

FOR IMMEDIATE RELEASE

Bennion Deville Homes Welcomes Lisa Peterson

RANCHO MIRAGE, CA – NOVEMBER 14, 2015 – Bennion Deville Homes is proud to welcome Realtor® Lisa Peterson to the Rancho Mirage office, located at 71691 Highway 111. Lisa earned her license in 2001 and works with buyers and sellers throughout the Coachella Valley, specializing in the Rancho Mirage area.

Prior to becoming a Realtor®, Lisa worked for a company that bought and sold vacant land. As a result, she is well versed in the land development and home construction processes, in addition to her knowledge of resale homes and the diverse neighborhoods of the Coachella Valley. “My previous experience had me doing literally everything – from assisting clients to working with the various City departments to staging model homes,” says Lisa. “This background allows me to help my clients in a variety of ways, and gives me a unique perspective on each client’s situation.”

Over the course of her real estate industry career, Lisa has sharpened her abilities to be in sync with client needs, asking the right questions and delivering a brand of client service that goes above and beyond the call of duty. “My job is to keep my clients happy in any way that I can. Being available to them at any time is a critical component to the job, but there are other things, too, such as going to show rooms to help pick out finishes, that go beyond a ‘normal’ scope to serve their needs. Taking those extra

steps shows my clients that I personally care about them and helps to forge lasting relationships,” adds Lisa.

Working with both buyers and sellers gives Lisa the opportunity to showcase her knowledge and experience in the industry. For buyers, she knows the Coachella Valley intimately, and “enjoys the puzzle of matching a client with a property.” For sellers, Lisa applies her vision for interior design to create the most appealing face for a property. “I come from the mindset that less is more. Making sure that the home is clean and de-cluttered goes a long way to ensure it is well-represented to buyers,” Lisa continues.

Lisa joined Bennion Deville Homes based on the recommendations of other real estate professionals, who spoke highly of the brokerage and the professional appearance of the company. “I liked the location of the Rancho Mirage office and was impressed by their advertising and marketing campaigns. The newspaper ads, print products, and online platforms present a professional, polished company that I am proud to call home,” she concludes.

Adds Managing Broker Don Rossignol, “Lisa is a welcome addition to our team. Her background in the industry and steadfast dedication to serving her clients sets her up to succeed in every way with our brokerage.”

About Bennion Deville Homes



Founded by Bob Bennion and Bob Deville in 2001, Bennion Deville Homes is one of the largest independent real estate brokerages in Southern California, serving the region from 29 offices throughout the Coachella Valley and San Diego and Orange counties. The powerhouse company proudly serves the Coachella Valley from offices in Palm Springs, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Bermuda Dunes, and Indio. Bennion Deville Homes entered the coastal Southern California communities of San Diego and Orange counties in 2010, with offices proudly serving Laguna Beach and Laguna Niguel in Orange County, and offices in Carlsbad, Carmel Valley, Encinitas, Hillcrest/Mission Hills, La Mesa Village, and Little Italy in San Diego County.

The LUXE Collection 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. The prestige of the LUXE Collection combined with the strength of the international reach provided by an exclusive strategic partnership with Leading Real Estate Companies® of the World and Luxury Portfolio® gives Bennion Deville Homes agents local dominance with an international reach.

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