



FOR IMMEDIATE RELEASE

Windermere Welcomes Tim Finnell and Merle Friedman

PALM SPRINGS, CA – June 22, 2013 – Windermere Real Estate Southern California is pleased to highlight two agents who have recently joined their growing family of real estate professionals. Tim Finnell was welcomed to Windermere’s La Quinta office located at 47-250 Washington Street, while Merle Friedman was warmly received at Windermere’s Palm Desert Portola office located at 73-993 Highway 111.

A lifetime resident of the Coachella Valley, Tim Finnell graduated from Indio High School and has been a local, small business owner and operator for 25 years. In addition to his business, Tim served as the Head Water Polo Coach for Palm Desert High School and then Xavier College Prep in Palm Desert for 15 years. As an active member of the communities he serves, Tim’s extensive knowledge of the Coachella Valley is a great asset to his clients.

Tim is certified as an e-Pro (internet real estate technologies) specialist, CDPE (Certified Distressed Property Expert®), and SFR (Short Sales and Foreclosure Resource). His broad understanding of the local market and local properties allows him to service clients in Indian Wells, Bermuda Dunes, La Quinta and Indio, including the homes and community amenities of Toscana, Heritage Palms, and Indian Springs.

“Tim comes to us with a wealth of knowledge about the local market and sales experience. He’s focused and goal-oriented regarding his clients’ needs and a stand-up professional. We are excited to have him join us,” said Sandy Beakey, Managing Broker for Windermere’s La Quinta offices.

Associate Broker Merle Friedman moved to Southern California from Ohio after completing his military service. He earned his Bachelor’s in Mathematics from Cal State Northridge and worked for a number of years teaching math in high school. He left teaching to begin his career in real estate in the San Fernando Valley and eventually opened his own office. Merle returned to school in the ‘80s and graduated from La Verne College of Law where he received a Corpus Juris Secundum Award along with his Juris Doctor in Law in 1989. He practiced Estate Planning and Family Law in Ventura and Los Angeles Counties and later became in-house counsel for several construction companies, specializing in bank mergers and security.

A resident of Palm Desert’s Desert Falls Country Club since 2000, Merle worked with an associate to develop land and to build an estate property in Rancho Mirage. He reentered real estate as a broker to handle the sale of the developed lots. Merle passion



for real estate, contract negotiation, and client satisfaction keeps him informed and at the top of his profession.

“A consummate professional, Merle combines a detailed knowledge with ‘big picture’ experience. Merle is a great asset to have join our office, and we look forward to providing him the support he needs to continue to grow his business,” said Sandi Richardson, Managing Broker for Windermere’s Palm Desert Portola office.

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 Deville and Bob Bennion 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.



