



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Announces Formation of REthink Council

New group of top-producing young agents and brokers to serve on advisory council for the new brand

IRVINE, CA (Nov. 7, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced the selection of 10 innovative young agents and brokers from among the network to serve as inaugural members of REthink Council.

Members were selected through a nominating process for their outstanding professional achievements and contribution to their communities and offices, each member an exemplary agent or broker with proven integrity, business acumen and drive. During their two-year term, council members will seek to enhance the Berkshire Hathaway HomeServices network, provide feedback to network leadership and benefit other professionals in the industry.

“The REthink Council is an opportunity to harness the ingenuity of these young professionals and turn that power to the advantage of the network and the industry,” said Earl Lee, CEO of HSF Affiliates LLC. “It’s a new era in real estate and this council will better connect us with a whole new generation of home buyers and sellers,” he said.

Vince Leisey, founder and chief advisor of the council and broker/owner of Omaha, NE-based Ambassador Real Estate, which will operate as Berkshire Hathaway HomeServices Ambassador Real Estate starting in December, expressed similar enthusiasm about the new council. “Just as the name suggests, this is our chance to re-think the way the business of real estate is conducted,” he said. “The members will help us communicate their proven business practices into the marketplace.”

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REthink Council members include: Mark Brace, Preferred Realty (soon to be Berkshire Hathaway HomeServices Michigan Real Estate); Adam Briley, Ambassador Real Estate (soon to be Berkshire Hathaway HomeServices Ambassador Real Estate); Carrie Foley, Berkshire Hathaway HomeServices Northwest Real Estate; Kim Gellatly, Berkshire Hathaway HomeServices Northwest Real Estate; Jill Griffin, Real Estate of the Rockies (soon to be Berkshire Hathaway HomeServices Real Estate of the Rockies); Carl Guild, Berkshire Hathaway HomeServices New England Properties; Marsha Kotlyar, Berkshire Hathaway HomeServices California Properties, Montecito, CA; Chuck MacPhee, Georgia Realty (soon to be Berkshire Hathaway HomeServices Georgia Properties); Player Murray, Berkshire Hathaway HomeServices Carolinas Realty family of brokerages; Margaux Genovese Pelegrin, Fox & Roach, REALTORS® (soon to be Berkshire Hathaway HomeServices Fox & Roach, REALTORS®).

Council Member Player Murray, managing broker at Berkshire Hathaway HomeServices Carolinas Realty family of brokerages said the REthink Council “stands to redefine the real estate industry” and will make a positive impact on the growth of the Berkshire Hathaway HomeServices brand. “I look forward to working with other Council members to improve our business and use our collective knowledge and passion for real estate to help others succeed.”

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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