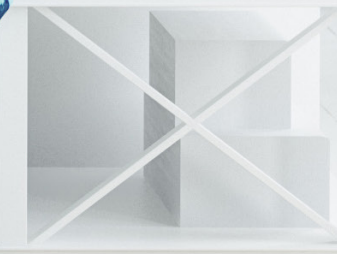




**Garden City Realty, Inc.**

*Partner* with Us  
2022







# Our Team

## QUALITY SERVICE WITH A TOUCH OF SOUTHERN HOSPITALITY

We strive to develop and maintain long-term relationships by making the needs of our property owners a top priority. Working with **GARDEN CITY REALTY** means you get a team of reliable and dedicated seasonal professionals, always willing to go above and beyond the expected for you and your family. That's our guarantee.

Our Property Services department is one of the most significant advantages of partnering with **GARDEN CITY REALTY**. We have a professional staff that serves as your main point of contact handling everything from repairs to owner reservations to a complete update that would highly increase the value of your property. We act as your eyes and ears and monitor your property around the clock. This one-on-one relationship helps build a strong bond between the homeowner and us.

We are committed to providing outstanding services to our homeowners. We have a dedicated Owner Services department responsible for communicating news and information to our homeowners and assisting with their individual needs. Likewise, Owner Portal, a self-serve area on our Website, allows homeowners easy access to critical information about their property.

## OWNER SERVICES

Our Owner Services department addresses each homeowner individually. From answering questions, preparing rates, reserving owner and owner guest stays, reviewing owner statements, and handling other special requests.

## GUEST SERVICES

Our Guest Services Department serves our guests' needs, and our Vacation Specialists are passionate about providing exceptional customer support. In addition, we strive to offer a warm and inviting feeling to everyone.

## MAINTENANCE & HOUSEKEEPING

Fantastic maintenance and housekeeping teams back our Property Services staff. Together, they make sure our properties remain well cared for and meticulously presented.

## MARKETING

**GARDEN CITY REALTY's** Marketing Department is at the forefront of the marketing and distribution of our vacation rentals. The depth of our marketing stretches from Internet marketing and vacation rental photography to videography, social media, and traditional media outlets. Our Online efforts make it easy for people planning a vacation to the Garden City Beach area to find excellent accommodations.



Pictured: (back row) Sara Lauren Dozier, Drew McElveen, Dennis McElveen, (front row) Leslie Summerford, Ashley Dixon, Heidi Spencer, and Jessie Angus.



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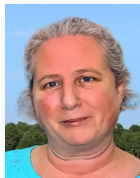


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We are built on a solid foundation of knowledge and experience in the vacation rental management industry. Our team is dedicated to providing the best support to our homeowners. Serving as a one-stop shop for management, handling everything from housekeeping and maintenance to marketing and reservations in the office. We strive to provide the highest level of customer service and quality of rental properties, which will keep our guests returning year after year.

# Our History

Established in June 1973, when President and Broker-in-Charge Eugene (Beau) Forshee, Fred L. Wilcox, and M. Murray (Mackie) McLendon purchased Martin's Real Estate Co. They changed the business name to **GARDEN CITY REALTY** to reflect its location at the corner of Atlantic Avenue and Dogwood Drive in Garden City Beach.

The first office consisted of two rooms (approximately 500-square-feet) and served the company well until 1978 when **GARDEN CITY REALTY** moved to its present location.

In August 1977, licensed real estate agent, Dennis McElveen, joined **GARDEN CITY REALTY**. He became partner and Vice President in 1982. In 1981, W. Lee Hewitt, III, joined the team as a licensed real estate agent and eventually obtained his South Carolina Real Estate Broker's license.

Since 1973, the vacation rental inventory has grown from 18 to approximately 400 properties.

In 2001, **GARDEN CITY REALTY** acquired By the Sea Realty and its on-site oceanfront office located at Surfmaster By The Sea. In 2009, they purchased and merged Condotels, adding more premier high-end oceanfront properties to its vacation rental inventory.

In October 2006, President Eugene (Beau) Forshee retired and transferred his stock to President Dennis McElveen and Vice President W. Lee Hewitt III.

In August 2021, President Dennis McElveen transferred his stock to his son, Andrew (Drew) H. McElveen, a licensed South Carolina Real Estate Broker. Drew joined **GARDEN CITY REALTY** after graduating college in 2014.

Today, **GARDEN CITY REALTY's** stockholders include President W. Lee Hewitt III and Vice President Andrew (Drew) H. McElveen.

