



FOR IMMEDIATE RELEASE

Windermere Welcomes Managing Broker Dean Foster

PALM SPRINGS, CA – JANUARY 10, 2015 – Windermere Real Estate Southern California is pleased to announce the addition of Managing Broker Dean Foster to their Palm Desert San Pablo office, located at 73993 Highway 111. Dean enhances an already strong management team at Windermere, bringing an impressive background in a similar role with another local brokerage and his exceptional experience in coaching and developing talent honed over a more than 20-year career in the hospitality industry.

Dean started his real estate career in 2003 as a REALTOR[®], eventually getting his broker's license and working his way to becoming a Managing Broker, where he coached agents, co-managed the local marketing budget, and recruited talent. As a Managing Broker, he was instrumental in guiding agents down the right path to achieve their goals, a skill he sharpened from his time as a Director of Sales and Marketing for hospitality industry leaders such as Hilton and Kimpton Hotel Group.

"I have a collaborative management style," says Dean. "I enjoy working with agents to identify their needs and helping them set goals. I then support them any way that I can and hold them accountable to those goals, offering guidance and assistance throughout the process. There is no 'one-size-fits-all' solution to management, so I craft my approach to each individual by getting to know what it is they are looking to accomplish and helping them achieve it."

Dean also preaches an intimate level of service when it comes to sales. "I strongly believe that education plus service equals sales. This was the philosophy I used to approach clients with my own real estate business, and it is what I teach my agents to help them become successful. Just like in the hospitality industry, you need to be able



to identify a client's needs and then match those needs to a service you offer and are extremely knowledgeable about," he adds.

Windermere Southern California was appealing to Dean because "Windermere is the gold standard for real estate in the Coachella Valley. The Bobs and their team are always tweaking and improving the way they service their agents and clients. They never rest on their laurels and have set up a model that is agile and adaptable to changes in the markets locally, regionally, and nationally," he concludes.

"We are thrilled to have Dean join our Windermere family," says Bob Deville, Co-Owner of Windermere Real Estate Southern California. "His exceptional background in real estate and philosophies on talent management and the sales process make him a true asset to our team. On behalf of everyone at Windermere Southern California, I would like to welcome Dean and look forward to working with him."

About Windermere Southern California:

Windermere Real Estate Southern California is the Palm Springs market leader, consistently listing and selling more than any other local real estate brokerage. Bob Bennion and Bob Deville founded Windermere Real Estate Southern California in 2001. "The Bobs" established principles ensure that each agent and location 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.

Windermere's extensive network of agents, clients, and partners is the largest, top-producing network for real estate available in the Palm Springs market, leveraging the power of its invitation to the Leading Real Estate Companies of the World® and acting as



the exclusive local affiliate of Luxury Portfolio International®. 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.