



REAL ESTATE NEWS

MEDIA CONTACT:

Shilo Herrling
760-770-6801
sherrling@windermeresocal.com

FOR IMMEDIATE RELEASE

Windermere Southern California Enters Second Decade

RANCHO MIRAGE (Calif.) – January 7, 2012

Windermere Southern California is looking ahead to 2012 after closing nearly \$1.5 BILLION in transactions last year in the Coachella Valley. It is a suitable way to begin its second decade serving home buyers and sellers across the high and low desert, from Palm Springs to Indio and all points in between. "We've seen a lot of changes in our first 10 years," says Bob Deville, co-owner, Windermere Southern California. "Roller coaster real estate prices, the coming and going of some good and not so good financing options, and the rise and fall of a sobering number of real estate companies." Among the last regions in the state to feel the impact of the real estate downturn, the Coachella Valley is now at the forefront of the recovery. "There are a number of reasons for this," says Deville, "but the easiest one to quantify is this: People want to live here. That is not going to change." This basic tenet is at the center of Windermere's growth and success in the Valley. The desert's near-perfect climate, relative affordability and diverse lifestyles, coupled with what Windermere owners and clients refer to as 'legendary customer service' have led to a thoughtful yet robust expansion from a single office 10 years ago to today's 19. Home prices are still attainable for most buyers; rates are exceptionally low, and brisk real estate activity is keeping housing inventory at a manageable level. It's a great place for Windermere to be as the company sails into the next decade. "We are proud of our accomplishments, and humbled, as well," said Deville. "That a company can attain this level of success while navigating through one of the most challenging periods in our industry's history is a testament to our beliefs, our principles, our agents, and our clients." Windermere's Coachella Valley offices include Palm Springs Main, Palm Springs Midtown, Palm Springs South, Cathedral City, Rancho Mirage, Palm Desert Portola, Palm Desert San Pablo, Desert Area Commercial, Indian Wells Main, Indian Wells Luxury Homes & Estates, La Quinta, Old Town La Quinta, Indio, Garner Valley, and Lake Arrowhead, with on-site offices at Morningside Country Club Rancho Mirage, The Springs Country Club Rancho Mirage, Deep Canyon Tennis Club Palm Desert, and Indian Wells Country Club. For more information, visit www.WindermereSoCal.com.

