



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Southeast Coastal Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Savannah brokerage leader begins new era as Berkshire Hathaway HomeServices Southeast Coastal Properties

SAVANNAH, GA (Dec. 17, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Southeast Coastal Properties has begun operations as Berkshire Hathaway HomeServices Southeast Coastal Properties. The company, which operates in the Savannah tri-county area, is among the first in this region to transition to the new brand following affiliate launches in California, Connecticut, Colorado, Florida, Georgia, Iowa, Missouri, Nebraska, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, West Virginia and Washington.

“In joining Berkshire Hathaway HomeServices, we are honored to become a part of a network that is entrusted with the Berkshire Hathaway name,” said Bob Laramy, broker/owner at Southeast Coastal Properties. “We are delighted to bring the Savannah tri-county area – Effingham, Chatham and Bryan counties – the strength of a brand that Barron’s names as the world’s most respected company.”

Laramy and his team launched their new brand at their annual holiday celebration on scenic Skidaway Island. Laramy discussed how agents will benefit from the Berkshire Hathaway HomeServices brand and HomeServices name and what the transition means for the Savannah real estate market. “Our new brand will change the face of local real estate,” he said. “We are thrilled to join the Berkshire Hathaway HomeServices family and represent the brand through our excellence in service in Savannah.”

Earl Lee, CEO of HSF Affiliates LLC, welcomed Southeast Coastal Properties to the rapidly growing network. “We are delighted that Bob Laramy and his agents have joined Berkshire Hathaway HomeServices’ growing team,” Lee said. “They bring with them the highest level of service, expertise and knowledge of the Savannah real estate market.”

With the transition, Southeast Coastal Properties associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

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Hundreds of new yard signs arrived at the brokerage's corporate headquarters and will be seen at listings throughout Savannah starting today.

About Berkshire Hathaway HomeServices Southeast Coastal Properties

Berkshire Hathaway HomeServices Southeast Coastal Properties, a full service real estate company, operates offices in Savannah with nearly 35 sales professionals. Founded in 1982, 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 www.SECOastal.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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