

NEWS RELEASE

**BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES APPOINTS
TONY FLOYD AS CHIEF INNOVATION OFFICER**

Announces Strategy to Substantially Grow Agent Per Person Productivity

ROSWELL, GEORGIA (January 25, 2018) -- Berkshire Hathaway HomeServices Georgia Properties announces the appointment of Tony Floyd as Chief Innovation Officer. Floyd will lead efforts to develop Berkshire Hathaway HomeServices Georgia Properties' Innovation Strategy including technology solutions, video programs, smart office concepts, cyber security/ GDPR Initiatives and the Operationalization of Strategic Revenue Generation programs.

He will also lead company's Innovation Labs team to evaluate and test emerging new technology that could be adopted for the brokerage and the global Berkshire Hathaway HomeServices franchise network. Floyd is already contributing vision and industry experience to the efforts of Berkshire Hathaway HomeServices franchise on a series of transformational technology solutions.

Floyd has been with Berkshire Hathaway HomeServices Georgia Properties for over 12 years and served previously as Chief Marketing Officer. He has a proven track record creating high-performance organizations, engineering turnarounds, leading transformational change and launching new businesses in respected companies including IBM, Fujitsu, Trilogy Software and BellSouth. He graduated from the Kenan-Flagler Business School at the University of North Carolina in Chapel Hill.

Dan Forsman, Berkshire Hathaway HomeServices Georgia Properties president and CEO, said Floyd is well suited for his new position. "Tony has the unique ability to be both strategic and detail-oriented with a well-rounded background in technology, sales and marketing. He also has a deep understanding of how real estate sales associates build successful businesses. I recently met with Gino Blefari, president and CEO of HomeServices of America; and Chris Stuart, CEO of HSF Affiliates which includes the Berkshire Hathaway HomeServices brand, on some exciting new platforms that can dramatically improve agent productivity," Forsman continued. "I knew immediately that Tony would be a great asset to help shape and launch these new solutions. This is a pivotal role for our company and the franchise."

"We see a great opportunity to help our network associates build sustainable businesses with higher productivity and more value for their clients," said Blefari. "Tony Floyd is a talented professional and we are thrilled to have him working with Chris Stuart to bring these powerful new innovations to our network."

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is among the few organizations entrusted to use the world-renowned Berkshire Hathaway name. The network brings a definitive mark of trust, integrity, stability and longevity to the real estate market. The brand was recognized as Real Estate Agency Brand of Year and Most Trusted Real Estate Brand in the 2018 Harris Poll EquiTrend Study, and for "Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms" in J.D. Power's 2018 Home Buyer/Seller Satisfaction Study. Visit www.berkshirehathawayhs.com.

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About Berkshire Hathaway HomeServices Georgia Properties

With over 1,700 associates and 26 locations across the Greater Metro Atlanta and North Georgia area, Berkshire Hathaway HomeServices Georgia Properties is the leading real estate company in Metro Atlanta and North Georgia, according to Trendgraphix. Led by Dan Forsman, president and CEO, the organization offers a full suite of real estate services including residential real estate, luxury real estate, new homes services, condo/high-rise services, commercial real estate, corporate relocation, property management, mortgage lending, title and settlement services, home warranties and insurance. Equal Housing Opportunity. Visit www.BHHSga.com.

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