

## Horswell Shifts Real Estate Paradigm with Bold Concept, Introduces “Collection” Approach to Real Estate Marketing

**Portland, OR** – With over 20 years of perfecting the art of real estate marketing, **Richard Horswell** has joined **Windermere Realty Trust’s Portland Heights** luxury market hub location as **broker**. He brings with him a concept of thought leadership and inspired innovation under the purposely broad moniker “**The Horswell Collection™**” to inspire peers and clients alike to approach how real estate services are delivered through a private think tank approach. He proved concept in an incubator setting through corporate relations roles previously working within the mortgage and title/escrow sectors. Prior to joining the company, Richard built a consulting practice that served brokers locally and across the country who collectively produce an annual sales volume of \$2-3 billion.

Conjuring up a friendly combination of positive disruption and challenging norms in what has been a very flat and conventional professional sphere, Horswell’s goal for the concept is to further elevate the professional integrity of real estate. By raising expectations of service and setting an even higher standard in execution of strategic campaigns, he invites the consumer to participate in the continuous exciting evolution of the market space.

“In rapidly changing times when information travels quickly, I remember when the Portland Metropolitan Association of Realtors® (PMAR) premiered a plan which took real estate back to fundamental basics of human interaction,” Horswell recounted. “That was a teachable moment to measure the output of our collective work not by volume, but by the level of client care and proactive advocacy we introduce into each transaction.” Within his practice, he is **Principal Creative Executive** of **The Horswell Collection™**. *An advisory council of in-state and out-of-market thought leaders regularly participates in reviewing concepts he presents in the marketplace.*

That Renaissance approach to service delivery is not lost within the Windermere Realty Trust brand. “This company has spent over 50 years perfecting the process of engaging the communities where it has a presence,” noted Principal Broker and President Todd Prendergast. “The future of sustaining and enhancing that brand promise is with our brokers like Richard who are intuitive and understand the deep nuances of client relations. It creates an undeniable recipe for value and clients simply have a right to expect it as a benchmark.”

“Practice” is a word that is typically associated with professionals in the medical, legal, or accounting spheres, but it forms the fundamental standard bearer for what Horswell hopes to accomplish through introducing the next plane of representation as a best practice in leading global marketplaces. “It’s a given that we must remain second-to-none in technology and excellent internal service to our brokers,” reinforced Portland Heights’ Managing Principal Broker Joe Menashe of the Company’s commitment to providing its brokers with the best behind-the-scenes platform to augment their businesses. Menashe also serves as the Company’s Director of Training. “Ensuring quality transcends each element of what we see as a necessary return to relational and high-touch building blocks. That’s what frames the foundation and success as key ingredients of the world’s leading real estate brands.”

“The theoretical aspects behind **The Horswell Collection™** have nothing to do with price point,” Horswell emphasized. “The concepts should place a question in the consumer’s mind as to what they are receiving from their broker in the delivery of an experience that is reassuring, memorable, and meets their goals.”

Windermere Real Estate brokers have an obsessive desire to place relationships above transactions through a joyful and compassionate disposition, and deep knowledge to turn client dreams into reality. That hyperfocus transcends 10 states, 300 offices, and 7,000 agents. Its non-profit Foundation has funded over \$50 million in grants to help low-income and homeless families within the communities it serves.

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