



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

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**HIGH END BUYERS AND SELLERS BENEFIT FROM
WINDERMERE REAL ESTATE'S SUCCESSFUL PREMIER PROGRAM**

RANCHO MIRAGE (Calif.) April 26, 2010 -- Windermere Real Estate sales statistics for first Quarter 2010 were just released by the Desert Area MLS. Windermere leads all other real estate companies in the desert in home sales over \$1,000,000.

“Our high end market is active, and magnificent homes and estates are selling well,” says Windermere Real Estate Coachella Valley owner Bob Deville. “Every transaction is a challenge for buyer, sellers and the real estate agent, in our current market climate, however with the success of our Windermere Premier Properties Program, deals are closing. Windermere has always had a very successful Premier Properties Program. This unique program is represented and managed by Premier Directors - agents specializing in high-end and unique properties,” adds Deville. “With special signage, our award-winning Premier Properties web site, specialized and specific marketing materials and our targeted networking, both within the company and with outside real estate companies and agents, Windermere has been extremely successful in the listing and selling of home in this segment.”

Windermere recently installed its 2010 Executive Premier Directors and 2010 Premier Directors. This special group of Premier Directors are responsible for approving Premier Properties to the program as well as mentoring non-directors by physically previewing prospective Premier Properties. Acceptance and qualification into the program requires the written approval from two

Premier Directors. The Directors also provide marketing and advertising advice for agents with a qualifying Premier Property.

“We have a very impressive and powerful 2010 slate of Premier Directors,” says Deville. “As a direct result of their hands-on involvement and team work, our high-end buyer and sellers will continue to benefit from this program, as our numbers clearly indicate, and as the high end market activity increases,” he says.

Windermere Real Estate is the leading residential real estate network in the desert area today, with more than 600 local agents. Offices are located in Palm Springs, Palm Springs South, Rancho Mirage, On-Site office at The Club at Morningside in Rancho Mirage, On-Site office at The Springs Country Club in Rancho Mirage, On-Site office at Deep Canyon Tennis Club in Palm Desert, Palm Desert (San Pablo), Palm Desert (Cook & Hovley), Indian Wells Main, Indian Wells Luxury Homes & Estates, La Quinta Main and Old Town La Quinta, as well as offices in Garner Valley and Lake Arrowhead. Visit www.WindermereSoCal.com for additional information.

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