



Home Promote *Everything* About Your Business on PR.com

Join Now Sign In

Business Directory

Products

Services

Jobs

Articles

Press Releases

PRESS  
RELEASES

Search:




Submit Your Press Release

News by Category

News by Country

News by US Region

Recent News

Add PR.com Press Releases to Your Website

Press Releases

## Prudential Americana Group

### [Mira Villa Las Vegas](#)

Artfully Designed Luxury Residences In A Gated Community. Find Out More  
[www.MiraVillaLV.com](http://www.MiraVillaLV.com)

### [Collaborative Software](#)

Improve Project Management Workflow Download Real Life Success Stories  
[Daptiv.com/Collaboration](http://Daptiv.com/Collaboration)

### [Henderson NV Realtors](#)

Search 1000's of resale & new homes Get area info & your home's value  
[www.GunningForVegas.com](http://www.GunningForVegas.com)

Ads by Google

## PRESS RELEASE

Receive press releases from Prudential Americana Group: [By Email](#)

RSS Feeds: [XML](#) [MY Yahoo!](#)

### Windermere Merges with Prudential Americana Group

*Respected Las Vegas Company Joins the Prudential Franchise.*

Las Vegas, NV, June 19, 2009 --([PR.com](#))-- Windermere Summerlin, one of Las Vegas' top-selling real estate offices, has joined forces with the state's largest firm. Windermere Summerlin is now a Prudential Americana Group office, adding 100 REALTORS and an additional location to Prudential's ever-expanding holdings.

Windermere Summerlin was founded by Heidi and Peter Kasama in 2004 and was the first Windermere franchise in Las Vegas. Since then, the company has achieved half a billion in real estate sales, with nearly \$100 million in the last year alone. The former CPAs credit their business backgrounds and analytical processes for keeping the company successful despite Las Vegas' recent real estate downturn.

"We had been looking for opportunities that would allow us to continue growing, and Prudential was the perfect fit," said Heidi Kasama. "We found that Prudential offered more value to our agents and clients than any other franchise, or even an independent business model, could."

From her 20 years of experience owning a CPA firm, Kasama looked at the bottom line when making her decision, and at the value she needed to provide both her agents and her customers. "Any owner of a real estate firm in Las Vegas should be analyzing how to best grow and capture business in the current real estate market," she said. "I would be remiss if I didn't look for the best opportunities to grow my services, tools and marketing capabilities to survive and thrive in this new economy."

According to Prudential Americana Group CEO Mark Stark, Kasama's business model and style fit perfectly with his own. Stark is the sole owner of the Prudential franchise in Las Vegas, which has been the largest real estate company in the state for several years and is 8th largest among its North American franchises.

"We are constantly looking for strategic alliances in this marketplace, and rarely have I had the opportunity to meet and communicate with such a high quality owner/broker," said Stark. "I was thoroughly impressed by Heidi and Peter's collective vision, leadership and business values. Anyone who knows their company knows its outstanding reputation."

Heidi Kasama said Prudential's value-added services, like web-based marketing, printed marketing materials, in-house legal counsel, educational programs, administrative support, instant information for buyers and a popular self-published magazine were among many reasons she decided to merge with the Prudential network. "It just made

#### [Find Las Vegas, NV Homes](#)

1000's of Homes in Las Vegas Area Free Access. Immediate Callbacks!  
[RealEstate.com/Las-Vegas](http://RealEstate.com/Las-Vegas)

#### [Free Business Listing](#)

Free Business Advertising Reach 3.5 Million Monthly  
[SaleSpider.com/FreeBusinessListing](http://SaleSpider.com/FreeBusinessListing)

#### ["2009 Best of Franchises"](#)

This year's top franchise companies rated by their own franchisees  
[www.Franchisebusinessreview.com](http://www.Franchisebusinessreview.com)

#### [Franchises for under 15K](#)

Want to start your own business? Info on low cost franchises here!  
[www.FranchiseDirect.com](http://www.FranchiseDirect.com)

Ads by Google

good sense for our people, our customers and our business.”

Kasama’s business acumen wasn’t lost on Stark, who said “clearly she has an incredible business mind. You could take Heidi and put her in any type of business environment and she will create business success. We are thrilled to have her and all of her sales executives join our team.” Kasama will continue to manage the operations of Prudential Americana Group’s newest Summerlin office, located at 10777 W. Twain Avenue.

Prudential Americana Group is Nevada’s largest real estate company with more than 1,200 sales executives and approximately 2,200 current home listings. It is an independently owned and operated member of Prudential Real Estate affiliates and is the 8th largest in the company’s national network of 677 franchises. For more information, visit [www.americanagroup.com](http://www.americanagroup.com) or call 702-796-7777.

###

### Contact Information

Prudential Americana Group  
Sarah Thornton  
702-239-0785  
[sthornton@cox.net](mailto:sthornton@cox.net)  
<http://www.americanagroup.com>

[Click here to view the list of recent Press Releases from Prudential Americana Group](#)



**Promote Your Business**

[Affiliate Program](#)

[Link To Us](#)

[Email this page to a friend](#)



[Contact Us](#)

[About Us](#)

[Terms of Use](#)

[Help](#)