



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Connecticut Realty Begins New Era as Berkshire Hathaway HomeServices New England Properties

WALLINGFORD, CT (Sept. 26, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Connecticut Realty has begun operating as Berkshire Hathaway HomeServices New England Properties. The brokerage, one of America’s largest according to REAL Trends, is the second to go live under the new brand following the Sept. 23 launch of Berkshire Hathaway HomeServices California Properties. Its Rhode Island Realty division also transitioned to the new brand operating as New England Properties.

“These historic moments mark the start of the most influential real estate brand in the world,” said Candace Adams, CEO of Berkshire Hathaway HomeServices New England Properties. “Combining our experience with the financial strength, trust and reputation of our ownership and the Berkshire Hathaway name has positioned us for phenomenal success.”

Adams and her management team unveiled the new brand in an emotional presentation to more than 1,500 agents and employees at the Toyota at Oakdale Theater in Wallingford. Ron Peltier, chairman and CEO of HomeServices of America, which owns New England Properties; and HSF Affiliates LLC CEO Earl Lee discussed the impact of the Berkshire Hathaway HomeServices brand in the marketplace and the brand’s vision.

Peltier welcomed Berkshire Hathaway HomeServices New England Properties to the brand. “Candace and her team are among the finest in real estate,” he said. “Their leadership, innovation and unwavering commitment to delivering an exceptional customer experience make them ideal ambassadors for the Berkshire Hathaway HomeServices network. HomeServices is very proud that they will be carrying the brand into the Northeast region.”

Lee said the Berkshire Hathaway HomeServices brand will be embraced in greater New England. “When that Berkshire Hathaway name – the world’s most respected company according to Barron’s – appears on New England Properties’ yard signs – those are signs homebuyers and sellers want to see.”

Prudential Real Estate affiliates will continue joining the Berkshire Hathaway HomeServices brand through 2014, added Lee. “We anticipate consistent growth going forward as we systematically work with the balance of the Prudential Real Estate network and explore new affiliation opportunities.”

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About Berkshire Hathaway HomeServices New England Properties

Based in Wallingford, CT, the company is one of the largest providers of brokerage and related services with 1,400+ agents and more than 50 offices located in Connecticut, New York, Massachusetts and Rhode Island. It serves a full spectrum of homebuyers and sellers including first-time homebuyers, new construction, investment, waterfront properties, unique properties and luxury homes and sets the standard of professional service through honesty, integrity and commitment to its customers. Rhode Island Realty, a division of New England Properties, serves the communities of Westerly and Watch Hill. Berkshire Hathaway HomeServices New England Properties is one of the largest fundraisers in the country for The Sunshine Kids Foundation totaling over \$2.2 million.

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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