

FOR IMMEDIATE RELEASE

Bennion Deville Homes Welcomes Lillian Powers

ENCINITAS, CA – MARCH 6, 2016 – Bennion Deville Homes is proud to welcome Realtor[®] Lillian “Lily” Powers to the Encinitas office, located at 258 North El Camino Real, Suite C. Lily, who earned her license in 2014, works with buyers and sellers throughout Temecula and Murrieta, using her expertise in marketing and negotiation strategies to accomplish each client’s individual real estate needs.

Lily’s real estate journey began as a first time homebuyer, an experience that prompted her to get her real estate license. “My experience could have been smoother. I knew that I could deliver the information, quality of service, and follow up needed to alleviate some of the stress that accompanies a real estate transaction,” Lily says. “With my prior professional background in marketing and crafting winning multi-million dollar proposals because my responses focused on meeting client needs, I realized that real estate was the place for me.”

With the wealth of data available to consumers today, Lily prides herself on her ability to analyze and deliver the information relevant to her clients so they are able to make an informed real estate decision without having to sift through it all themselves. “I am a solution-oriented resource for my clients. My goal is to make sure that we have a strong understanding of expectations up front so I can offer the best options for a client through my thorough research and knowledge of a given community or neighborhood.” Lily’s passion for helping people gives her the

drive and determination to go above and beyond for her clients and provide the essentials to succeed in a transaction.

Clients benefit from and enjoy working with Lily because of her professional approach to service excellence. “I operate my business with honesty, respect, and integrity at all times. This is true of my negotiation techniques. You have to approach any negotiation with your client’s interests in mind, but you also have to be fair to the other side. Finding a common-ground is essential to offering clients an excellent real estate experience and a satisfactory outcome where all parties win. When I do my job as a real estate professional, I do my part to help build better communities. When people love where they live, everyone benefits.”

Seeking to align herself with a brokerage that shares the same commitments to honesty and integrity, Lily joined Bennion Deville Homes. “Bennion Deville Homes has a handle on doing good business. We also have a team culture where, although we are competing for the same clients, everyone supports each other. I also love that I can create my own unique brand and identity to market myself, which is something most brokerages, especially of Bennion Deville Homes’ size, will not offer to agents,” Lily concludes.

Adds Managing Broker Chris Moore, “Lily is set up for success with our company because of her dedication to her clients, sharp business ethics, and logical approach at the bargaining table. We are excited to welcome her to our Encinitas family and look forward to working with her.”



About Bennion Deville Homes

Bob Bennion and Bob Deville brought their highly acclaimed and successful Bennion Deville Homes blueprint to the coastal Southern California communities of San Diego and Orange counties in 2010. Bennion Deville Homes offices proudly serving San Diego County are located in Carlsbad, Carmel Valley, Encinitas, Hillcrest/Mission Hills, La Mesa Village, and Little Italy. Orange County offices include Laguna Niguel, with additional locations planned in the near future. The powerhouse regional brokerage also proudly serves the Coachella Valley from 17 offices, including locations in Palm Springs, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Bermuda Dunes, and Indio.

The LUXE Collection program lists and showcases some of the finest properties available on the market, maximizing exposure of high-end luxury homes to qualified buyers across a variety of mediums and channels.

For the location of the office nearest you, please visit BDHomes.com. For the latest trends in Southern California real estate and community news, follow us on Facebook and Twitter @BDHSoCal.