



FOR IMMEDIATE RELEASE

Windermere Real Estate Welcomes Fernando Ruiz and Julio de la Concha

PALM SPRINGS, CA – August 10, 2013 – Windermere Real Estate Southern California's offices throughout the Coachella Valley continue to grow this summer, attracting some of the valley's top talent in the industry. This week, Windermere welcomes Fernando Ruiz and Julio de la Concha to their Palm Springs Midtown office located at 1255 E. Ramon Road.

"Fernando and Julio are seasoned agents with extensive knowledge and sales histories in the Palm Springs area. We are thrilled that they have chosen to join our growing family of real estate professionals," said Bob Deville, co-owner of Windermere Real Estate Southern California. "We look forward to providing them the support and services that will enable them to continue to grow their business and provide their clients with the exceptional service for which they and Windermere are known."

Originally from Havana, Cuba, Fernando Ruiz moved to the US in 1960. Fernando's personal real estate experience began in 1972 when he began buying and investing in properties. His previous work experience includes hotel management and ownership and operation of an employment agency. A resident of Palm Springs since 1989, Fernando fell in love with the desert's natural beauty and relaxed lifestyle.

A licensed Realtor for more than 20 years, Fernando has successfully represented buyers and sellers throughout the Coachella Valley, particularly the East Valley cities of Palm Springs, Cathedral City and Rancho Mirage. His attention to detail helped in selling noted celebrity estates, including the homes of Magda Gabor and Gloria Swanson. Fernando also represents owners and investors of residential properties available for lease in the Palm Springs area.

Julio de la Concha, a long-time resident of Southern California, has been both a successful business owner and real estate investor in Los Angeles and Palm Springs. Julio holds his Bachelor's Degree in Engineering but his first love has always been real estate and sales. He has an appreciation for architectural style and enjoys showing and presenting the range of home styles available in the desert.

Julio specializes in residential, residential income, long-term leasing and seasonal rentals throughout the Coachella Valley, focusing on the West Valley cities, including Cathedral City, Desert Hot Springs, and Palm Springs. Julio's combination of entrepreneurial skills and his over thirteen years of real estate experience gives him an advantage when working with buyers and sellers. His commitment to client satisfaction



and superior service has seen him convert many clients into long-standing relationships with repeat sales and listings.

“Fernando and Julio are seasoned, professional agents who represent a wealth of knowledge and experience in the local real estate market. They are exceptional additions to our office and we are pleased that they chose to join us,” said David Cantwell, Managing Broker for Windermere’s Midtown 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.



