



FOR IMMEDIATE RELEASE

Bob Bennion and Bob Deville Welcome Wendy Matthews

SAN DIEGO, CA – SEPTEMBER 6, 2015 – Bob Bennion and Bob Deville, Owners of Windermere Real Estate SoCal, are proud to welcome Realtor® Wendy Matthews to the Carlsbad office, located at 300 Carlsbad Village Drive, Suite 217. Wendy helps buyers, sellers, and investors throughout North County San Diego achieve their real estate goals. She earned her MBA from Santa Clara University and is a member of the National Association of Professional Women.

Prior to earning her real estate license, Wendy worked in corporate marketing for some of Silicon Valley's largest technology companies and then as an independent marketing consultant, working with businesses of various sizes. This experience created a strong knowledgebase of integrated marketing and technology tools, as well as a knack for client service. "I went from working with large corporate marketing budgets and strategies to small and medium business marketing strategies, so I have a wide range of experience to draw upon to help my real estate clients," says Wendy. "My clients who are selling their homes benefit from the depth of my understanding of these tools. Based on their needs and who we need to reach, I can employ a variety of methods to attract the right buyers." Wendy cites several social media platforms, including Twitter and LinkedIn, as highly beneficial to the real estate marketing and promotions process.



Wendy decided to enter the real estate industry after successfully investing in various properties for over 10 years, including single-family homes, multi-family properties, and condominium units. Through her various experiences, she has perfected the art of investing and passes this information on to clients so they too may enjoy the financial freedoms afforded through smart investing, including how to work toward a positive cash flow. “Investing in real estate is a personal passion of mine that I enjoy sharing with others,” she adds.

In addition to working with investors, Wendy enjoys working with both buyers and sellers to achieve their real estate goals and streamlining the process so it is enjoyable and smooth. She establishes goals and sets expectations up front for the process and the outcome and then designs a strategy that she executes. “The best part of my job is the emotional reward of helping clients achieve success through real estate. I try to relieve stress throughout the process by managing the items and tasks my clients don’t need to worry about,” Wendy adds. Clients enjoy Wendy’s positive, can-do attitude and professionalism.

A friend in the industry referred Wendy to Bennion and Deville’s Windermere Real Estate SoCal. “I heard really positive things from a friend who was already affiliated here. When I met with Joe Wogoman [Managing Broker], he was very thorough in his explanation of the support offered,



including the marketing tools, and I was sold. Joe represents the brokerage very well and comes across as someone you want to work for. The move feels right and is a good fit for my needs,” concludes Wendy.

States Joe, “Wendy’s impressive professional marketing background and detailed knowledge of real estate and investment properties sets her clients up to be happy with the transaction outcome every time. On behalf of our Carlsbad office family, I would like to welcome Wendy.”

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 of San Diego and Orange counties in 2010. Windermere SoCal offices proudly serving Orange County include Laguna Beach and Laguna Niguel. San Diego County offices are located in Alpine, Carlsbad, Carmel Valley, Encinitas, Hillcrest/Mission Hills, La Mesa Village, and Little Italy. 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 WindermereSoCal.com. For the latest trends in Southern California real estate and community news, follow us on Facebook and Twitter @WindermereSoCal.