



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Carolinas Realty Family of Companies Launches New Era with Berkshire Hathaway HomeServices Real Estate Brokerage Network

WINSTON-SALEM, NC (Oct. 9, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Carolinas Realty, Prudential York Simpson Underwood Realty and Prudential Yost & Little Realty have begun operating as part of the network. The brokerages, now known collectively as the Berkshire Hathaway HomeServices Carolinas Realty family of companies, represent one of the largest residential real estate firms serving all three of North Carolina’s major metropolitan markets.

“This is a defining moment in North Carolina real estate,” said Tommy Camp, president and CEO of Berkshire Hathaway Home Services Carolinas Realty. “The union of our company with a brand inspired by the storied Berkshire Hathaway organization – the world’s most respected company according to Barron’s – will bring significant benefits for our agents and clients.”

Camp and his management team officially launched the new era during a rally attended by more than 600 agents and employees at picturesque Adaumont Farm in Trinity, outside of Greensboro. Camp shared his pride for the Berkshire Hathaway HomeServices brand and how it sets the stage for continued growth in the Triad, Triangle and greater Charlotte markets. Ron Peltier, chairman and CEO of HomeServices of America, Inc., which owns the Berkshire Hathaway HomeServices Carolinas Realty family of companies; and HSF Affiliates LLC CEO Earl Lee discussed the vision and timing of the new brand, and why Berkshire Hathaway HomeServices will change the face of residential real estate.

Peltier said the Berkshire Hathaway HomeServices Carolinas Realty family of companies is known throughout the region for its professionalism, skill, integrity and service, and is an exemplary charter member of the Berkshire Hathaway HomeServices brand. “Tommy and his team have earned a wonderful reputation in the marketplace, and we’re proud they are representing the new brand,” Peltier explained.

Lee added that the Berkshire Hathaway HomeServices Carolinas Realty family of companies is poised for long-term growth. “This elite brokerage is backed by an exciting, new brand,” he said. “The combination will appeal to agents and consumers throughout the Triad, Triangle and greater Charlotte regions.”

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Berkshire Hathaway HomeServices Carolinas Realty family of companies is the next in a long line of Prudential Real Estate affiliates that will join the Berkshire Hathaway HomeServices brand through 2014.

About Berkshire Hathaway HomeServices Carolinas Realty Family of Companies

The Berkshire Hathaway HomeServices Carolinas Realty family of companies has more than 600 sales associates and 13 offices across North Carolina. It is one of the largest residential real estate firms serving all three of North Carolina's major metropolitan markets – doing business as Berkshire Hathaway HomeServices Carolinas Realty in Winston-Salem and Charlotte; as Berkshire Hathaway HomeServices York Simpson Underwood Realty in the Triangle; and as Berkshire Hathaway HomeServices Yost & Little Realty in Greensboro. Berkshire Hathaway HomeServices Carolinas Realty family of companies is proud to be a member of HomeServices of America, Inc., a Berkshire Hathaway affiliate.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new real estate brokerage network built for a new era in real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity.

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

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