



Windermere
Real Estate
Coachella Valley

R E A L E S T A T E N E W S

MEDIA CONTACT:

Shilo Herrling
760-770-6801
sherrling@windermereocal.com

FOR IMMEDIATE RELEASE

WINDERMERE INTRODUCES CAROL CIANFARANI

RANCHO MIRAGE (Calif.) – January 8, 2011 – Windermere Real Estate Coachella Valley proudly welcomes Carol Cianfarani to its Administrative team, where she will serve as Director of Business and Agent Development for Windermere Southern California Services. In real estate since 1972, she brings to the position a unique blend of sales, management and training skills.

Building upon her Bachelor's degree in education, Cianfarani is a graduate of the Realtor Institute and a Certified Residential Specialist (CRS). Recently returning to the Coachella Valley from Del Mar, California, her qualifications include over 20 years with Prudential California Realty, where for three years she was instrumental in building her office into the Number One location in the Prudential network. She collaborated with Tom Ferry in writing the Sales Success Series Agent Training Program, and developed the Prudential Mentor Program.

Extending beyond the branch management responsibilities, Cianfarani served as Regional Manager for Prudential's Los Angeles, Coachella Valley and Central Coast regions. She is past president and chairperson of the California Association of Realtors (CAR) and National Association of Realtors (NAR) Education Committees. Her broad range of experience and skills will prove especially valuable as Windermere Real Estate continues to develop its brand throughout Southern California. Cianfarani will work directly with SoCal affiliate owners, brokers and agents, assisting with training and recruiting.

From Palm Springs to the Salton Sea, over 625 licensed, professional agents in the Coachella Valley call Windermere home. Phone or visit one of their 15 offices for more information, or go online to www.WindermereSoCal.com.