The Sales Department has 12 sales professionals, all of whom strive to provide clients with the most

satisfying, well-informed real estate experience.

In addition to extensive knowledge of the local real estate market, **GARDEN CITY REALTY** can assist real estate needs worldwide through our affiliation with the Leading Real Estate Companies of the World®.

**GARDEN CITY REALTY** is proudly affiliated with:

- Myrtle Beach Area Chamber of Commerce
- Georgetown County Chamber of Commerce and Visitors Bureau
- South Carolina Chamber of Commerce
- Myrtle Beach Area Better Business Bureau
- National Association of REALTORS
- South Carolina Association of REALTORS
- Coastal Carolinas Association of REALTORS
- Coastal Carolinas Multiple Listing Service
- Garden City Beach Community Association
- Leading Real Estate Companies of the World®
- RELO Direct®
- Luxury Portfolio International®
- Vacation Rental Management Association
- Vacation Rental Housekeeping Professionals

## A LOCAL BUSINESS SINCE 1973



# What We Do for You

Let **GARDEN CITY REALTY** utilize our experience and expertise to ensure the best possible outcome in your vacation rental experience.

## OBJECTIVES

Complete asset management of your property.

- Caring for and maintaining your property.
- Maximizing the revenue potential of your property.

**GARDEN CITY REALTY** is here to work for you. We strive to exceed your expectations and for our team to be your Property Management Team for as long as you own your property.

## PLAN OF ACTION

1. Discuss your goals and objectives for adding your property to our vacation rental property management program.

- How many weeks of the year do you want to rent?
- Do you hope to have your rental revenues pay for all expenses associated with owning your vacation property? Do you expect to make a profit? If so, how much?

2. All real estate rentals are considered a business.

If applicable, **GARDEN CITY REALTY** will provide you with the contact information for obtaining your business license to ensure you comply with the local rules and regulations.

3. Review our in-house services, including housekeeping, maintenance, and our accounting department.

- Owner Services
- Owner portal
- Linen options
- Owner statements
- Receiving deposits
- Pool and hot tub maintenance
- Ease-of-access key-less lock system
- Filter replacements

4. Review what we do to advertise your property.

- Our Websites
- Online travel sites
- Social media marketing
- E-Blasts
- Brochure
- Community relationships
- Advertisements

5. Review how we take reservations and payments from our guests, respond to inquiries promptly, manage guest complaints, handle keys, distribute linens, manage maintenance issues, and schedule housekeeping between guests.

6. Discuss our property management fees.

7. Walkthrough your vacation home and make necessary recommendations to remove valuable or irreplaceable items. If you don't have one, we suggest creating a lockable closet to store personal effects and supplies you wish to have on hand. Also, make sure the space throughout your property is clutter-free.

8. Write a property description of your property and take professional photos.

9. Provide suggested rental rates. Help to maximize your rental revenue by offering dynamic pricing.

10. Discuss owner incentives for personal rental referrals and how this results in reduced commissions.

11. Make your property live on our Websites.



# Maximize Your Revenue

Aside from caring for and maintaining your property, one of our biggest goals is to maximize the revenue potential on your property. Listed below are suggestions that we've found most successful in maximizing revenue for vacation rental property owners along the Grand Strand.

## INCLUDING LINENS

At **GARDEN CITY REALTY**, every guest reservation includes linens and towels.

Linens are the most intimately used items that a guest comes in contact with at a vacation rental daily. To give your guests a consistently comfortable experience, including linens and towels with your rental is a wise upsell feature because there is no added cost to the owner. The fees that guests pay are added to the base rate. In addition, including linens can offset the cost of water used for laundry and cut down on the wear and tear of your washer and dryer.

## COMPETITIVE BASE RATES

The right rates can do wonders for your vacation rental's success.

They can help you make a booking when none of your competitors see any interest at all. They can help you command higher rates than your neighbors when demand in your area is high. They can even pull you out of a booking slump.

**GARDEN CITY REALTY's** trained Owner Services professionals will guide you in setting appropriate base rates established on your property's location, property type, number of bedrooms, number of guests your property can sleep, and the amenities your property has to offer.

## RATE MANAGEMENT

Active rate management is vital when attempting to maximize revenue. Offering flexibility when managing rates helps owners avoid missing out on bookings.

