



FOR IMMEDIATE RELEASE

WINDERMERE CHAMPIONS THE LUXURY HOME MARKET

(AUGUST 30,2012 - RANCHO MIRAGE) Experience and knowledge of the local market should be what every consumer is looking for in real estate representation, and the Premier and Executive Premier agents at Windermere Real Estate Southern California provide an unequalled level of expertise. Real estate news, like the market, seems to always be in flux. You can find stories in any newspaper, website or blog that give the impression of instant market success or definitive turnaround times – particularly in the headlines they print to grab your attention. At Windermere, agents and managing brokers alike agree that it is always in the details of the data where you find a true measure of the market.

When asked to describe the current state of the luxury market, Bruce Blomgren, Executive Premier Director and Broker Associate at Windermere Real Estate’s Luxury Homes and Estates office in Indian Wells, noted, “The luxury home market seems to have hit a point of stabilization. Prices have bottomed, but we will not see a fast rebound in prices. Sales will continue to be driven by aggressively priced homes and value conscious buyers. Luxury home sales in the upcoming season should improve, even if prices don’t see much of an increase.”

Charlie White, Managing Broker at Windermere’s Luxury Homes office, further added, “Much of the success we have seen in the luxury homes and estates market is due to our Premier agents’ hard work. They have assisted their sellers in understanding the realities of pricing, along with the



expectations of buyers within the luxury market.”

But neither market conditions nor lack of inventory have stopped Windermere’s success as the champion of the luxury home market. “As the sales volume data proves, our Windermere Real Estate agents continue to enjoy unparalleled success in the luxury homes and estates market. Our Premier program and Premier agents, coupled with our coveted affiliation with Luxury Portfolio International, continue to grow and serve our discriminating, high-end luxury home buyers and sellers,” added Bob Deville, co-owner of Windermere Real Estate Southern California.

To find a Windermere Real Estate office near you, visit us on the web at www.WindermereSoCal.com or call us at 760-341-4141.

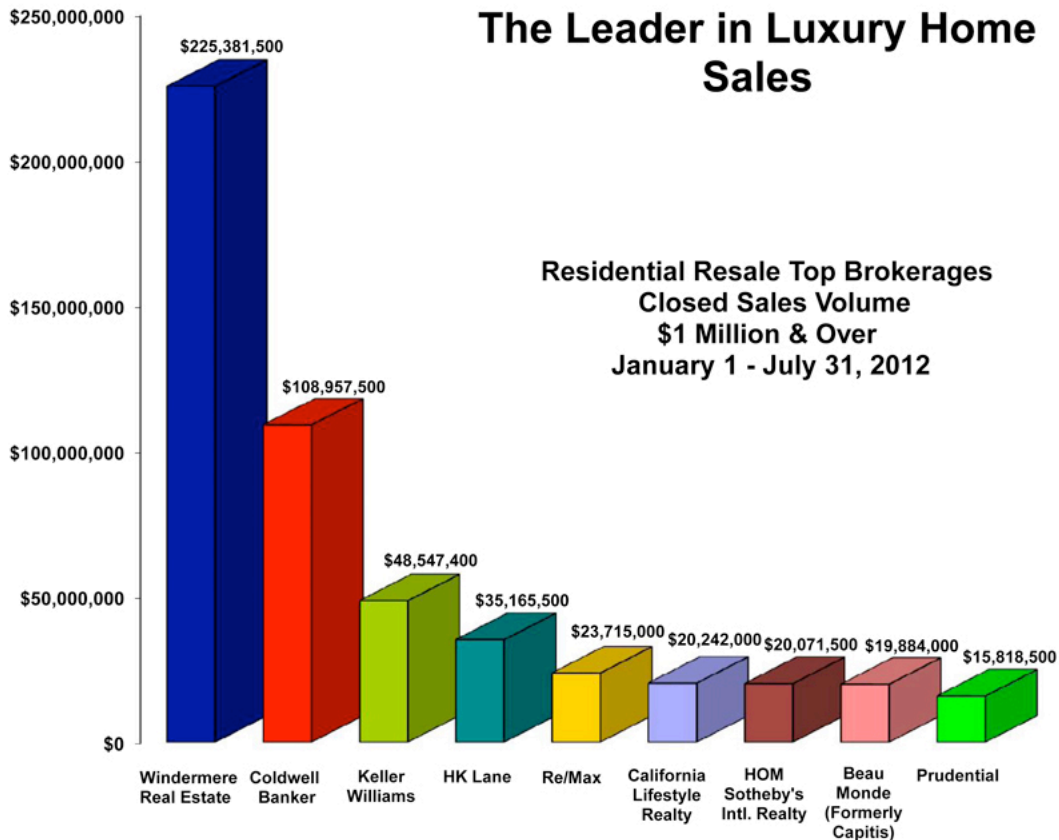
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About Windermere Southern California:

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.

Windermere The Leader in Luxury Home Sales



Information is based on data supplied by the Desert Area MLS. The Desert Area MLS neither guarantees or is in any way responsible for its accuracy. Data maintained by the Desert Area MLS may not reflect all real estate activity in the market.

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