



FOR IMMEDIATE RELEASE

Windermere Proud to Welcome Frank Holback to Rancho Mirage Office

PALM SPRINGS, CA – JANUARY 10, 2015 – Windermere Real Estate Southern California is proud to welcome Realtor® Frank Holback to its team of trusted real estate professionals. He is based out of the Rancho Mirage office, located at 71691 Highway 111. Holback uses his diverse experience in the real estate industry to help his clients make the best decision possible and understand the potential in every home.

Holback was a partner in a kitchen and home remodeling company in the Midwest, training his eye to pick up the potential in every living space. “I give advice and consult on possibilities for remodeling with clients. I like to guide my clients through the process and show them what is possible. It gets them excited about the property and breathes new life into a space,” states Holback.

Holback has been in real estate his entire life in various capacities and, in addition to his eye for remodeling, has an extensive background on the financial side. He was President of a securities firm that bought and sold the final handful of units from a developer and either sold or leased them. Holback also worked for 30 years as a Certified Financial Planner (CFP). “I can help in every angle of the deal, including the financial aspects. I enjoy helping people and making sure that they are making the best possible decision for their future.”

Windermere was appealing to Holback because “everyone I ever met from Windermere seemed to be at the top of their game and dedicated to their clients. That just doesn’t happen in a vacuum; it must be nurtured by an influential and highly effective management team. I joined Windermere because that perfect storm is rare.”



“I am thrilled to have someone like Frank join our Rancho Mirage office,” adds Don Rossignol. “His impressive background in the business allows him to help clients from all angles of a deal. He can be a one-stop-shop for his clients, which will present many great opportunities for him to succeed at Windermere.”

About Windermere Southern California:

Windermere Real Estate Southern California is the Palm Springs market leader, consistently listing and selling more than any other local real estate brokerage. Bob Bennion and Bob Deville founded Windermere Real Estate Southern California in 2001. “The Bobs” established principles ensure that each agent and location provides superior, professional real estate services to their clients in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio. Windermere’s Premier Properties program showcases and markets some of the valley’s finest homes and estates for maximum impact and worldwide exposure.

Windermere’s extensive network of agents, clients, and partners is the largest, top-producing network for real estate available in the Palm Springs market, leveraging the power of its 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 www.WindermereSoCal.com or give us a call at (760) 341-4141. Follow us on Twitter and Facebook @WindermereSoCal.