



FOR IMMEDIATE RELEASE

Windermere Real Estate Southern California Welcomes Allen Lane

PALM SPRINGS, CA – DECEMBER 20, 2014 – Windermere Real Estate Southern California is pleased to announce Realtor® Allen Lane has joined their family of real estate professionals at the Palm Springs Main office, located at 850 North Palm Canyon Drive. Lane’s storied background in real estate photography, impressive customer service, and ability to successfully complete deals for clients gives him the tools he needs for a prosperous career in real estate.

“I really like meeting new people and helping them come up with a positive solution,” says Lane. He uses his adept problem-solving skills to serve his clients and create an experience that builds lasting relationships. “Every client is unique in their own way, which I truly enjoy. However, the principles I use to service them remain consistent. I make sure my clients know that I am here for them at all hours of the day, and do the little things to keep them satisfied with the process.”

Prior to his career as a real estate agent, Lane enjoyed a 14-year career as a real estate photographer. He transferred many of the skills learned in his prior occupation to real estate, which has paid huge dividends for his success. “I understand how to set up a home to maximize its appeal to buyers and let its personality shine,” he continues. “I also learned a great deal about client service and engagement. I built my photography business from the ground up, and know what it takes to maintain an elite level of operation. Those same concepts apply to what I do now.” He also assists in running a Palm Springs automotive repair shop, where he does all of the back office work and runs the marketing arm of the business. “My time with the auto shop has taught me how to turn a negative customer experience into a positive. In addition, my experience



coordinating the marketing has brought me up to speed on the latest and greatest in technology and how to leverage it to reach my target audience.”

Understanding the importance of networking and making a good name for himself, Lane is quickly getting involved in the Palm Springs Regional Association of Realtors (PSRAR) and aspires to sit on a committee in the near future. “Being involved with the PSRAR is the best way to build a positive reputation and give back to the local community.”

Lane was drawn to Windermere from his time as a real estate photographer. “I have a lot of friends at Windermere. They have always had positive things to say about the operations and reputation, so I wanted to align myself with the best around. Plus, they are masters at creating a positive experience for clients and are easy to work with on transactions because of the team mentality they encourage.”

“I am excited to welcome Allen to the Palm Springs Main office,” states David Cantwell, Managing Broker. “His impressive career as a real estate photographer coupled with the experience of owning and operating small businesses gives him a leg up on understanding service and how to establish and maintain an excellent client base.”

About Windermere Southern California:

As the Palm Springs area market leader, Windermere Real Estate Southern California consistently lists and sells more than any other local real estate brokerage. Founded in 2001 by owners Bob Bennion and Bob Deville, 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 Real Estate Southern California 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.