



FOR IMMEDIATE RELEASE

Windermere's Robert and Tracy Real Estate Group Positioned For Success

RANCHO MIRAGE, CA – FEBRUARY 14, 2015 - Riding the momentum they experienced last summer, Windermere Real Estate Southern California's Robert and Tracy Real Estate Group, led by Associate Broker/Premier Director Robert Downing and Realtor®/Premier Director Tracy Boomer, have positioned themselves for a dramatic surge in business in 2015. Robert and Tracy capped off the year by being awarded the 2014 Best of Trulia Top Agent Award. In addition, the team has strategically grown over the last year, adding key members to bolster its offerings and streamline the business.

Working out of the Windermere Southern California Rancho Mirage office, located at 71691 Highway 111, Robert and Tracy Real Estate Group had an incredible 2014, with the Trulia award being the crowning achievement. "To be recognized in the top 1% of all agents on Trulia is a great accomplishment. We try to have as complete an internet marketing package as possible for our clients and the general public. We are proud to have that badge added to our profile because it means that our hard work and focus on the details is paying off," says Robert. The Trulia award is based on site activity, taking into account sales, listings, and reviews. In addition to the recognition from Trulia, the team recorded the second highest sale in Palm Springs for 2014, a listing in Old Las Palmas that sold for just under \$3 Million.

Robert and Tracy Real Estate Group began to lay the foundation for its expansion early in 2014 with the addition of Associate Broker Mickey Elliott, who brought with her deep connections in Palm Desert, an area in which Robert and Tracy wanted to expand their presence. After working together for several months and fostering an exceptional team dynamic, Realtor® Linda Herold joined them in December and hit the ground running. Linda specializes in Sunrise Country Club, Thunderbird Country Club, and high-end south



Palm Desert listings. The latest addition is Client Services Director Craig Soto, who joined in January. Craig is a licensed agent who has quickly become the glue that holds the team together, running the business behind the scenes and keeping everyone on track.

“We were incredibly lucky to find Mickey, Linda, and Craig,” says Tracy. “Fortunately for us we were able to be selective with the additions to our team. Each of them embodies the caliber of professional we strive to have represent our brand and partner with our clients to accomplish their real estate goals. Mickey and Linda’s sales experience and roots in Palm Desert are the ideal fit for our strategy, and Craig frees all of us up so we can do what we do best – get more business.”

The opportunity to grow presented itself at the right time, and the team knew well in advance that this was the direction they were going to head in. “Since we started in 2009, the majority of our focus had been in Rancho Mirage and we felt the timing was right to stretch our services to additional areas in the Coachella Valley. The high sales pace from the summer on and the market forecasts we saw told us that we could build on our current listing portfolio and make the move,” continues Robert.

With a strong team in place and a wave of positive momentum, Robert and Tracy Real Estate Group is optimistic for 2015. “Prices in the market are stable and interest rates are going down, which we see as a sign that 2015 is going to be a busy year. Our goal is to double our 2014 sales activity, and based on our current forecast, we should be able to accomplish that goal,” concludes Tracy.

Says Bob Deville, Co-Owner of Windermere Southern California, “To be recognized by a national real estate site such as Trulia is quite the accomplishment. I would like to



congratulate Robert and Tracy Real Estate Group on their successful 2014 and wish them a prosperous 2015.”