

STEVE RODGERS NAMED PRESIDENT OF WINDERMERE EXCLUSIVE PROPERTIES

February 26, 2009 -- Steve Rodgers, former President and CEO of Prudential California Realty, Southern California was named a partner and the new President of Windermere Exclusive Properties.

Rodgers, who was with Prudential for more than 14 years, spent the last few months researching the companies and cultures that best fit with his views for the future of real estate. He was honored to have been presented with career opportunities at numerous local, national and international real estate firms and franchises.

“There were many exciting and impressive people and meetings along the way to consider” said Rodgers. “But the partnership with Windermere Real Estate presents a unique opportunity for me to work with a more boutique, locally owned and operated firm. At Windermere, I can serve agents and consumers in a more personal and targeted way.”

Windermere agents enjoy the less corporate atmosphere and consumer centric focus of their San Diego offices. The branches are locally run and provide agents with exceptional support and training.

“There is so much unrest and doubt surrounding our industry. People have lost faith in big business and are wary of the recent bailouts. As a reaction, everyone is pulling back, simplifying their approach to life and putting increased value on trust and friendships in business.”

Rodgers described Windermere’s local business approach and family atmosphere as “a breath of fresh air for employees, agents and consumers alike.”

As President, Rodgers will work with Windermere Exclusive Properties Owners to expand their presence in San Diego.

“Steve comes to our brokerage with tremendous experience and energy. He has proven himself as a leader in California real estate and will be an outstanding asset to our company,” said Mark Loscher, CEO.

“We welcome Steve to the Windermere family and look forward to both growing our business, and helping more agents achieve their professional goals.”

Rodgers will immediately start his own expansion of the Windermere brand by opening offices in the Rancho Bernardo/Poway area and then target the city of Del Mar. He also has plans to open offices in Orange County, where he will partner with first-class brokers and agents specializing in the area.

“The market is calling for vision, leadership, change and that trusted personal touch. There is a real need for this type of firm in the local markets stretching from Santa Barbara to San Diego,” said Rodgers, who will be involved in helping spread the Windermere brand throughout Southern California.

In the future, Rodgers plans to work with Bob Deville and Bob Bennion, owners of Windermere franchises in Coachella Valley and the regional services provider. Rodgers will help Deville and Bennion increase the reach of the Windermere Southern California Franchises Services and expand the Windermere brand into new markets.

“Windermere’s local business approach and family atmosphere is a breath of fresh air for employees, agents and consumers alike.”

In addition to offering complete, one-stop shop real estate services, Windermere boasts some of the greatest marketing and technology tools in real estate. Their interactive website, PicturePerfectSanDiego.com, features a dynamic homepage bursting with extensive area information. The site gives homeowners all the tools they need to learn about San Diego real estate and provides a forum for agents to meet new clients.

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To give their agents a competitive edge in advertising, Windermere established an in-house production company that produces professional photography, virtual tours and full motion videos. Windermere agents can even order high-quality, custom print marketing material online and have it delivered in just 24 hours.

Rodgers plans to leverage the many resources Windermere has developed for agents to strengthen their market share. “Real Estate, Real Change, Real Value,” one of Rodgers’ mantras, will resonate in Windermere offices as he launches new programs to benefit consumers and agents directly.

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Agents should look forward to a host of cost effective services that will help them navigate through today’s demanding real estate and economic markets. Rodgers’ “out of the box” solutions are progressive and often cross traditional industry boundaries. They will undoubtedly provide numerous value-added options for Windermere agents and their clients.

“I am thrilled to be a part of this talented, heartfelt, and service-oriented organization,” said Rodgers.

“Expect to hear a lot more from Windermere and myself as we continue to enrich the world of real estate.”



STEVE
RODGERS

STEVE RODGERS KNOWS REAL ESTATE Get to know Steve...

For nearly two decades Steve has enjoyed a highly successful career in real estate, achieving executive level positions at leading firms throughout Southern California.

Today, Steve is a partner at Windermere Exclusive Properties and the President of the company. He is currently working on expanding their presence in San Diego and up the coast.

Steve is no stranger to helping real estate brokerages grow. He was a key force in the development of the top Prudential Real Estate company in the country.

During Steve’s 15-year tenure with Prudential he dramatically improved their new agent training, licensing programs and marketing systems. In his first management position, he turned a struggling real estate office into one of the most profitable real estate companies in the country.

Prudential recognized his strengths as a leader and named him Chief Operating Officer and President in 2006. Less than a year later he was appointed Chief Executive Officer of Prudential California Realty in Southern California, where he was responsible for overseeing the operations of more than 90 offices and 4,600 agents.

Steve believes the best and most successful agents are the ones trained by the best and most successful companies. Practicing what he preaches, Steve has spent his career furthering the education of agents and developing real estate firms into profitable businesses.

Steve is considered to be one of the brightest minds in modern real estate and has earned the respect of thousands of professionals throughout the nation. His experience is great, his reputation is spotless and his energy is inspiring.

Steve Rodgers knows real estate, and those fortunate to work with him will undoubtedly benefit from his expertise.

We welcome feedback to this exciting news and encourage you to visit PicturePerfectSanDiego.com (keyword: Steve Rodgers) for more information. Steve Rodgers can be reached directly at srodgers@windermere.com.