



HomeServices of America, Inc. announces Prudential KC Realty through acquisition of Prudential Gaslight Realtors

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HomeServices of America, Inc., a Berkshire Hathaway affiliate, unveiled that Blue Springs, Mo.-based Prudential Gaslight Realtors is joining the HomeServices of America family of companies. Effective immediately, Prudential Gaslight Realtors will be rebranded Prudential KC Realty to position the company for regional growth in Kansas and Missouri.

The acquisition and name change furthers HomeServices' goal of deepening the real estate footprint within the greater Kansas City market and surrounding communities and reinforces the stability and financial strength of HomeServices. Reece and Nichols Realtors, Kansas City's long-standing residential real estate leader, also is a HomeServices real estate brokerage.

"The acquisition of Prudential Gaslight Realtors and the immediate name change to Prudential KC Realty expands our presence in the Kansas City region," said Ron Peltier, chairman and CEO of HomeServices. "Our goal is to grow HomeServices' brands through the ongoing sales and marketing process, as well as through strategic acquisitions similar to this one."

"We are very proud to be a part of HomeServices of America," noted Wayne Minear, previous Broker/Owner at Prudential Gaslight Realtors. "We are joining an organization consistent with our high standards of service and integrity, making this a win/win for our customers and our associates."

Stan Klinksick, previous broker/owner at Prudential Gaslight Realtors, said, "By joining forces with HomeServices and rebranding Gaslight to Prudential KC Realty, we will be unmatched in our ability to serve the needs of our new and existing clients throughout the Kansas City region. With more than 90 percent of today's homebuyers starting their home search online, the new PKCRealty.com website that will launch in early February will offer easy property search and mobile convenience."

"We are delighted to expand our services in Kansas City," Peltier said. "And we continue to look for additional opportunities, both here and throughout other major markets in the U.S."

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