



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Florida Realty Transitions to New Brand as Berkshire Hathaway HomeServices Florida Realty

SUNRISE, FL (October 1, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Florida Realty has begun operating as Berkshire Hathaway HomeServices Florida Realty.

On the heels of the July “Coming Soon” Road Tour to introduce the new brand to sales professionals across Florida, Berkshire Hathaway HomeServices Florida Realty is now marking its official presence in the real estate market with four “Game Changer” events. Earl Lee, CEO of HSF Affiliates LLC, will be a keynote speaker to more than 1,300 agents attending the events representing 39 locations in 17 Florida counties.

The events begin today in Orlando, followed over the next three days in Fort Lauderdale, Palm Beach, and Bonita Springs. They are a celebration of Berkshire Hathaway HomeServices Florida Realty’s presence across the state and an opportunity for the brokerage to supply its agents with the assets they need to begin serving their local communities as members of the new brand.

Rei Mesa, Berkshire Hathaway HomeServices Florida Realty president and CEO, said Berkshire Hathaway HomeServices was chosen for its brand reputation, financial strength and investment to exceptional services. “Berkshire Hathaway HomeServices Florida Realty is a game-changing company that will set the standards of integrity and quality in the real estate industry,” Mesa explained. “Our sales professionals are proud to represent this brand, which we believe will resonate with consumers across the state. This is a monumental moment for our business.”

Lee said Mesa and his team are exemplary ambassadors of the new brand. “We are honored to officially recognize Florida Realty as a Berkshire Hathaway HomeServices affiliate,” he said. “Florida Realty is one of America’s finest real estate brokerages, represented by terrific agents who go the extra mile for their clients.”

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About Berkshire Hathaway HomeServices Florida Realty

Berkshire Hathaway HomeServices Florida Realty (formerly Prudential Florida Realty) is a full-service brokerage servicing 17 counties throughout Florida and is a wholly owned subsidiary of WCI Communities, Inc. It is also a franchise member of Berkshire Hathaway HomeServices. The company offers residential and commercial services, seasonal rentals, property management, REO and foreclosures, corporate relocations, referral services, mortgage, title, insurance, home service plans, and personal concierge services. Berkshire Hathaway HomeServices Florida Realty is the #1 Fundraiser for The Sunshine Kids Foundation, having raised over \$2.3 million since 2001. Visit www.BHHSFloridaRealty.com.

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 residential 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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