



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Woodmont Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Nashville brokerage leader launches new chapter as Berkshire Hathaway HomeServices Woodmont Realty

NASHVILLE, TN (Dec. 3, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Woodmont Realty is now operating as Berkshire Hathaway HomeServices Woodmont Realty. The company, a Middle Tennessee brokerage leader, is among the first to join the new brand following affiliate launches in California, Connecticut, Colorado, Florida, Iowa, Missouri, Nebraska, North Carolina, Oregon, Pennsylvania, Texas, West Virginia and Washington.

“We are extremely proud to introduce the Berkshire Hathaway HomeServices name in Middle Tennessee, and to join an elite group of real estate brokerages that are already part of the network,” said Tonya Hamilton, Woodmont Realty partner. “Berkshire Hathaway is synonymous with longevity, fiscal discipline and business acumen. Being selected to represent this brand certainly elevates our company’s profile and it validates the strength of our business and leadership.”

Teaming up with Berkshire Hathaway HomeServices will bolster Woodmont Realty’s award-winning relocation services and it adds even more credibility to the firm’s recruitment efforts, said partner Ginger Holmes. “Our mission is to expand our reach in Middle Tennessee,” Holmes explained. “Berkshire Hathaway HomeServices will help us grow as the brand will appeal to consumers in all market segments and to top agents who want to represent a world-class brand.”

Hamilton, Holmes and partners Tisa Musgrove and Jim Owens today unveiled the brand and signage during a media briefing and ribbon-cutting celebration at their corporate headquarters in Brentwood. Earl Lee, CEO of HSF Affiliates LLC, attended the event and welcomed the company to the brand. “We are extremely pleased that Woodmont Realty has joined Berkshire Hathaway HomeServices,” he said. “The team has earned a strong reputation throughout greater Nashville and will be exemplary ambassadors of our new brand.”

By joining Berkshire Hathaway HomeServices, Woodmont Realty associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more. The company’s new “Cabernet and Cream” yard signs will be seen at listings throughout

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greater Nashville starting today.

Woodmont Realty is the next in a long line of Prudential Real Estate affiliates that will join the Berkshire Hathaway HomeServices brand through 2014.

About Berkshire Hathaway HomeServices Woodmont Realty

Berkshire Hathaway HomeServices Woodmont Realty has served clients with residential real estate services in the greater Nashville area since 1990. The firm offers auction and award-winning relocation services in addition to working directly with home buyers and sellers. Four partners with more than 85 years of collective experience lead a team of more than 70 agents across Middle Tennessee.

Woodmont Realty is “Based on Tradition...Focused on the Future.” Visit www.bhhswoodmontrealty.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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