BERKSHIRE HATHAWAY HomeServices

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Prudential Snyder Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Bloomington-area brokerage now operating as Berkshire Hathaway HomeServices Snyder Real Estate

BLOOMINGTON/NORMAL, IL (May 7, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Snyder Real Estate has joined the brand and is operating as Berkshire Hathaway HomeServices Snyder Real Estate.

"This is a defining moment for our company," said Steve Snyder, broker/owner, Snyder Real Estate. "The union of our company with a brand inspired by the world-renowned Berkshire Hathaway organization will reshape local real estate and bring significant advantages for our agents and clients."

Snyder Real Estate is the next in a growing roster of affiliates that have joined the network since September 2013. Berkshire Hathaway HomeServices now accounts for nearly 28,000 agents and 750 offices in 37 states. "We're proud and excited about our new brand," Snyder added. "We strongly believe Berkshire Hathaway HomeServices will help our company grow and recruit, as the name stands out as a symbol of quality and integrity."

Snyder and his team commemorated their transition last night at a celebration that included chamber of commerce members, local dignitaries and clients. Ed Neaves, managing broker at Snyder Real Estate's Bloomington office, said the brokerage's future is bright. "Our brand and the cutting-edge tools and resources now available to us will further strengthen our leadership in Bloomington/Normal real estate," he explained. "We are positioned for long-term growth and success."

As a part of their transition, Snyder Real Estate associates gain access to Berkshire Hathaway HomeServices' powerful Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Clients will appreciate Inside Access, the highly accurate home-valuation and neighborhood-search tool housed on SnyderRE.com.

Earl Lee, CEO of HSF Affiliates, welcomed Snyder Real Estate to Berkshire Hathaway HomeServices. "Steve, Ed and the team are respected in the marketplace and we're proud they're representing our brand," he said. "It's going to be great watching this company grow, serve and prosper in the years ahead."

Snyder Real Estate's Cabernet and Cream yard signs are now appearing throughout central Illinois.

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About Berkshire Hathaway HomeServices Snyder Real Estate

Berkshire Hathaway HomeServices Snyder Real Estate is a full-service brokerage serving central Illinois. The independently owned company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit SnyderRE.com for details.

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. Berkshire Hathaway HomeServices in early 2014 was named "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. Visit berkshirehathawayhs.com.

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.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit www.berkshirehathawayhs.com for details.

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