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Network-Wide Campaign Allows Windermere Real Estate To Build Better Communities, One Home Sale At A Time

Seattle – In early 2011, Windermere Real Estate decided that it wanted to take its 22-year-old charitable Foundation to the next level; it did so by challenging its 300 offices and 7,000 sales associates to take their commitment to their communities even further through a year-long campaign entitled “Building Better Communities, One Home Sale at a Time”.

OB Jacobi, president of Windermere, explains where the inspiration for this campaign came from; “Whenever a Windermere agent sells a home, a portion of their commission goes to funding the Windermere Foundation,” said Jacobi. “So, for every home sale, we are able to do more and more in the communities where Windermere has offices.”

The Building Better Communities campaign focused on helping areas that have a lot of kids, but not a lot of resources. From Washington to Oregon, Hawaii, and Arizona, offices throughout Windermere’s network pitched in to help improve soccer fields, collect school supplies, build parks, provide scholarships, fund school programs, and more, for children in need.

Windermere’s goal was to provide a comprehensive program that could be scaled to offices and areas throughout Windermere’s network through an integrated campaign using radio, print advertising, social media, a fundraising ecommerce site, public relations, direct mail, email, and an event microsite. Windermere offices utilized the components that were most relevant and useful to the success of their individual projects.

In Seattle, where Windermere is headquartered, the year-long “Building Better Communities” campaign was capped off with the construction of a park and playground in an area that offers housing, services, and resources to a large number of low income families. With the help of volunteers from Windermere, its community partner organizations, and local residents, a park was erected in a single day.

“The park’s play structure was designed with input from children who live in the neighborhood, truly making this project a community effort,” said Jacobi. “What resulted is a vibrant, interactive space where kids can do what kids do best: play.”

About Windermere Real Estate

Windermere Real Estate is ranked the largest regional real estate company in the Western U.S. with over 300 offices and 7,000 agents serving communities in Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, and Washington. The Windermere family has a proud heritage of serving our neighbors via the Windermere Foundation which funds services for low-income and homeless families. Since 1989, the Windermere Foundation has contributed more than 22 million dollars towards

improving lives in the communities where we live and work. For more information, visit www.windermere.com.

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