



Windermere
Real Estate
Coachella Valley

R E A L E S T A T E N E W S

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WINDERMERE PALM SPRINGS MIDTOWN

JOINED BY TWO NEW TEAMS

PALM SPRINGS (Calif.) – October 9, 2010 – Windermere Real Estate this week welcomes two outstanding partnerships.

Debby Williams and Cid Preciado bring their perfect blend of personalities and experience in Coachella Valley real estate to Windermere's newly opened Palm Springs Midtown office at 1255 E. Ramon Road. Rounding out the Williams/Preciado group is Elsa Vieyra. Together, the group has hit the ground running. After 15 years in the insurance industry, Debby easily transferred her attention to detail and skillful negotiating abilities to the more personalized environment of real estate. From his experience in the mortgage industry, Cid's tools include his vivacious outlook and cool-under-pressure approach to problem-solving. "As partners and friends, we understand that in combining our strengths, we are able to provide a broad range of services to a wide client base," says Debby, who brings analytical thinking and a soft-spoken, compassionate demeanor, while Cid is outgoing, enthusiastic and energetic. They discovered long ago that their traits blend seamlessly when working toward a common end, which is always the same: helping each client fulfill a unique set of goals. They look forward to working with Windermere to deliver their comprehensive level of service to a diverse clientele.

Russell Hill and Steve Frank of RS Associates will also be located at the new Windermere Palm Springs Midtown office at 1255 E. Ramon Road. Russell and Steve formed a partnership when they realized they shared a passion for selling real estate in the Palm Springs area. Russell loves working with people. "Real estate is a *people* business, and as good agents, we truly listen to our clients and offer expert guidance from start to finish," says Russell. Before selling real estate in Palm Springs, he was a US Bank branch manager in San Francisco, where he cultivated strong client relationships. He loves desert gardening and is committed to environmental and urban issues. Steve has devoted his entire professional career to providing strong customer service, which he credits for his success in Palm Springs real estate. "Understanding the importance of responding to clients' needs and concerns sets us apart from other agents," says Steve. "I believe there is simply nothing more important than paying attention to our clients, listening to their needs, and then taking appropriate action." Both Steve and Russell are committed to serving and giving back to the communities where they live and work. They support many organizations that

aim to make Palm Springs a quality place to live. "Palm Springs is our home, and we love sharing it with others," says Steve.

With its third Palm Springs location, Windermere Real Estate is home to 700 fully licensed real estate professionals at sixteen offices throughout the Coachella Valley, and offices in Garner Valley and Lake Arrowhead. Locations include Palm Springs, South Palm Springs, Palm Springs Midtown, Cathedral City, Rancho Mirage, Palm Desert (San Pablo), Palm Desert (Cook & Hovley), Indian Wells Main, Indian Wells Luxury Homes & Estates, La Quinta, Old Town La Quinta, and Indio, as well as on-site offices at The Club at Morningside in Rancho Mirage, The Springs Country Club in Rancho Mirage, Deep Canyon Tennis Club in Palm Desert, and Monterey Country Club in Palm Desert. For more information, go online at www.WindermereSoCal.com.

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