## DOG-FRIENDLY PROPERTIES

In a November 2018 press release, the American Veterinary

Medical Foundation reported the 2017-2018 edition of the *Pet Ownership and Demographics Sourcebook\** found that nearly 57 percent of all U.S. households owned a pet at the end of 2016. Approximately 38 percent owned one or more dogs. Likewise, according to a survey completed by Trip Advisor, 53 percent of respondents travel with their pets. Owners can accommodate a new type of clientele when they offer this highly sought out amenity. \**Pet Ownership and Demographics Sourcebook* is the most comprehensive and authoritative data source on pet ownership and related habits of U.S. pet-owning households.

## RENOVATE YOUR PROPERTY

Guests expect a product equivalent to or better than what they have at home. We can help facilitate the renovation process and ease the burden of working with contractors from afar.

## GENERATE REPEAT BUSINESS

Impression management is everything. Our professional staff will help you get the most value when investing in your property each year. Quality accommodations drive repeat business.

## MAINTAIN A WELL-EQUIPPED KITCHEN

Maintaining a well-equipped kitchen is critical. The primary reason guests choose a vacation rental is to cook and share a meal.

## CAPITALIZE ON AMENITIES

Make sure you are taking advantage of the amenities you can offer guests. Suggestions include Smart televisions, high-end electronics, stainless steel appliances, and other modern amenities.

## PROFESSIONAL PHOTOGRAPHY

Professional photography allows guests to see an accurate representation of your property. We market all **GARDEN CITY REALTY** properties with an image slide show and a virtual tour. The virtual tour allows guests the ability to "walk through" your property without having to do so in person.



# Our Marketing Plan

## WHAT WE DO TO PROMOTE YOUR PROPERTY

**GARDEN CITY REALTY** provides a full-service marketing department equipped to market your rental through various mediums to maximize exposure to local, national, and international markets.

Thanks to our aggressive SEO and SEM strategies, **GARDEN CITY REALTY** is proud to inform homeowners that our Website, GardenCityRealty.com, ranks among the top searched Websites for vacation rentals in our market. In 2021, the Website received more than 3.1 million page views and more than 921,000 – almost exclusively for vacation rentals.

Likewise, we offer homeowners the opportunity to feature their property to our leading network partners, including, but not limited to, VRBO, HomeAway, TripAdvisor (in partnership with FlipKey).

Top referral sites to **GARDEN CITY REALTY** include VisitMyrtleBeach.com, as well as our own; SurfMasterByTheSea.com, and OneOceanPlaceCondos.com. We are also active on niche sites including TripsWithPets.com and TravelWithPets.com.

**GARDEN CITY REALTY**'s Facebook page has an impressive number of followers, and our vacation rental property posts are some of our most engaging. Top social media referrals include; Facebook, Pinterest, Instagram, Yelp, Twitter, YouTube, Instagram Stories, Facebook Apps, and LinkedIn.

Our real estate Websites include our search site, [www.BestCoastalCarolinasHomeSearch.com](http://www.BestCoastalCarolinasHomeSearch.com), and luxury listings site, [www.PremierHomeCollection.com](http://www.PremierHomeCollection.com). In addition, our local and international affiliations and referral sites contribute significant traffic and interest to our vacation rental properties. We can provide a list of affiliations and syndicated sites upon request.

## VIRTUAL TOURS

As one of the only firms along the Grand Strand that includes a virtual tour with our vacation rentals, **GARDEN CITY REALTY** provides more inclusive exposure to our rental properties than any competitors. In addition, the virtual tour allows guests to pre-tour properties in the privacy of their own home with panoramic views that provide perspectives simply not possible with still photos.

## GARDEN CITY REALTY WEBSITE

All of **GARDEN CITY REALTY**'s vacation rentals are featured on our Website. Property features include general information, rates, reviews, interior/exterior photographs, a virtual tour, and contact information for immediate access to our reservationists. To visit our Website, please go to, [GardenCityRealty.com](http://GardenCityRealty.com).

Receiving more than 3.1 million page views and more than 921,000 visits in 2021, [GardenCityRealty.com](http://GardenCityRealty.com) ranks among the top searched Websites for real estate in our market. Our impressive organic and direct traffic and paid and referral help give our site a more significant presence on the Web for maximum optimization.

## SURF MASTER BY THE SEA & ONE OCEAN PLACE

Our Surf Master by the Sea and One Ocean Place Websites, [SurfMasterByTheSea.com](http://SurfMasterByTheSea.com), and [OneOceanPlaceCondos.com](http://OneOceanPlaceCondos.com) feature our available rentals and relevant information specific to each complex as floor plans, amenities, and rates.

