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Windermere's Scott & Jim Desert Homes Team Grows To Meet Rising Demand

PALM SPRINGS, CA – DECEMBER 5, 2014 – Windermere Real Estate Southern California's Scott & Jim Desert Homes has expanded in order to keep up with the demand of their clientele and a burgeoning real estate climate, welcoming Buyer's Associate Brian Radeer and Office Administrator Cari Price. Radeer and Price will work out of Scott & Jim's Windermere Rancho Mirage office, located at 71691 Highway 111. Radeer, a recent transplant from Florida, brings 19 years of experience in the role while Price leverages her skills honed over 20 years. The additions to Scott & Jim Desert Homes come in anticipation of rising activity in the market and an increase in the team's business.

"As we head into the thick of the desert season, we're preparing to assist our clients with the outstanding level of service we've become known for," says Scott Palermo, Associate Broker and Premier Director with Windermere. "On top of the usual surge in business starting in the fourth quarter, our listing volume for the year is up 53% and our business overall is up 20%. It makes sense to add two key experts to take on more of the load and free Jim and me up for what we do best – listing and selling premier homes."

Brian Radeer's enthusiasm for assisting clients, extensive knowledge of the buying process, passion for the business, and experience with one of Florida's top real estate companies proved to Scott and Jim that he was the perfect match for the role. "Brian reminds me of me when I first started in this business over a decade ago," states Scott. "He fits the mold of what truly represents Scott & Jim Desert Homes." Radeer adds, "I love helping buyers find their home and complete the transaction successfully. I am



excited to join Scott and Jim’s dynamic team at Windermere. Their business is blossoming, and I am motivated to further that growth.”

Cari Price comes to Scott & Jim Desert Homes as Office Administrator, with a career spanning 20 years in real estate sales and office management. As a licensed Realtor® for 14 years, she brings a level of experience and knowledge that adds tremendous value to their team. “Cari is going to be the glue that holds us together as our activity escalates,” says Jim Sanak, Realtor® and Windermere Premier Director. “She’ll ensure that all goes smoothly behind the scenes. We’re delighted to have her join our team.”

Through consistent, exceptional client service and holding themselves to uncompromisingly high standards, Scott & Jim Desert Homes has built a brand as one of the most successful teams in the Coachella Valley. “We do what we say we’re going to do. We create an individual strategy for each seller and have developed customized tools to give us an edge in listing homes,” continues Jim. This philosophy, coupled with their embracing technology and social media, has allowed their sterling reputation to evolve into a highly successful business, working with strategic partners to develop new business and expertly perform for clients. “We’re excited and gratified about what we’ve built together. It’s rewarding to enjoy the fruits of our labor,” concludes Scott.

“I am excited for Scott and Jim’s team to grow with two high-caliber additions,” states Chris Anderson, General Manager of Windermere Real Estate Southern California. “They’ve done an excellent job of matching complementary strengths of members in key positions to create a balanced team. As a result of their strategic personnel decisions, incredible work ethic, and dedication to their clients, they’ve set up their business to thrive for the foreseeable future.”

About Windermere Southern California:



As the Palm Springs area market leader, Windermere Real Estate Southern California consistently lists and sells more than any other local real estate brokerage. Founded in 2001 by owners Bob Bennion and Bob Deville, Windermere Real Estate Southern California provides superior, professional real estate services to their clients in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio. Windermere's Premier Properties program showcases and markets some of the valley's finest homes and estates for maximum impact and worldwide exposure.

An invited member of the Leading Real Estate Companies of the World® and exclusive local affiliate of Luxury Portfolio International®, Windermere's extensive network of agents, clients and partners is truly the largest, top-producing network for real estate available in the Palm Springs market. For the location of the Windermere Real Estate Southern California office nearest you, visit us on the web at www.WindermereSoCal.com or give us a call at (760) 341-4141. Follow us on Twitter and Facebook @WindermereSoCal.