

**FOR IMMEDIATE RELEASE**

## **Gino Blefari Assumes Role as Chief Executive Officer at HSF Affiliates LLC**

*Brokerage veteran known for vision and success at every level succeeds a retiring Earl Lee*

**IRVINE, CA (Jan. 5, 2015)** – HSF Affiliates LLC today announced that Gino Blefari has assumed the role of chief executive officer at HSF Affiliates, which operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate.

“I am pleased to welcome Gino as CEO of HSF Affiliates,” said Ron Peltier, chairman and CEO of HomeServices of America, Inc., which is the majority owner of HSF Affiliates. “He is a strong leader with extensive experience in the real estate brokerage business. He is just the right professional to grow our brands and help position affiliates for even greater success.”

Blefari joined HSF Affiliates in June 2014 and succeeds Earl Lee, who retired Dec. 31. “I’m honored by the opportunity to lead HSF Affiliates and its brands,” Blefari said. “I look forward to helping our affiliates and agents grow their businesses and to solidifying the reputation of our brokerage networks as the finest and most respected in real estate.”

Blefari began his real estate career more than 25 years ago and held executive leadership positions at Century 21 Seville Contempo and NRT before founding Silicon Valley, CA-based Intero Real Estate Services in 2002. Intero was the No. 12 real estate company for 2013 sales volume on REAL *Trends* 2014 study of the 500 Largest Brokers in the U.S.

“The future of HSF Affiliates couldn’t be brighter,” said Lee. “Gino understands the real estate business from all perspectives and is keenly aware of the opportunities and challenges faced every day in brokerage offices. He will help network affiliates take their businesses to new levels.”

Lee will now serve the organization as a senior advisor, focusing on the international expansion of Berkshire Hathaway HomeServices. Stephen Phillips, chief operating officer of HSF Affiliates and president of Berkshire Hathaway HomeServices; and Bob McAdams, president of Real Living Real Estate; will continue in their executive leadership roles, reporting to Blefari.

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**About HSF Affiliates LLC**

Irvine, CA-based HSF Affiliates LLC operates and manages Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate brokerage networks. Its brokerage family yard signs stand for quality service and innovation across America. Visit [www.hsfaffiliates.com](http://www.hsfaffiliates.com).

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