



***FOR IMMEDIATE RELEASE***

**Windermere SoCal Welcomes Linda Alvarez**

SAN DIEGO, CA – JANUARY 25, 2015 – Windermere Real Estate SoCal is proud to welcome REALTOR® Linda Alvarez to its Carlsbad office, located at 300 Carlsbad Village Drive, Suite 217. Linda’s skills developed over a career as a Director of Marketing and Graphic Designer, as well as her focus on building lasting client relationships, key her success in real estate.

Real estate was a logical career choice for Linda based on her personal drive and desire to continually challenge herself while helping others. “I have always welcomed the challenge to persevere in untapped personal territory,” she says. “I never stop digging and trying to advance, which is what made real estate appealing in the first place. My hard work and diligence is rewarded.”

Linda takes a long-term strategy in regard to client relationships, seeking to become a trusted advisor and someone her clients are comfortable referring to their friends. During the course of a real estate transaction, she develops a bond with her clients. “There is a natural progression to my client relationships,” she adds. “The reason they approach me is because I am a real estate expert, so I consult with them and help achieve their goals. Over time, as we get to know each other, a friendship forms.”

Linda acquired many of the skills she needs for a successful real estate career from her time as a Graphic Designer and Director of Marketing, especially in regard to client service. “As a designer, you have to really listen to what the client is looking for and fully grasp their wants,” she says. “The same principle applies to real estate. Any proposed ideas need to match client expectations, whether they are seeking a particular location, style of architecture, or both.”



Linda joined Windermere because it came highly recommended by many of her friends and also by colleagues from another real estate company. “It is all about the people you surround yourself with, and I wanted to be with my friends at Windermere.”

Says Managing Broker Joe Wogoman, “I am impressed with Linda’s strong motivation and desire to work on her clients’ behalf. Her background in design and upper management experience equipped her with the aptitude for listening to what is needed and presenting the best possible choices while coming up with a solution. On behalf of everyone, I would like to welcome her to our Carlsbad family.”

**About Windermere Real Estate SoCal:**

Windermere SoCal offices are located conveniently throughout San Diego and Orange counties, with additional office openings planned in the near future. Orange County offices include Laguna Beach and Laguna Niguel. San Diego County offices are located in Alpine, Carlsbad, Carmel Valley, Hillcrest/Mission Hills, La Mesa Village, and Little Italy, with an Encinitas office opening soon. For the complete list of office locations, visit [www.WindermereSoCal.com](http://www.WindermereSoCal.com).