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Israel Kreps

Kreps DeMaria PR
 (for HomeServices of America)
(305) 663-3543
ikreps@krepspr.com

Marketing and Communications Expert Joins HomeServices Relocation
Lisa Adams drives marketing strategies for HomeServices Relocation

Minneapolis (February 2, 2015) - Steven John, president and CEO of HomeServices Relocation, a Berkshire Hathaway affiliate, announced today that industry professional Lisa Adams has joined the company and will be part of his executive team. In her new role, Adams will be responsible for marketing strategies, public relations, branding and advancing social media within HomeServices Relocation.

Adams has more than 15 years of experience in marketing and communications specific to the relocation industry. Most recently, she served as global marketing manager for one of the largest relocation service providers where she developed marketing and social media strategies and managed internal and external communications, client relationships and business development campaigns. Prior to the relocation industry, Adams directed the marketing and operations teams responsible for the McDonald's Corporation premium and print business.

Adams is a Certified Relocation Professional (CRP®) from Worldwide ERC® and holds a Bachelor of Arts degree from Arizona State University's Walter Cronkite School of Journalism and Mass Communication. She also completed the management program at Harvard Business School.

John stated, "We look forward to Lisa bringing her expertise to HomeServices Relocation as we grow our company, our client base, and make continued contributions to the industry."

About HomeServices Relocation:
HomeServices Relocation, LLC is a wholly-owned subsidiary of HomeServices of America, a Berkshire Hathaway affiliate. HomeServices Relocation provides relocation management solutions for corporations worldwide through its range of customized tools and programs.

Information about HomeServices Relocation is available at www.homeservicesrelocation.com.