## OTHER WEBSITES

Other [GARDEN CITY REALTY](#) sites include:

- [BestCoastalCarolinasHomeSearch.com](#) (sales)
- [PremierHomeCollection.com](#) (sales)
- [WhyGardenCityRealty.com](#)

## ONLINE MARKETING

Working together with our Website developers, [GARDEN CITY REALTY](#) leverages Web-based channels to spread a message about our company's brand, vacation rental properties, and services to potential customers. The methods and techniques used for Online marketing include email, social media, display advertising, search engine optimization, Google AdWords, Bing, and more.

## EMAIL MARKETING

[GARDEN CITY REALTY](#) uses email marketing to promote our vacation rentals, build brand awareness, nurture relationships, generate leads, and motivate prospective and existing customers to take some action to contact our office and agents.

## SOCIAL MEDIA MARKETING

[GARDEN CITY REALTY](#) uses Facebook, Twitter, Pinterest, Instagram, and YouTube to promote our vacation rentals, connect with our audience, build our brand, capture leads, and drive Website traffic.

## DIRECT MAIL MARKETING

[GARDEN CITY REALTY](#) utilizes a variety of branded direct mail options that include standard and oversized postcards, flyers, newsletters, and cards. We tailor our mailing lists to target specific areas to expose your property to more potential customers.

## PRINT MEDIA

[GARDEN CITY REALTY](#) regularly advertises its listings with regional media based on total market coverage and readership. Our goal is to provide maximum exposure to each of our vacation rental properties by selecting the most appropriate media suitable to the individual needs of each property.

[GARDEN CITY REALTY](#) advertises in various print publications throughout the year, offering market coverage and reader demographics to our target audience.

## ONLINE TRAVEL AGENCIES

[GARDEN CITY REALTY](#) is happy to partner with various Online travel agencies. By combining robust offline and Online services with our in-house marketing efforts, [GARDEN CITY REALTY](#) delivers our vacation rentals via nationally and internationally-known Online travel agencies (OTAs) to a broader audience. Many OTAs offer enhanced services such as flight tickets, itineraries, tour packages, and travel visas not provided by [GARDEN CITY REALTY](#).

## OTHER MARKETING PROGRAMS

[GARDEN CITY REALTY](#) is constantly seeking ways to improve how we do business and maximize exposure of your property to potential renters. Ask about any new programs we've implemented and how [GARDEN CITY REALTY](#) can be your property management firm too. Visit or call today to speak with a representative from our Owner Services department.



# Preparing your Rental Property

When travelers decide to stay in a vacation home, they have different expectations than they would if they were staying in a hotel. Make sure they have everything they need to feel at home in your property by including these items.

**GARDEN CITY REALTY** will maintain most of the suggested inventory for your property, and as needed, will replace them for you.

## MANDATORY ITEMS

- ☐ Fire extinguisher and smoke detectors
- ☐ Pool and dock “No Diving”, “No Diving, Dangerous Oyster Beds Below”, “No Lifeguard, Swim at Your Own Risk”, and “Danger” signage visibly posted where necessary
- ☐ Operational land-line in all elevators- homeowner must notify **GARDEN CITY REALTY** when inoperable or if there is an interruption in service.

## RECOMMENDED SERVICES

- ☐ Smart TVs
- ☐ Basic phone and wireless Internet
- ☐ Flat screen/panel TVs in the living room and all bedrooms
- ☐ Add BluRay DVD players to connect any TV to the Internet

## LIVING AREA

Your living room, like your kitchen, is something most hotels don’t offer and is probably one of the main reasons they have chosen to stay in a vacation home. So make sure there’s enough space for all your guests, the entertainment center works, and they have something to do if it rains.

- ☐ Comfortable seating (enough for the number of guests your property sleeps)
- ☐ Proper lighting and lamps
- ☐ A smart TV large enough to watch across the room (at least 32-inch)
- ☐ Basic cable
- ☐ DVD player or BluRay Internet-ready players
- ☐ Music systems
- ☐ Remote controls
- ☐ Deck of cards and/or board games

## DINING AREA

- ☐ Comfortable seating (enough for the number of guests your property sleeps)
- ☐ Good overhead lighting

## BEDROOMS

It’s essential to make sure your guests are comfortable and get a good night’s sleep. That means providing reasonably sized beds, somewhere to put their clothes, etc.

