



A Berkshire Hathaway Affiliate

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## **RealtySouth Receives Website Quality Certification**

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

**(Birmingham, AL)** – January 31, 2013 – RealtySouth announced today that it has received the Website Quality Certification (WQC) from Leading Real Estate Companies of the World<sup>®</sup>, which presents the certification to member real estate firms that demonstrate best practices in website design and Internet communications.

RealtySouth's website, [www.realtysouth.com](http://www.realtysouth.com), earned the certification after reaching high marks on a range of criteria, including usability, design and content, interactivity, responsiveness, search engine optimization and more.

"We introduced the WQC in 2009 to recognize member websites that combine high standards for design, technology and customer service," said Leading Real Estate Companies of the World<sup>®</sup> President/CEO Pam O'Connor. "Each year, we revisit the criteria to ensure the standards reflect the most current online trends, and we are especially proud to recognize the firms whose sites earned the WQC this year."

The WQC is an optional program available only to firms affiliated with Leading Real Estate Companies of the World<sup>®</sup> and requires re-certification every two years.

"For many years, [realtysouth.com](http://realtysouth.com) has been THE website in Alabama to search for real estate information. Even our competitors share stories of asking their clients to search our site first. Our primary goal is to provide a seamless online experience that provides the customer with an onslaught of information needed to make informed decisions. We want our customers and clients to consider [realtysouth.com](http://realtysouth.com) as their primary source of real estate information," said Dawn Reeves, Vice President of Marketing and Relocation Services for RealtySouth.

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<sup>®</sup>**

Leading Real Estate Companies of the World<sup>®</sup> ([www.LeadingRE.com](http://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<sup>®</sup> are represented by 4,600 offices and 140,000 associates in more than 30 countries worldwide. The organization's leadership is demonstrated by the fact that its affiliates comprise 13 of the top 25 real estate companies in the country. Collectively, LeadingRE affiliates produced nearly 924,000 home sales valued at \$234.6 billion in the U.S.

*in 2011. In addition, LeadingRE locally-branded affiliates hold the Number One position in sales in nearly 40% of the top 103 markets in the U.S., more than any national franchise organizations.*

### **About HomeServices of America**

HomeServices of America, Inc. based in Minneapolis, Minn., is the second-largest homeownership service provider in the United States. Owned by MidAmerican Energy Holdings Company, an affiliate 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 in 20 states under the following residential real estate brand names: 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 GMAC Real Estate; Long Companies; Prudential California Realty; Prudential Carolinas Realty; Prudential First Realty; Prudential KC Realty; Prudential Northwest Properties; Prudential Northwest Realty Associates; Prudential Rhode Island Realty; Prudential York Simpson Underwood Realty; Prudential Yost & Little Realty; RealtySouth; Rector-Hayden REALTORS; Reece & Nichols; Roberts Brothers Inc.; Semonin REALTORS and Woods Bros. Realty. Information about HomeServices and the locations of its subsidiary companies is available at [www.homeservices.com](http://www.homeservices.com).