



Windermere
Real Estate
Coachella Valley

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

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Windermere Continues to Expand in the Valley Despite Tough Market

Groundbreaking begins in Rancho Mirage at Windermere's 12th desert office

PALM SPRINGS, CA – June 2, 2008 – Continuing to grow its solid presence in the Coachella Valley despite a slumping housing market, Windermere broke ground in Rancho Mirage for its 12th desert office this week.

“Our new office has been in the making for a long time,” said owner Bob Deville. “It took more than two years of persistence but we have broken ground in Rancho Mirage and we continue to be committed to the desert.”

Windermere’s planned construction of a new office is in stark contrast to the real estate market’s current downturn. Several other real estate companies were forced to close down local offices during the economic slowdown but Deville believes Windermere’s commitment to marketing and innovation has allowed the company to continue to grow.

“In markets like this, when the economy is slowing, you can’t be successful if you pull back. It’s all about going full-steam ahead,” Deville said. “Our business and our numbers prove that.”

This is not only exemplified in Windermere’s new building, but the company’s continued marketing, as well. Deville said the company continually markets and advertises its agents, regardless of current market trends.

“There will always be downturns and corrections in the real estate market – it’s what you do during the rough times that dictate your future,” Deville said.

Windermere first became a presence in the Coachella Valley after opening its Palm Springs office in late 2001 with roughly 30 agents. Since then, Windermere has grown to 12 offices with over 400 agents throughout the valley.

“We’ve worked very hard to get to this point and it has only been possible because of the hard work of our agents,” Deville said. “It’s because of our agents that Windermere is able to continually expand throughout the desert, both in market share and in presence. The support of our Windermere agents is paramount. Furnishing our agents with the tools, technology and education necessary to work in today’s market allows our agents to give our clients the highest level of professional service possible.”

Director of Operations Kirk Gregor believes Windermere’s continued growth stems from making the agents the company’s first priority.

“Windermere’s focus is to treat our agents as our clients and whatever we can do to assist them with their clients helps us to be a more successful company,” Gregor said. “We accomplish this through our extensive training, technology tools, marketing, and support available to our agents 24/7. Service is a top priority for us and we pride ourselves on providing excellent service to our agents and clients.”

The company hopes the groundbreaking of the new office and the company’s continued growth throughout the desert will solidify Windermere’s unbroken commitment to the local real estate community, Deville said.

Deville added that rumors regarding the company have come to a head periodically but the company has never been in negotiations to sell or buy out another company.

“Others would have you think different but we are here to stay,” Deville said. “Our commitment to the valley is now and in the future.”

The Rancho Mirage flagship office will be a 13,000 sq. ft., two-story building off of Highway 111 and will house more than 50 agents on its first floor. Windermere’s corporate staff will relocate from Indian Wells to the second floor of the new office.

Windermere maintains offices throughout the valley in Palm Springs, Rancho Mirage, Palm Desert, Indian Wells, and La Quinta as well as On-Site offices at The Springs Country Club and The Club at Morningside. Windermere's Southern California Services Division is also based in the Coachella Valley and serves Windermere offices in Santa Barbara, Burbank, Rancho Cucamonga and San Diego.

About Windermere: Windermere Real Estate is the leading residential real estate network in the West with more than 375 offices and 8,500 associates serving neighborhoods in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Wyoming, Washington and British Columbia. Windermere has been consistently ranked as the largest regional real estate brand in the western United States by REAL Trends, a primary source of industry data. Windermere has a proud heritage of serving communities by way of the Windermere Foundation, which provides funding to social service agencies that offer housing and services to low-income and homeless children and families. Windermere's web site, Windermere.com, receives over 2 million unique visits per month, and is regarded as one of the leading real estate sites in the country in terms of customer usability. In addition, WindermereCoachellaValley.com features local residential and commercial properties as well as upcoming open houses. Windermere's premier listings can be found at WindermerePremier.com.

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