



FOR IMMEDIATE RELEASE

Farenden and Hechtman Join Windermere

PALM SPRINGS, CA – February 16, 2013 – Windermere Real Estate Southern California welcomes Joy Farenden and Setsu Hechtman to their growing family of real estate professionals. Joy joins Windermere’s Indian Wells Main office located at 74-850 Highway 111, while Setsu finds her home at Windermere’s Rancho Mirage office located at 71691 Highway 111. Both Joy and Setsu are highly regarded agents with extensive experience in the real estate market, representing buyers and sellers from entry level homes to luxury estates.

“We are very pleased that Joy and Setsu chose Windermere to advance their already highly successful careers in real estate. Agents of this caliber continue to find great support and market advantage at Windermere where they can grow their business to the next level. Joy and Setsu will be tremendous assets to our always-growing network, and their clients will reap the benefits from their agents’ association with the desert’s real estate market leader,” said Bob Deville, co-owner of Windermere Real Estate Southern California.

Joy Farenden has worked in the real estate industry for almost 20 years, selling homes in the East Coast market of Boston and the surrounding communities of Boston Harbor and Marblehead. Joy relocated to the Coachella Valley in 2006 where she has continued to deliver outstanding service to her clients in Rancho Mirage, Palm Desert and Indian Wells. Joy is an active member of the communities she represents, donating her time and resources to the Child Help Association’s golf event and sitting on the board of her HOA. She enjoys attending concerts of the Palm Springs Opera Guild and the rich assortment of theatrical productions at the McCallum Theater.

Having traveled extensively to exotic locales throughout the world, Joy truly understands that life in the California Desert Resort Communities is something special. Born and raised in England, Joy’s independent spirit compelled her to leave home for experiences abroad. She traveled to New York where she began a 20 year career with Pan American World Airways. Her time with Pan Am took Joy to distant shores from Tahiti to New Zealand, Vietnam to the Caribbean, and the Middle East to Russia. Joy’s friendships and associations she made during her travels are still a source of pleasure for her as a member of the Desert Wingers, a local group of former Pan Am employees.



Setsu Hechtman has been in residential sales and rentals for over 20 years. Her work in the Los Angeles real estate market found her closing a multitude of successful transactions on Los Angeles' Westside from Beverly Hills to the coastal communities. Highly respected and a top producer, Setsu received numerous awards for her high quality client service and sales volume from her previous board associations and brokerages. Setsu also represented Wolfgang Puck with the location of his original Spago Restaurant. She has worked with many first time buyers as well as high profile clients.

Since relocating to the Rancho Mirage in 2004, Setsu has continued to enjoy tremendous success in real estate sales. Setsu also worked in Marketing and Sales with the Vacation Ownership Division of Starwood Hotels and Resorts. Setsu enjoys the lifestyle that she has found in the Coachella Valley. Relishing the beautiful weather and landscape of the desert, Setsu can be frequently found playing tennis and mahjong or enjoying walks with her husband and their dog, Sasha.

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.

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About Windermere Southern California:

Since 1993, Bob Bennion and Bob Deville, owners of Windermere Real Estate Southern California, have been one of the real estate industry's most dynamic and successful real estate partnerships. Windermere Real Estate Southern California consists of highly qualified, professionally trained real estate agents, associate brokers, and property management personnel. 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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