



***FOR IMMEDIATE RELEASE***

**Windermere Real Estate Southern California Proud to Welcome Arne Andersen**

PALM SPRINGS, CA – MAY 23, 2015 – Windermere Real Estate Southern California is proud to announce Broker Associate Arne Andersen has joined the Palm Springs Main office, located at 850 North Palm Canyon Drive. He combines his previous experiences in social work and hospitality management with his real estate knowledge to create a unique recipe for excellent client service and a successful experience. Arne began his real estate career in 1998 and helps buyers, sellers, and investors achieve their real estate goals in and around the Palm Springs area. He is a member of the National Association of Realtors® (NAR), California Association of Realtors® (CAR), and the Palm Springs Regional Association of Realtors® (PSRAR).

Prior to getting his real estate license, Arne, who holds a degree in Psychology and Social Work, was a social worker and then went into hotel management. Real estate appeals to Arne because it allows him to combine the strengths from his two previous careers to help others find success, whether buying or selling a home. “I was raised with the ethic to help other people, so real estate is the perfect fit for me since I am assisting my clients in reaching their life goals and offering the best options available,” he says.



Leveraging his experience with psychology in the social work field, Arne can pick up on things others may not catch in a typical conversation. “It isn’t just what people say they want when describing what they hope to do or find. I watch how they react to different environments, observe their body language, and try to empathize with their feelings. I also apply my background in psychology to negotiation strategies. I can put myself in the mindset of the other party and figure out possible tactics and angles they may use. By identifying these strategies, I can help prepare my client for the possible outcomes and advise them on the best course of action,” Arne continues.

Arne cites his time in the hospitality industry as the main influence on his approach to client service. “I have had the 100% satisfaction guarantee engrained in me from my time as a hotel General Manager, which I carried over to my real estate business.” Understanding that communication is the key to client satisfaction, Arne makes sure that there are no surprises from the get go. “I like to address any possible sticking points up front to set reasonable expectations and make sure that everyone is on the same page.”

Over the course of his real estate career Arne has developed an eye for interior design and colors, something that started from painting houses in his youth. “You want to create the rooms in a home to be as inviting as possible so people feel the comfort and ease that the space offers.” Arne



has also picked up a few tricks to de-clutter and organize a home to get market ready. “My challenge is to show the home as a finished product with an objective point-of-view, and do it with minimal to no expense at a high level of convenience. Sometimes re-organizing a space and simplifying the décor is the best course of action to get it ready for the market.”

Arne is passionate about Mid-Century Modern homes and architecture, citing a life-changing trip to Denmark as the adventure that instilled in him a curiosity and thirst for the sleek style and unique lines of Modernism. He aspires to work closely with the City of Palm Springs to help preserve and restore the historic landmarks with this hallmark architecture style. Fueled by his interest in architecture of all eras, Arne decided to make the switch to Windermere Southern California. “There are so many types of properties in the Coachella Valley, all of which are represented by Windermere,” he continues. “There is such an array of styles and price ranges represented, we have something for everyone.” Arne also mentions Windermere’s strong presence in the Coachella Valley as a determining factor for his move. “Windermere Real Estate is number one in the Coachella Valley. For me, the best has always been good enough.”

Says Managing Broker David Cantwell, “Arne is a welcome addition to our excellent team here at the Palm Springs Main office. His combined experience in social work, hospitality management, and real estate creates



a distinguishing brand of service and results that work for any client. I am proud to welcome Arne to our family and wish him 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](http://WindermereSoCal.com) or give us a call at (760) 341-4141. Follow us on Twitter and Facebook @WindermereSoCal.