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Windermere Debuts Architectural + Design Program at Modernism Show

PALM SPRINGS, CA – February 15, 2013 – Windermere Real Estate Southern California will premiere their latest property feature program, A+D Properties, at this weekend's 14th Annual Palm Springs Modernism Show and Sale at the Palm Springs Convention Center. A+D Properties, or Architectural plus Design Properties, is the latest property feature program that Windermere has launched to focus on the growing demand for homes that embody architecturally significant design and restoration and/or historical provenance.

“At Windermere, we strive to keep abreast of consumer demand. Buyer interest in architecturally and design-significant homes continues to increase at a rapid rate. The launch of our A+D Properties program is a direct response to that growth,” said Bob Deville, co-owner of Windermere Real Estate Southern California. “As the desert real estate leader with numerous coastal offices, we are at one of the international epicenters of that interest. We have a distinguished track record in representing architecturally significant and historically rooted properties throughout Southern California. The A+D Properties program will only enhance that reputation and allow those unique properties to receive additional exposure through our digital, print and social advertising as well as our international affiliated networks and syndication.”

Homes that qualify for the A+D Properties designation will meet such qualifications as: architectural or historical significance, an inherent reflection of the style or period they represent with a concentration on Mid-Century Modern or Contemporary styles, or were originally created or designed by noted architects and designers. The homes will reflect the heritage and history of architecture and design that have been an impact on the Coachella Valley. Andy Linsky and Patrick Jordan will serve as the Founding Directors of Windermere's A+D Properties program – both of whom are known for and are currently carrying listings of design significance and historical stature.

Qualifying properties will receive unique advertising opportunities, enhanced online display presence, exclusive networked showings to agents focusing on those markets, specialized printing material and highlighted social media profiles.

The public is invited to discover a portion of the current selection of these properties by visiting Windermere Real Estate Southern California's booth at this weekend's Modernism Show and Sale. Booth #605A will be located in the Primrose Ballroom portion of the Exhibit Hall of the Palm Springs Convention Center, just to the left of the main entrance. Participating Windermere agents will include Scott Crothers, Neil Curry, Charlie Grigg, Julie Hewett, Patrick Jordan, Tom Lathrop, John Long, Ricky Mann, Robert



Mosura, Joel Mugge, Stewart Penn, Sean Peterson, Roy Rigsby, Marc Sanders, Chris Smith, Stewart Smith, Nancy Steinfeldt, Dan Thompson, Jim Webb, Dick Whitehouse, Brian Wilson and Joe Woods.

For the location of the Windermere Southern California Real Estate office nearest you, visit us on the web at www.WindermereSoCal.com or give us a call at (760) 341-4141. Follow us on Twitter and Facebook @WindermereSoCal.

About Windermere Southern California:

The Palm Springs area market leader, Windermere Real Estate Southern California consistently lists and sells more than any other local real estate brokerage. Founded by owners Bob Bennion and Bob Deville in 2001, Windermere Real Estate Southern California provides superior, professional real estate services to their clients in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and Indio. Windermere's Premier Properties program showcases and markets some of the valley's finest homes and estates for maximum impact and worldwide exposure.

An invited member of the Leading Real Estate Companies of the World® and exclusive local affiliate of Luxury Portfolio International®, Windermere's extensive network of agents, clients and partners is truly the largest, top-producing network for real estate available in the Palm Springs market. For the location of the Windermere Southern California Real Estate office nearest you, visit us on the web at www.WindermereSoCal.com.


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