



Bennion Deville Homes Officially Launches In Southern California

RANCHO MIRAGE, Calif. – October 3, 2015 – Bob Bennion and Bob Deville, Founders of Bennion Deville Homes, one of the largest independent residential real estate brokerages in Southern California, officially launched their new independent brokerage on Thursday, October 1, 2015. The brokerage's break for independence from the franchise model along with the new name and branding reflects an enhanced focus on Bennion Deville Homes' ongoing growth strategy.

The 29-office real estate company, including 17 Coachella Valley locations, debuted the brokerage's innovative branding in a companywide meeting to more than 1,000 agents from throughout Southern California last week. Bennion Deville Homes agents and their clients met the news with much excitement. The company also announced cutting-edge marketing and technology tools that will become available on BDHomes.com, the company's new website, over the coming months, including map-based search, enhanced listing features, and more. The agent support programs will also get a boost, helping Bennion Deville Homes

agents continue their legacy of exceptional client support and results-oriented service.

“Bennion Deville Homes’ philosophy of supporting real estate agents’ individual marketing efforts, coupled with exceeding the expectations of our buyers and sellers, is the basis for every decision we make,” said Deville. “Our business model provides a strong, recognizable brand while offering company support through full-service marketing, technology, brokerage, and administrative services. This combination has resulted in record-setting sales figures since our company’s inception in 2001.”

Bennion and Deville stress that all aspects of the Southern California-based bedrock brokerage will remain the same. “We have been a self-supported operation for over 14 years. All of our exclusive marketing and technology programs, market stats and data, and every location throughout Southern California will remain with us. The same friendly agents, staff, and Managing Brokers, who have been serving our clients since 2001, are still here. The only change to the way we do business is the company name,” Bennion added.

Deville cited the need for flexibility to meet the ever-changing demands of the marketplace and the sky-rocketing franchisee fees as reasons for going independent. “We outgrew the franchise model and think that this move is in the best interest of our agents

and their buyers and sellers, as well as for the future growth of our company,” Deville said.

“We know the brand we developed will appeal to a wide range of home buyers and sellers,” said Bennion. “From Millennials to Baby Boomers and the Greatest Generation, and everyone in between, we know our fresh look resonates with every major demographic and price point, and perhaps most importantly, with our agents.”

Bennion and Deville worked under a franchisor based in the Pacific Northwest for the past 17 years, initially as real estate agents, then as brokers in Seattle. They subsequently opened their first franchised real estate office in Southern California in 2001. Since then, the agent-owned and operated company has posted more than \$16.8 billion in sales in the Coachella Valley, and San Diego and Orange counties.

For more information on Bennion Deville Homes, including the office location nearest you, please visit BDHomes.com or call (760) 341-4141. Stay up-to-date on the latest community and real estate industry news by following us on social media @BDHSoCal.