



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Northwest Realty Associates Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

*Seattle-area brokerage leader now operates as
Berkshire Hathaway HomeServices Northwest Real Estate*

SEATTLE, WA (Nov. 5, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Northwest Realty Associates has begun operating as Berkshire Hathaway HomeServices Northwest Real Estate. The brokerage, one of Seattle’s largest, is among the first to go live under the new brand following affiliate launches in California, Connecticut, Florida, North Carolina, Colorado, Missouri and Texas.

“This is an exciting and monumental moment for our company and our business,” said Mike Gain, President and CEO of Berkshire Hathaway HomeServices Northwest Real Estate. “Our new brand carries the name of the world’s most respected company, according to *Barron’s*. In my 35 years of real estate I have not experienced a brand opportunity of this magnitude. It will bring significant benefit to our agents, clients and business alliances.”

Gain and his managers unveiled the new brand and signage during a presentation to agents, employees and guests at the Museum of Flight, Boeing Field. Earl Lee, CEO of HSF Affiliates LLC also spoke at the celebration, welcoming associates to the brand and discussing Berkshire Hathaway HomeServices’ impact on the local market.

“Our Berkshire Hathaway HomeServices brand will appeal to clients of all types, from entry-level and first-time buyers to luxury-home shoppers,” he said. “When the world’s most respected company puts its name on Northwest Real Estate yard signs, those are the signs buyers and sellers will want to see.”

Added Ron Peltier, chairman and CEO of HomeServices of America, Inc.: “Mike and his team have built a tremendous organization known for professionalism, skill, service and innovation. We are proud they are representing Berkshire Hathaway HomeServices in greater Seattle.”

Northwest Real Estate’s new “Cabernet and Cream” yard signs will begin appearing throughout greater

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Seattle starting today. “Our sales associates and employees are excited and proud to represent Berkshire Hathaway in the real estate field,” Gain said. “A great, longstanding Northwest real estate brokerage just became that much better.”

Prudential Real Estate affiliates will continue joining the Berkshire Hathaway HomeServices brand through 2014 and beyond.

About Berkshire Hathaway HomeServices Northwest Real Estate

Berkshire Hathaway HomeServices Northwest Real Estate serves the counties of King, Pierce and Snohomish with more the 350 agents. Originally established in 1942, the company operates offices in Seattle, Bellevue, Burien, Federal Way, Kent and Lynnwood. Berkshire Hathaway HomeServices Northwest Real Estate 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 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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