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For Immediate Release

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HomeServices Relocation Expands Transferee Communication with Integration of SMS Texting Solution

MINNEAPOLIS (May 4, 2021) - HomeServices Relocation (HSR), a division of HomeServices of America, a Berkshire Hathaway affiliate, and full-service global relocation management company, today announced integration of a new SMS texting solution through a partnership with SendHub, a leading business SMS provider.

The texting service will be available by opt-in at initiation, allowing an additional communication channel to meet the needs of transferees who prefer mobile interaction. For transitioning employees who are often on-the-go, the new texting service offers an immediate connection, during operating hours, to their relocation consultant and doesn't require an internet connection.

"For all the reasons that text messaging is so popular for personal use, it makes sense for HomeServices Relocation's business objectives too – improving the quality of the relocation experience while reducing stress on the transferee," says Steven John, SCRP, SGMS-T, President and CEO of HomeServices Relocation.

This new feature is the latest addition in HomeServices Relocation's technology initiative focused on delivering the most accessible and relevant digital experience possible for transferees and HR professionals.

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About SendHub

SendHub is a San Francisco Bay Area-based startup providing simple SMS solutions for Business. SendHub's solutions are available on any device and scale to support all enterprises. SendHub's customers include Lyft, Booz Allen Hamilton, Berkshire Hathaway, The Knot, and Teach for America. Founded in 2011, the company has raised financing from Y-Combinator, Kapor Capital, Menlo Ventures, Bullpen Capital, Alexis Ohanian, Garry Tan, the Seraph Group, and others.

For more information about SendHub's innovative services, visit <https://www.sendhub.com/>.

About HomeServices Relocation, LLC:

HomeServices Relocation, LLC is a full-service relocation management company that designs flexible relocation management solutions for corporations worldwide. Through its national network of relocation associates, HomeServices Relocation offers clients integrated relocation services including brokerage, mortgage origination, title, insurance, closing and other home-related services. HomeServices Relocation is a division of Minneapolis-based HomeServices of America, a Berkshire Hathaway affiliate and ranked as the largest real estate company in the United States.

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

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