

Tarbell Awards Rita Latham Diamond Circle Trophy

Tarbell, Realtors' Palm Desert agent Rita Latham was honored at the 2011 Tarbell Awards held at the Orange County Performing Arts Center in February. Tarbell's Number One individual agent in the Desert, Latham once again qualified for membership in the Circle of Excellence, taking home a prestigious Diamond Circle trophy.



“Circle of Excellence agents are recognized for exceptional success in Real Estate,” said Tarbell President Tina Jimov-Red. “As a Diamond Circle associate and top Desert agent, Rita is among Tarbell’s finest. Her achievements are proof that attentive personal service, up-to-date knowledge, and persistence will bring success in any market.”

Latham joined family-owned Tarbell after relocating from Minneapolis, Minnesota where her very successful real estate career included working for another family-owned company. That experience led her to consider Tarbell, where she found that the emphasis on professionalism, integrity, and ongoing agent education matched her high expectations. Having earned her Certified Relocation Specialist (CRS) and Graduate, Realtor Institute (GRI) designations, Latham brings a wealth of professional education and natural talent to every transaction. As a certified e-PRO agent, she offers advanced skills in the use of technology to enhance marketing strategies and customer service. She is a member of Tarbell’s Preferred Properties Division for luxury homes and estates.

An Indian Ridge Country Club expert, Latham specializes in golf communities and country club homes in cities all across the desert, including Palm Desert, La Quinta, Indian Wells, Rancho Mirage, and Indio. Her “California Dreamin’” slogan reflects her enjoyment of the laid-back desert lifestyle. “I love working with clients who appreciate the beauty here in the desert,” she says. She is a top agent year after year because she knows that her primary focus has to be on finding the right home to suit her client’s dreams and lifestyle. She listens to the wish list, helps each client clarify his or her priorities, budget, and timeframe, and then sets about identifying the perfect property.

Committed to building long-term relationships, she continues to be available even after a transaction is final, providing help whenever it is needed. Impressed with her professionalism and business savvy, clients come back to her again and again, and they feel confident that whenever they recommend her trustworthiness and dedication, friends and family will be equally pleased. “Referrals are a very exciting part of my business,” Latham says.

“Rita has been a hardworking, service-oriented, top-producing agent since she joined our Palm Desert office,” says branch manager Gary Westendorf. “Her client’s total satisfaction is her highest priority. Her success is demonstrated by the incredible amount of referrals she receives from her buyers and sellers. Rita is a true professional Realtor.”

Latham moved to the Desert in 2000. A mother of five, she considers herself fortunate to have four children and seven grandchildren all settled on the West Coast, and is especially pleased to have family living near her in the Desert. If you are looking for your dream home in the desert area, or considering listing your home for sale, contact Rita Latham at Tarbell’s Palm Desert office. Call (760) 567-5240, or visit her website, www.ritalatham.com.