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New Windermere FACEBOOK Page Helps Online Home Buyers And Sellers

Windermere uses online tools to offer consumers more informed choices

RANCHO MIRAGE, CA – April 13, 2009 – In an effort to stay on the cutting-edge of real estate marketing, Windermere Real Estate Coachella Valley has launched a company FACEBOOK page and invites home buyers and sellers who use facebook to connect with them online.

Windermere Coachella Valley owner Bob Deville believes that, “In any business, if you want to remain a valuable partner to your customers you’ve got to give them what they want. What today’s buyers and sellers want are agents who make their hectic lives less hectic. And technology is one tool to do that.”

Millions of home buyers and sellers worldwide are using Facebook to communicate with family, friends and business professionals daily. It’s one of the many tools available that consumers are using to simplify the home buying and selling process.

The Windermere company Facebook page is intended to allow online buyers and sellers to make more informed decisions from the comfort of their own computers. Visitors to the Windermere page are encouraged to interact with the agents, to ask real estate related questions and to get to know the company.

“If our customers prefer to communicate with us through Facebook then that’s the way we’ll communicate with them. It’s all about making the home buying and selling process less daunting and our services more valuable” adds Deville.

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 Real Estate Coachella Valley* Facebook page or call any of the local Windermere offices.

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