- ☐ Quality bed frame and mattresses
- ☐ At least a queen-sized bed in the master bedroom
- ☐ Pillows with pillow protectors and mattress pads
- ☐ Reading lamps and bedside tables
- ☐ Window treatments or blinds for privacy
- ☐ Armoire or dresser if there is no closet in the room
- ☐ Clock radio
- ☐ Plenty of clothes hangers in each closet
- ☐ Extra pillows and blankets
- ☐ Bonus: TV, King-size beds, feather pillows, down comforters

## BATHROOMS

- ☐ Shower curtains and liners, changed as needed
- ☐ Towel bars
- ☐ Toilet brush, plunger, and trash can

## LAUNDRY

- ☐ Washer/dryer, laundry basket, iron, and ironing board (even if laundry center is not in unit)

## CLEANING ITEMS

- ☐ Vacuum cleaner, mop & bucket, brooms, dustpan, light bulbs

## OUTDOOR

- ☐ Rocking chairs on all porches
- ☐ Lounging chairs
- ☐ Side table, one per every two chairs
- ☐ Minimum 48-inch outdoor table and chairs

## KITCHEN

The kitchen should be equipped with enough plates, glasses, and flatware for double the number of guests your property sleeps. Guests would also appreciate a coffee pot, adequate cooking supplies, and ample dining space.

### Appliances

- ☐ Refrigerator & freezer
- ☐ Dishwasher
- ☐ Oven with stovetop burners
- ☐ Microwave
- ☐ Coffee pot/coffee maker
- ☐ Toaster
- ☐ Blender

### Dinnerware

(Minimum, one-and-a-half the number of guests your property sleeps)

- ☐ Plates (dinner and salad/dessert sized)
- ☐ Soup/salad bowls
- ☐ Flatware (forks, spoons and knives)
- ☐ Steak knives
- ☐ Water/tea glasses
- ☐ Juice glasses
- ☐ Coffee cups
- ☐ Wine glasses
- ☐ Water/tea pitchers
- ☐ Serving bowls
- ☐ Large serving platter
- ☐ Serving spoons (slotted and regular)

### Cooking accessories

- ☐ Skillets (various sizes)
- ☐ A few saucepans with lids
- ☐ Roaster with a lid
- ☐ Dutch oven with a lid
- ☐ Baking dish
- ☐ 2-quart Pyrex dish
- ☐ Cookie sheet
- ☐ Large casserole dish
- ☐ Measuring spoons
- ☐ Colander
- ☐ Spatula
- ☐ Tongs
- ☐ Soup ladle
- ☐ Mixing bowls
- ☐ Rolling pin
- ☐ Cake pan

### Miscellaneous

- ☐ Cutting board
- ☐ Wine/bottle opener
- ☐ Can opener
- ☐ Ice cream scoop
- ☐ Pizza cutter
- ☐ Pot holders/oven mitts
- ☐ Kitchen scissors
- ☐ Bonus items: recipe books, crock pot/slow cooker

## THE EXTRAS

When equipping your vacation rental property, consider why guests want to stay in a vacation home instead of a hotel. Consider providing these items:

- |   |   |
|---|---|
| <input type="checkbox"/> Books, games, videos | <input type="checkbox"/> Video game systems |
| <input type="checkbox"/> First aid kit        | <input type="checkbox"/> Crib               |
| <input type="checkbox"/> Pool table           | <input type="checkbox"/> Beach gear         |



# We Proudly Offer Our Homeowners Smart Home Automation Technology From The Industry Leader



## Smart Locks Improve Safety & Guest Satisfaction

Thanks to the robust keyless technology of PointCentral solution, the days of lost keys are over, along with the risk of people copying keys. Keyless entry dramatically improves the safety of your home and brings peace of mind to your guests; you can go directly to the property anytime without the hassle of passing keys back and forth with family.

- **Highly secure** – The keyless technology we’re offering is backed by Alarm.com, a world-renowned security company that actively protects over five million households.
- **Extremely convenient** – owner has “master code” that provides 24/7 access.
- Guest codes are completely unique and time-sensitive. Each guest code expires the day they leave.
- **Historical records** – property management can track when the property was accessed.
- **Cellular connectivity** – systems are not reliant on a Wi-Fi network to be operational.
- **No more lost keys** – no need to re-key locks if a guest loses their condo key while on vacation.
- **No more worry** – no need to worry about making unauthorized key copies.

# Homeowner Services

**GARDEN CITY REALTY** offers our homeowners the option to participate in various services designed to improve the guest's vacation experience.

