



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential First Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Iowa brokerage leader launches new chapter as Berkshire Hathaway HomeServices First Realty*

**WEST DES MOINES, IA (Nov. 20, 2013)** – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential First Realty has joined the growing network and now operates as Berkshire Hathaway HomeServices First Realty. The brokerage, a leader in the Des Moines real estate market, follows affiliate launches in California, Connecticut, Colorado, Florida, Iowa, Missouri, North Carolina, Oregon, Pennsylvania, Texas, West Virginia and Washington.

“We are honored and excited to join the Berkshire Hathaway HomeServices network,” said David Peers, general manager and chief operating officer of Berkshire Hathaway HomeServices First Realty. “Starting this next chapter with the Berkshire Hathaway brand name – the world’s most respected company, according to *Barron’s* – will bring even more opportunities to our agents and clients and strengthen our position as a leader in Iowa real estate.”

Peers and Ron Peltier, chairman and CEO of HomeServices of America, introduced the new brand at the Glen Oaks Country Club in West Des Moines today and spoke about the implications of the transition on the local real estate market. They helped unveil the new “Cabernet and Cream” signage, and agents and brokers from the company’s three offices were on hand to celebrate and display the first yard sign at a local property.

“We are thrilled to welcome First Realty to the Berkshire Hathaway HomeServices network,” said Peltier. “For the last 50 years, First Realty has built its reputation as a frontrunner in the real estate market with some of the most knowledgeable and experienced agents. We are proud to have the company join the Berkshire Hathaway HomeServices network and represent the brand in Iowa.”

With the change, Berkshire Hathaway HomeServices affiliates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

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“A respected leader in the Iowa marketplace, First Realty makes a strong addition to the Berkshire Hathaway HomeServices network,” added Earl Lee, CEO of HSF Affiliates LLC. “First Realty is known for its commitment and dedication to its clients and we are excited to have the team on board.”

First Realty’s new yard signs will begin appearing throughout Des Moines starting today. The company is part of a long line of Prudential Real Estate affiliates that will join the Berkshire Hathaway HomeServices brand through 2014 and beyond.

### **About Berkshire Hathaway HomeServices First Realty**

Berkshire Hathaway HomeServices First Realty, a full service real estate company, has more than 80 sales associates across three offices in Iowa. Since 1960, Berkshire Hathaway HomeServices First Realty has built a solid reputation of having knowledgeable and experienced agents helping people throughout Iowa buy and sell real estate. Berkshire Hathaway HomeServices First Realty 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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