



FOR IMMEDIATE RELEASE

WINDERMERE CELEBRATES INTERNATIONAL AFFILIATIONS

PALM SPRINGS, CA – January 5, 2012 –Windermere Real Estate Southern California recently completed their first year as an affiliate of the prestigious Leading Real Estate Companies of the World®. Leading Real Estate Companies of the World® is a 49-year-old “invitation-only” global network of the most powerful independent real estate brokerage firms in the world. The Network is comprised of 550 firms consisting of more than 4,600 offices and 140,000 sales associates in 30 countries. Affiliated brokerages are responsible for over \$225 billion in annual homes sales, the highest dollar volume in the luxury homes and estates market compared to any other real estate company.

As the local market leader, Windermere’s affiliation catapults them to the top of the network dominating in markets across the US. The network enjoys #1 market ranking in 39% of the top 96 markets – significantly more than any national franchise competitor. “Windermere Real Estate Southern California is a prime example of the type of affiliate that we pursue to become a member in our network,” shared Pam Chute, Vice-President of Business Solutions for Leading RE, during her recent trip to visit with Windermere management and brokers. Ms. Chute continued, “They are clearly the established market leader in the Coachella Valley with highly trained, educated and experienced real estate agents who do clean business. Windermere comprises a clientele that is both selective and globally invested in the real estate market.”

As the only affiliated brokerage headquartered in the Coachella Valley, Windermere Real Estate has experienced an impressive number of referrals through the Leading Real Estate Companies of the World® network in its first year



in the program. The affiliation with Leading Real Estate Companies of the World® allows Windermere Southern California agents to assist their clients in relocation and investment real estate needs worldwide. In addition, Windermere agents also receive inbound leads from other affiliated brokerages' clientele desiring to move to the beautiful Coachella Valley. In Windermere's first year of affiliation, referrals have covered every region of the US with closed sales in 20 US states and Canadian territories.

Windermere Real Estate Southern California also has completed its first year as the exclusive regional affiliate with Luxury Portfolio International. Also an "invitation-only" network, Luxury Portfolio International is a unified collection of the world's most experienced and respected experts in the luxury real estate market. Founded in 2005 to market luxury homes and estates to savvy, affluent consumers, LPI markets over 25,000 properties annually in prestigious publications, such as Veranda, The Wall Street Journal and Luxe Interiors + Design, in addition to the global network of online real estate partner websites and portals.

Exclusive properties that have been voted and approved into Windermere's Premier Property program are listed with Luxury Portfolio International. Properties must be listed and valued in the multi-million dollar range and pass a strict review panel of Premier Directors in order to qualify for this program. In the last year, Windermere's luxury listings on LPI's website have received over 180,000 unique views from affluent buyers in the US and 138 other countries, spanning 9 languages and 21 foreign currencies.

For the location of the Windermere Southern California Real Estate office nearest you, visit us on the web at www.WindermereSoCal.com or call us at (760) 341-4141. Follow us on Twitter and Facebook @WindermereSoCal.



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About Windermere Southern California:

Since 1993, Bob Bennion and Bob Deville, owners of Windermere Real Estate Southern California, have been one of the real estate industry's most dynamic and successful real estate partnerships. Windermere Real Estate Southern California consists of highly qualified, professionally trained real estate agents, associate brokers, and property management personnel. For the location of the Windermere Southern California Real Estate office nearest you, visit us on the web at www.WindermereSoCal.com.

