



A Berkshire Hathaway Affiliate

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For more information contact:

Dawn Reeves, Vice President,  
Marketing and Relocation

(205) 325-1323

## **RealtySouth Receives Website Quality Certification**

*- Recognition earned for excellence in corporate website. -*

**(Birmingham, AL)** – February 3, 2014 – RealtySouth has been awarded the Website Quality Certification (WQC) from Leading Real Estate Companies of the World®, a global network of 500+ real estate firms which presents the certification to member companies that demonstrate best practices in website design and Internet communications.

RealtySouth's website, [www.realtysouth.com](http://www.realtysouth.com), earned the certification after achieving high marks on a range of criteria, including usability and performance, design and content, interactivity, customer service and Internet lead management, search engine optimization and mobile.

Created by LeadingRE in 2009 to recognize member websites that combine high standards for design, technology and service, the criteria for the WQC are updated annually to reflect the latest in internet marketing strategies. The WQC is an optional program available only to firms affiliated with Leading Real Estate Companies of the World® and requires re-certification every two years.

"We are pleased to present the WQC to 124 members this year and commend these firms for creating websites that effectively engage today's home buyers and sellers by providing relevant information in a compelling way, with the perspective only a local firm can offer," said Leading Real Estate Companies of the World® President/CEO Pam O'Connor.

RealtySouth Vice President of Relocation and Marketing, Dawn Reeves, says the company's clients continue to rave about the ease and accuracy of [realtysouth.com](http://realtysouth.com). "It is extremely satisfying to end a year with more than one billion people having viewed our site. Even more so, to learn we have again received the Website Quality Certification from Leading Real Estate Companies of the World, a group of experts whose opinion we hold so dearly is icing on the cake," said Reeves.

She added, "As more and more nationally-known websites post incorrect property data, unrealistic estimates for home value and continually work to build a business model that is not in the best interest of buyers and sellers, we are honored to be recognized for our work on a site designed to serve our customers and clients with the utmost of professionalism."

For more information about RealtySouth, please visit [www.realtysouth.com](http://www.realtysouth.com).

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### **About Leading Real Estate Companies of the World®**

*Leading Real Estate Companies of the World® (www.LeadingRE.com) is the largest network of top independent local and regional brand-name brokerage firms in the residential sector of real estate. The 500+ firms affiliated with Leading Real Estate Companies of the World® are represented by 4,000 offices and 120,000 associates in more than 40 countries worldwide.*

### **About HomeServices of America**

*HomeServices of America, Inc., based in Minneapolis, Minn., is the second-largest, full-service residential real estate brokerage firm and one of the largest brokerage-owned settlement services provider in the U.S and is the majority owner of the Berkshire Hathaway HomeServices franchise brand and the Prudential Real Estate and Real Living Real Estate franchise networks. Owned by MidAmerican Energy Holdings Company, a consolidated subsidiary of Berkshire Hathaway Inc., HomeServices' operating companies offer integrated real estate services, including brokerage services, mortgage originations, title and closing services, property and casualty insurance, home warranties, and other homeownership services. HomeServices Relocation, LLC is the full-service relocation arm of HomeServices of America, which provides every aspect of domestic and international relocation to corporations around the world. HomeServices operates under the following residential real estate brands: Carol Jones Realtors®; CBSHOME Real Estate; Champion Realty Inc.; Edina Realty; EWM Realtors®; Guarantee Real Estate; Harry Norman, Realtors®; HOME Real Estate; Huff Realty; Iowa Realty; Koenig & Strey Real Living; Long Companies; Prudential California Realty; Prudential Carolinas Realty; Prudential Connecticut Realty, Prudential First Realty; Prudential Fox & Roach, Realtors®; Prudential Georgia Realty; Prudential KC Realty, Prudential Northwest Realty Associates; Prudential Northwest Properties; Prudential Rhode Island Realty; Prudential York Simpson Underwood Realty; Prudential Yost & Little; RealtySouth; Rector-Hayden Realtors®; Reece & Nichols; Roberts Brothers Inc.; Semonin Realtors®; and Woods Bros. Realty.*

*Information about HomeServices is available at [www.homeservices.com](http://www.homeservices.com).*