



**MEDIA CONTACT:**

Tanya De La Cruz, 925-824-4829  
[tanyad@windermere.com](mailto:tanyad@windermere.com)

**FOR IMMEDIATE RELEASE**

**WINDERMERE WELCOME HOME PROMOTES INES MACHADO-ESCOBAR TO DIRECTOR OF OPERATIONS**

Experienced industry veteran to oversee operations for rapidly growing East Bay offices.

**San Ramon, Calif. – October 14, 2009** – Windermere Welcome Home has announced the promotion of Ines Machado-Escobar to the executive team as Director of Operations for Windermere Welcome Home’s three offices. Having formerly served as Transaction Coordinator, Machado-Escobar will now oversee company programs, systems and continued growth for the brokerage of almost 100 real estate agents, with locations in Livermore, San Ramon and Castro Valley.

Upon joining Windermere Welcome Home in February 2008, **Ines Machado-Escobar** has always had a hand in office management for the company’s three offices, drawing insight from more than 15 years of industry experience, including owning and operating her own real estate company and serving as Senior Office Administrator and Transaction Coordinator for Prudential California Real Estate’s San Leandro and Castro Valley offices.

“The key to continuous forward movement in this market continues to revolve around people and relationships,” said Gretchen Pearson, owner of Windermere Welcome Home. “Finding the right people has been key to making Windermere Welcome Home one of the fastest growing offices in the East Bay. I am confident that the promotion of Ines will help us surpass our company goals and help boost Windermere’s brand throughout Northern California.”

Machado-Escobar can be reached at Windermere Welcome Home’s office at 925-244-1933 or at [ines@windermere.com](mailto:ines@windermere.com).

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#### **About Windermere Welcome Home**

Since its inception in 2004, Windermere Welcome Home has quickly become one of the fastest growing real estate firms in the East Bay, with offices strategically spread throughout the region in Livermore, San Ramon and Castro Valley. Top professionals in the industry have joined Windermere Welcome Home because of the latest technology tools and commitment to topnotch service in the industry; holding up Windermere's long-standing reputation of unmatched professionalism and integrity. Windermere Welcome Home is proud to be a part of the local neighborhoods in the East Bay, serving various nonprofit organizations throughout the year. For more information on Windermere Welcome Home, visit [www.WindermereWelcomeHome.com](http://www.WindermereWelcomeHome.com).

#### **About Windermere Real Estate**

Windermere Real Estate is the leading residential real estate network in the West with more than 350 offices and 8,500 associates serving neighborhoods in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Wyoming, Washington and British Columbia. Windermere has been consistently ranked as the largest regional real estate brand in the western United States by REAL Trends, a primary source of industry data. Windermere has a proud heritage of serving communities by way of the Windermere Foundation, which provides funding to social service agencies that offer housing and services to low-income and homeless children and families. Windermere's Web site, [www.windermere.com](http://www.windermere.com), receives over 2 million unique visits per month, and is regarded as one of the leading real estate sites in the country in terms of customer usability.

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