



FOR IMMEDIATE RELEASE

Bob Bennion and Bob Deville Welcome Jane Laufer to Windermere SoCal

SAN DIEGO, CA – APRIL 19, 2015 – Bob Bennion and Bob Deville, Owners of Windermere Real Estate SoCal, are proud to welcome Realtor® Jane Laufer to the Hillcrest/Mission Hills office, located at 265 West Washington Street in San Diego. Jane has been in the real estate industry since 2003 and has a background in loan processing to couple with her experience in executing real estate transactions for buyers and sellers.

Originally hailing from the financial side of the real estate industry, Jane earned her real estate license because of the intimate client interaction and satisfaction of helping others achieve personal success through a real estate transaction. “I am a people person and enjoy working closely with my clients,” she says. “I want to help homebuyers find the best home for them and negotiate a great deal. For sellers, I want to match up their home with the best buyer for the situation.”

Taking the client relationship one step further, Jane is fully committed to offering an old-school style of client service, carrying out many details most homebuyers are accustomed to doing themselves in today’s high-tech world, including the legwork of researching and finding the ideal home based on certain criteria. “I like to connect with my clients on a personal level, so I want to be as all-inclusive as possible to make life easy for them. In addition to researching the best neighborhoods that fit their needs, I will personally pick them up to drive them around to look at the homes. That personal connection of driving together from house to house and talking through their thoughts on each one lets us bond and connect on a deeper level, and allows me to demonstrate my knowledge of the community and why I picked the homes for them.”



Jane's passion for real estate extends beyond client service and into the actual homes themselves. "I love getting into homes and remodeling them, something I share with my clients who may be looking to re-energize a space in a home they are interested in buying. Sharing that vision of potential is crucial since often times adding another unique perspective opens the door to new ideas that were not thought of before," Jane adds. In addition to consulting on the possibilities a home offers to buyers, Jane consults with sellers on the cleaning and staging of their homes. "Staging is a huge step in the process of putting a home on the market. When a home is staged, it gives people an idea of what living there would feel like. The experience is immersive and fosters an emotional connection, making it one of the most important steps in the listing process."

Jane decided to join "The Bobs'" Hillcrest/Mission Hills office because of a past experience with Managing Broker Kirk Gregor and the brokerage's philosophy on personally investing in its Realtors®. "Kirk helped my family through a tough real estate transaction. That experience led me to trust in him and the company he represents. I feel like Kirk personally cares about my success, as well as the other agents in our office, and having the time, money, and resources invested in me makes me feel special and better off here than anywhere else," Jane concludes.

Says Kirk, "Jane's thorough approach to client service, knowledge of neighborhoods throughout San Diego, and work-ethic set her up for a high level of success with us. We are happy to welcome Jane to our family and look forward to working with her."

About Windermere Real Estate SoCal

Bob Bennion and Bob Deville brought their highly acclaimed and successful Windermere SoCal blueprint to the coastal Southern California communities in San Diego and Orange counties in 2010. Windermere SoCal office serving San Diego County are located in Alpine, Carlsbad, Carmel Valley, Encinitas, Hillcrest/Mission Hills, La Mesa Village, and



Little Italy. Orange County offices include Laguna Beach and Laguna Niguel. The Premier Properties program lists and showcases some of the finest properties available on the market, maximizing exposure of high-end luxury homes to qualified buyers across a variety of mediums and channels.

For the location of the office nearest you, please visit our website at WindermereSoCal.com. Stay up-to-date on the latest trends in Southern California real estate by following us on Facebook and Twitter @WindermereSoCal.