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Windermere Launches Video Blog For Online Home Buyers And Sellers

Blog allows consumers to make more informed real estate decisions

RANCHO MIRAGE, CA – April 6, 2009 – Windermere Real Estate Coachella Valley invites home buyers and sellers to visit www.WindermereVideoBlog.com to meet their agents and staff and find out why Windermere is the leading real estate company in the Palm Springs, California area.

“Today, most home buyers and sellers begin their search for a home and an agent online. Consumers increasingly rely on blogs for targeted information about real estate and more and more find online video an efficient way to evaluate a property or an agent,” says Windermere Coachella Valley owner Bob Deville.

“Our goal has always been to make the home buying and selling process easier for our clients and our video blog is just one of the latest tools we’re using to achieve that goal. The blog allows consumers to ‘get to know’ an agent before contacting them,” adds Deville.

The focus of the Windermere video blog is on its agents. In online video clips, agents give advice to buyers and sellers, discuss the various areas they specialize in and talk about their experience and backgrounds. An online agent headshot and printed bio is what most real estate companies offer. Windermere’s video blog takes it to the next level and helps buyers and sellers make a more informed decision, from the comfort of their own home.

Windermere Real Estate is the leading residential real estate network in the West with more than 385 offices and 8,000 associates serving neighborhoods in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington and British Columbia.

Windermere has 12 offices and over 600 agents throughout the Coachella Valley. To contact a Windermere agent, visit the Windermere video blog at www.WindermereVideoBlog.com, or call any of the local Windermere offices.

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