## CABLE AND INTERNET

We strongly suggest our homeowners offer wireless Internet services, as this is one of the most requested amenities from our guests.

## HOUSEKEEPING

The quality of a cleaning service is one of the most critical aspects of the guest's vacation experience, and routine cleaning helps maintain the quality of the property.

**GARDEN CITY REALTY's** own Housekeeping Department is responsible for departure maid service on checkout day. Because there is a narrow opportunity to clean all of the properties on our program, we maintain a strict schedule while holding our cleaners to a high standard of quality with strong attention to detail.

**GARDEN CITY REALTY's** staff of inspectors check every property after our staff has cleaned them and before guests check-in.

We recommend properties are deep-cleaned twice a year, and at least once is mandatory. Deep-cleaning involves a complete top-to-bottom cleaning, typically an all-day crew. We prefer **GARDEN CITY REALTY** to perform this service, but if you choose to do it yourself or with your cleaner, we will provide a checklist for you to follow and inspect afterward. Ask about our deep cleaning rates and services.

## KEYLESS LOCK ENTRY

Remote access control eliminates the need for physical key exchange. Instead, owners can create different codes for guests and **GARDEN CITY REALTY** staff to track when people are entering and exiting your property. Ask about our list of recommended vendors.

## A/C FILTER CHANGES

**GARDEN CITY REALTY** strongly recommends A/C filters to be changed monthly during June, July, and August, and at least every other month the rest of the year. We can provide filters and change out the filters. Ask about our monthly/annual filter service.

## FIRE EXTINGUISHERS AND SMOKE ALARMS

It is required by law to maintain a fire extinguisher on all dwelling levels of your home, and it is essential to check your smoke detectors and fire extinguishers routinely.

## LAWN AND POOL MAINTENANCE

We recommend keeping your yard and, more importantly, the pool and hot tub in top condition and frequently service the pool. We do not provide these services. However, we work with vendors who do. Ask about our current list of recommended lawn and pool vendors.

## POWER WASHING

We recommend power-washing your home at least twice a year. We do not provide these services. However, we work with vendors who do. Ask about our current list of recommended vendors who offer power washing services.

## PEST CONTROL

It's mandatory to maintain reasonable pest control in your home. We do not provide these services. However, we work with vendors who do. We can provide you with a list of preferred vendors to give you quotes on servicing your home.

## GENERAL MAINTENANCE & SERVICE CALLS

**GARDEN CITY REALTY** has a highly skilled in-house maintenance team capable of performing essential services on your property.

We will dispatch our team to assess and triage all problems before contacting third-party resources to regulate expenses. We will use outside vendors when it comes to expert services, such as electrical HVAC repairs. Ask about our maintenance service fees. Materials are extra.



# Testimonials

"For more than 40 years I have worked with **GARDEN CITY REALTY** on my vacation rentals. Most important to me are their employees. They work diligently to make sure that when you come to Garden City, you're coming to another side of heaven. I thought the ultimate was having an oceanfront home. But, when we bought our condo at Marlin Quay, I knew I was in heaven watching the sunset over Murrells Inlet in the late afternoon. Part of this is because **GARDEN CITY REALTY**; their people have been my family. You will find that when you are dealing with them, you will never be disappointed."

- Marlin Quay 510

"I have used **GARDEN CITY REALTY** to rent my house for the past 10 years and I am very pleased with all the people who work in Owner Services. They are friendly, knowledgeable and helpful. Whenever I had a question or concern, they took care of it promptly. I would highly recommend **GARDEN CITY REALTY** to represent your rental property."

- Against the Wind A/B

"I can not say enough about the team at **GARDEN CITY REALTY**. We are twenty years of experience with their expertise in handling our rental properties (2). They have always managed to get the rentals we need each year then handle every detail so that I need not worry about anything. Communication is great and I feel like I have friends in each department. Let's just say "they've got my back". Looking forward to another great rental season. Thanks guys!!!"

- Pop's Place

"Don't know when we've been more pleased with a business! **GARDEN CITY REALTY** handles our rental and we've not been disappointed. They go beyond the call of duty to make us feel at ease and we couldn't be happier! We're more than satisfied with the service we've received from **GARDEN CITY REALTY!!!** So glad they are available to us!"

