ranked Prudential Georgia Realty as the #1 residential real estate company for 2012, 2011 and 2010.
  - Trendgraphix, RealValuator, BrokerMetrics and SmartNumbers report that Prudential Georgia Realty ranks #1 in overall transactions, listing sales, buyer sales and current inventory for YTD 2013, 2012, 2011 and 2010.
  - RealTrends ranked Prudential Georgia Realty as one of the Top 17 brokerages in the nation for their performance over the 10 years period of 2002-2012.
- The company is owned by HomeServices of America, Inc., A Berkshire Hathaway Affiliate and now will adopt the new Berkshire Hathaway HomeServices brand.
- Dan Forsman is the president & CEO of Berkshire Hathaway HomeServices | Georgia Properties. Mr. Forsman and the local management team will remain in place after the brand announcement.
- The organization made a strategic decision to select the High Museum of Art as the location for the company celebration. The High Museum has grown from humble beginnings to become the leading art museum in the southeast and is located in the heart of the city. Our company story over the past 50 years is much the same. As leaders in our respective fields, we look forward with great enthusiasm to the promises of the next 50 years.

### **What were the key dates leading up to this announcement?**

- **October 30, 2012** - HomeServices of America, Inc. and Brookfield Asset Management announce a new joint venture and the new Berkshire Hathaway HomeServices brand.
- **March 18, 2013** - HomeServices of America, Inc. acquired Prudential Georgia Realty. HSoA and Prudential Georgia Realty announced their intention to convert to the new Berkshire Hathaway HomeServices brand when it became available later in 2013.
- **December 9, 2013** – Prudential Georgia Realty hosts a private event at the High Museum to celebrate the new brand and to signal their support to the arts in Metro Atlanta.
- **December 10, 2013** – Prudential Georgia Realty will officially convert to the Berkshire Hathaway HomeServices brand.

## **Who is Berkshire Hathaway?**

Berkshire Hathaway Inc. is a worldwide holding company based in Omaha, NE. Our chairman and CEO is Warren Buffett, often referred to as the “Oracle of Omaha,” who according to Time magazine’s ranking is among the world’s most influential people. Berkshire Hathaway is the No. 1 company in Barron’s annual ranking of the world’s 100 most respected companies; it ranks at No. 8 in Fortune magazine’s 50 Most Admired Companies survey; and is No. 18 in Harris Interactive’s reputation study of the 60 Most Visible Companies.

Berkshire Hathaway employs nearly 300,000 people and owns more than 55 companies, including GEICO, Fruit of the Loom, Dairy Queen, Helzberg Diamonds, Benjamin Moore Paints, NetJets, BNSF Railway Company, Business Wire, See’s Candies, MidAmerican Energy Holding Company and HomeServices of America, parent of Berkshire Hathaway HomeServices and Prudential Real Estate. The organization, with its diverse holdings, is said to cover consumers head to toe. Real estate fits perfectly into that strategy.

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