



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Brokerage West, Inc. Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Cody-based brokerage is now operating as Berkshire Hathaway HomeServices Brokerage West, Inc. Real Estate

CODY, WY (April 30, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Brokerage West, Inc. Real Estate has joined the network operating as Berkshire Hathaway HomeServices Brokerage West, Inc. Real Estate.

Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

“This is one of the most compelling branding opportunities to come along in real estate,” said Broker Karl Butler, who has owned and operated Brokerage West, Inc. Real Estate for 35 years. “Our network is named for Berkshire Hathaway Inc. – one of the world’s most trusted and respected corporations – and our brokerage has earned the respect and trust of clients over many years. The combination will bring significant benefits for our agents, clients and listings.”

Butler said his brokerage, which already enjoys strong name recognition throughout Cody and surrounding markets, will grow as a result of the transition. “We think consumers will seek out our Cabernet and White yard signs as symbols of premium service and top properties,” he explained. “We also believe the region’s top agents will want to represent Berkshire Hathaway HomeServices, as the brand is a true ‘door-opener.’”

With their affiliation, Brokerage West, Inc. Real Estate agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include powerful lead generation, a handy mobile app and much more.

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign. The brand, an exclusive sponsor of HGTV’s popular show “Fixer Upper” with Chip and Joanna Gaines,

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The brokerage will also benefit from Berkshire Hathaway HomeServices' national advertising campaign. The brand, an exclusive sponsor of HGTV's popular show "Fixer Upper" with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the show. Through mid-June, viewers may register at www.50kFixUp.com for a chance to win \$50,000 toward a home improvement project. Official rules also are found on the site. The prize will include a design consultation with the Gaineses. "We hope the Sweepstakes winner lives right here in Cody or our surrounding markets," said Butler. "All Wyoming homeowners and potential homeowners should register for the Sweepstakes."

Gino Blefari, CEO of HSF Affiliates, welcomed the brokerage. "Brokerage West, Inc. Real Estate is a terrific company with strong heritage," he said. "We're proud they're representing our network in Northwest Wyoming."

About Berkshire Hathaway HomeServices Brokerage West, Inc. Real Estate

Brokerage West, Inc. Real Estate, with its unsurpassed knowledge of Park County, has been assisting buyers and sellers in making their real estate dreams come true since 1977. The full service brokerage serves the communities of Cody, Wapiti, Powell, Clark and Meeteetse. Visit www.bhhsbrokeragewest.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a 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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