- Waccamaw Exchange

"Prior to closing on our home, Ashley and the **GARDEN CITY REALTY** team had already exceeded our expectations. Their team has made every aspect of renting our home an effortless venture. They have helped us every step of the way and bend over backwards to see that we're happy. Not only are they extremely helpful but they managed to rent my home at amazing rates for the entire summer in under a week's time! My family and I are able to have peace of mind knowing that Ashley is overseeing our beach home in all regards."

- Casual on the Beach

"Going on our 19th year owning our beach house (SEACAMP) with **GARDEN CITY REALTY** as our management company, we can only say how happy we are with management in helping us maintain, keep safe & secure, and provide excellent rental services. They treat us like trusted family members!"

- Seacamp

"I can honestly say, my experience with **GARDEN CITY REALTY** has been nothing short of exceptional. Ashley and the Owner Services team, maintenance, and housekeeping have done an outstanding job managing and maintaining my oceanfront beach house. As a first-time beach property owner, I have been very pleased with the bookings, revenue, and the maintenance performed on the house. Even with the uncertainties surrounding the COVID-19 pandemic of 2020, the team came up with a great plan and pulled through with an impressive number of bookings. I couldn't ask for a better team to protect my investment."

- Hakuna Matata

"This was our first season owning a rental home of any kind, and we could not be happier with **GARDEN CITY REALTY**. Being new to this, we have had many questions and the staff has been so kind and enthusiastic, walking us through each step of the process. Knowing that their assistance is only a phone call or email away has been priceless. We would give them the highest recommendation possible and look forward to our continued partnership."

- ZJ's Retreat

"When you think of Garden City Beach, **GARDEN CITY REALTY** comes to mind. **GARDEN CITY REALTY** grew up with Garden City Beach and have done a fabulous job of helping the area become a favorite place to visit for years. They are up to date and always handle everything with ease and satisfaction. They are like family."

- Compass Rose, Unit 22

"As soon as **GARDEN CITY REALTY** opened for business close to forty (six) years ago, we put our vacation home with them with regards to summer rentals and all that entails. Through these many years, we have been more than pleased with our choice. They promptly address any concerns we have about our property and we feel they are responsive to our needs. We highly recommend **GARDEN CITY REALTY** and we believe they will do all they can to see that your home is properly cared for and that it is rented as much as possible."

- Jennings Cottage

# Why Choose Local

The advantages far outweigh the disadvantages when comparing services provided by local property management companies versus online companies. For many homeowners, the prospect of renting their property themselves is quite alluring. You take bookings directly from travelers without paying a fee or commission to a rental company – sounds easy, right? According to Vacation Rental By Owner reviews, an overwhelming majority of homeowners say they get better results when choosing a professionally-managed vacation rental company like [GARDEN CITY REALTY](#) to rent their property. See the list below that details the key differences.

	LOCAL	ONLINE
Digital Marketing	✓	✓
Social Media Management	✓	✗
Property Inspections	✓	✗
Personalized Check-In Experience	✓	✗
Constant Revenue Management	✓	✗
In-House Housekeeping	✓	✗
In-House Maintenance	✓	✗
Linen Services	✓	✗
Personalized Owner Representative	✓	✗
Monthly Accounting	✓	✓
Year-End Accounting	✓	✗
After Hours Assistance	✓	✗
Local/Knowledgeable Staff	✓	✗
Interior Design Referral	✓	✗
Online Bookings	✓	✓
Professional Photography	✓	✗
Distribution Partners	✓	✓
Owner Portal for Back-End Access	✓	✗
Damage Waiver	✓	✓
Direct Deposit	✓	✓
On-Call & After Hours Vendor Selection	✓	✗
Vendor Advantage	✓	✗
Quick Access to Previous Years Rental History	✓	✗
Required Local & State Taxes Collected & Paid as Required by Law	✓	✗

# Why Choose Us

Because relationships matter, our specially trained staff prides itself on excellent customer service and property owner relationships. As one of the largest vacation rental companies in the area and with nearly five decades of experience, see for yourself what it means to be part of the **GARDEN CITY REALTY** family.

## DEEP-ROOTED HISTORY

Our office location is not only highly-visible but is exceptionally convenient to guests and vendors arriving to visit or service your property. Since we have been in business since 1973, **GARDEN CITY REALTY** offers longevity and an incredible Owner Services team with a combined experience exceeding a century within the industry.

## BUILT ON INTEGRITY

Having been in business since 1973, we realize how valuable confidence and trust are for every owner we encounter. Most of our owners are not local to the area and place their trust in us to maintain, rent, and manage their property on their behalf.

