



FOR IMMEDIATE RELEASE

Windermere Southern California Welcomes Sarita Starr

PALM SPRINGS, CA – APRIL 18, 2015 – Windermere Real Estate Southern California proudly welcomes Broker Associate Sarita Starr to its family of real estate professionals at the Rancho Mirage office, located at 71691 Highway 111. Sarita began her real estate career in 1985 when she became a licensed Realtor® and soon after, she obtained her broker's license in 1987. Drawing upon decades of personal and professional experience, Sarita helps buyers, sellers, and investors with all of their real estate needs, including probate and 1031 exchanges.

Over the course of her real estate career Sarita has sharpened her client service skills to an elite level. The one constant trait that her clients cite as the reason they come back is her attitude, affable nature, and her negotiating skills, which create a positive outcome for all parties in a transaction. "I am willing to do what it takes to make a deal work so everyone feels good about it," says Sarita. "I like to make people happy but I am committed to what is ultimately best for my client and I will make sure that their fundamental needs are met."

Sarita has a wealth of firsthand experience and knowledge of real estate transactions, having owned a real estate office with an extensive income property portfolio. She has also personally invested in real estate over her 28-year career, including the remodel and sale of her own homes. "I enjoy the challenge of multi-tasking to complete a remodeling project and working with contractors," she adds. "I help my clients see the benefits and tangibility of real estate as an investment—it provides a long-term, lifetime benefit."



Sarita's years of experience have given her insight into staging and presenting homes for sale or lease. "I advise my clients on areas to fix up or accentuate through staging to show prospective buyers the full potential in the home. To get a home ready for market, you have to evaluate the living spaces and know what features are in demand to maximize its appeal." Beyond her proficiency with completing traditional transactions and working with investors, Sarita also specializes in probate. "I work with attorneys and heirs of estates to help settle the real estate portion from start to finish, including prepping the home for market and overseeing the transaction process."

Sarita joined Windermere because she "wanted to be with the best. Class means a lot to me, and Windermere is an upscale company with a widely respected brand. They dominate the Coachella Valley, and it's easy to see why." Sarita was also drawn to Windermere's stance on individual branding. "The marketing and promotional departments are exceptional. Working with an in-house design professional is a valuable feature that most brokerages do not offer."

"We are happy to welcome Sarita to our Rancho Mirage family," says Don Rossignol, Managing Broker. "Her deep real estate experience, including owning her own business, puts her in a strong position to help clients and offer a unique set of services. I look forward to working with Sarita and wish her a prosperous 2015."

About Windermere Real Estate Southern California

Founded by Bob Bennion and Bob Deville in 2001, Windermere Real Estate Southern California quickly rose to prominence as the Palm Springs area market leader, consistently listing and selling more homes than any other real estate brokerage. As real estate agents themselves, "The Bobs" know what it takes for agents to successfully satisfy their clients in today's ever-changing marketplace, providing exceptional services and support to help to make all transactions as smooth as possible. Windermere



Southern California proudly serves the communities of Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio.

The Premier Properties program showcases and markets some of the Coachella Valley's finest homes and estates, maximizing each property's exposure and impact worldwide through exclusive international partnerships. Launched in 2014, the A+D program, or Architecture plus Design, pays tribute to the rich heritage of design, innovative vision, and iconic modern architecture born in the Coachella Valley. A+D embraces homes that have architectural or historical significance, an inherent reflection of the style or period they represent, or are originally created/designed by noted architects and designers, and thus provides a unique platform to give these one-of-a-kind homes the proper presentation they deserve.

Bennion and Deville have created an extensive network of agents, clients, and partners, the largest, top-producing network for real estate available in the Palm Springs market, leveraging the power of an invitation to the Leading Real Estate Companies of the World® and acting as the exclusive local affiliate of Luxury Portfolio International®. For the location of the Windermere Real Estate Southern California office nearest you, visit us on the web at WindermereSoCal.com or give us a call at (760) 341-4141. Follow us on Twitter and Facebook @WindermereSoCal.