## YOUR TRUSTED PARTNER

**GARDEN CITY REALTY** partners with nearly 400 vacation rental homeowners in the southern Grand Strand area. We strive to develop and maintain long-term relationships by making the needs of our property owners a top priority. As a result, we've been exceeding homeowners' expectations for nearly five decades.

## OUR SERVICE GUARANTEE

**GARDEN CITY REALTY** offers owners property services beyond any competition. We can provide our owners with housekeeping and inspections, maintenance and general repairs, Internet support, and personal assistance. Vacation Specialists are available during business hours Monday-Saturday to assist all inquiries, ensure your rental property is booked efficiently, and handle any guest issues that may arise. In addition, guests can book their reservations online 24 hours a day, 365 days a year.

## A PHONE CALL AWAY

Our dedicated Owner Services team specializes in expert homeowner care. We understand the importance of personalized service. So whether you are a first-time vacation rental homeowner or a seasoned homeowner who would like to compare our services, our friendly and professional staff is here to help make your investment property a successful venture.

### OWNER SERVICES, GENERAL

OwnerServices@GardenCityRealty.com  
843-651-2121, Ext. 4

### GUEST SERVICES (Reservations)

Rentals@GardenCityRealty.com  
843-651-2121, Ext. 1

### HOUSEKEEPING

KKnox@GardenCityRealty.com  
843-651-2121, Ext. 3

### LAUNDRY

MCoshin@GardenCityRealty.com  
843-651-2121, Ext. 5

### MAINTENANCE

TEbert@GardenCityRealty.com  
843-651-2121, Ext. 2



# Compare for yourself

Comparing vacation rental property management companies is not always apples-to-apples. Some companies boast attractive, too good to be true, commission rates to gain new property owners. Then, mandatory surcharges are tacked on when it comes time to manage the property. These fees are designed to mask the real commission rate and make up for lost revenue to these companies. Practices like these make comparing various vacation rental property management companies challenging, which is why we created this chart.

With **GARDEN CITY REALTY**, there are no hidden fees. We believe in transparency. Below are some examples of the differences you can expect to find when shopping for vacation rental companies in our area.

COMPARABLE SERVICES	<b>GARDEN CITY REALTY</b>	COMPETITOR A	COMPETITOR B	COMPETITOR C
DEDICATED FULL-SERVICE IN-HOUSE OWNER SERVICES DEPARTMENT	Yes	Not advertised	Not advertised	Not advertised
COMMISSION FEES TO OWNER	Charged on Owner Rent Only.	Charged on all rental proceeds.	Charged on the accommodation rate.	Charged on the accommodation rate.
HIDDEN FEES	No hidden fees. Everything is outlined up front.	Owner is charged \$50 service fee for guests of owner (key pickup, maintenance calls, and cleaning) in addition to the cost of performing the service.  Extra fees to cover administration fees, preparation of checkin materials, home inspections, unoccupied property cleanings, and any supplies related to the property are grouped with rent.	Owner is charged a \$30 fee per reservation = Higher non-disclosed commission rate.	Hidden fees are grouped with rent. = Higher non-disclosed commission rate.
PET POLICY	No additional fees outside of Owner Rent. Dog policy is on Website.	\$250 fee per pet. Policy is not on Website.	\$200 non-refundable fee for one dog, \$300 for two dogs. Rental company keeps the fees.	\$200 non-refundable fee for one dog, additional fees apply for more than one dog.
PEAK RATES	Four weeks condos Six weeks homes	Five weeks only (homes & condos)	Four weeks only (homes & condos)	Three weeks only (homes & condos) Owners may not change seasonal date periods.
RENTAL PAYMENT	10% deposit at time of reservation, 50% due 180 days prior to arrival, remaining balance due 30 days prior to arrival.	Half of base rate is due within seven days of making reservation. Balance is due 30 days prior to arrival.	Half of base rate is due within 10 days of making of reservation. Balance is due 30 days prior to arrival.	10% deposit at time of reservation, 40% due 125 days prior to arrival, remaining 50% due 60 days prior to arrival.
TERMS OF PROPERTY MANAGEMENT CONTRACT	Annual	Three-year term	Annual	Annual
TENTATIVE RESERVATION FEES	Fees go towards guests reservation.	Fees DO NOT go towards the guests reservation.	Fees go towards guests reservation.	-
CREDIT CARD FEES	No additional fees.	No additional advertised fees.	No additional advertised fees.	Guests is charged a 3% transaction fee.



