



Garden City Realty, Inc.

Getting Your Home *Sold*



Our Team

REAL ESTATE SALES

With our market penetration along the Grand Strand and international affiliations with Leading Real Estate Companies of the World®, **GARDEN CITY REALTY** offers buyers and sellers outstanding leadership, know-how and services to make our clients' experiences more satisfying.

GARDEN CITY REALTY offers sellers maximum market exposure via a worldwide audience and buyers the best selection of homes from Little River to Georgetown. Year after year, our team of award-winning real estate specialists and accredited buyer representatives have fashioned a track record of proven success, keeping Garden City Realty on top of the real estate market for more than 47 years.

Whether you are interested in purchasing a second home, investment property, new residence or commercial property or wish to sell your existing property, **GARDEN CITY REALTY** is your one-stop agency. You can search all of our properties and MLS listings or call us toll-free at 1-800-681-9059 to speak with an agent.

OUR SUPPORT STAFF

GARDEN CITY REALTY is pleased to offer clients the benefit of our skilled Sales and Marketing team to promote our listings to local, national and worldwide markets.

Our Sales and Relocation Coordinator works diligently to ensure all of our listings are accurate and complete. **GARDEN CITY REALTY's** affiliation with Leading Real Estate Companies of the World®, RELO Direct®, and Luxury Portfolio International® expose our properties to a worldwide market – we're not just a local source of real estate information.

Our Communications and Marketing Coordinator ensures our marketing information is up-to-date and all of our sales literature reflects the most accurate information regarding our listings.

Our Communications and Marketing Manager is always seeking new and innovative ways to promote **GARDEN CITY REALTY**. We believe in having a strong print and web presence to maximize exposure for our office and its listings.



MICHELLE GENOVESI

Sales and Relocation Coordinator
MGenovesi@GardenCityRealty.com
843-652-4241



KIMBERLY RALEY-KIMES

Communications and Marketing Manager
KKimes@GardenCityRealty.com
843-652-4244



ALICIA VALESEY

Communications and Marketing Coordinator
AValesey@GardenCityRealty.com
843-652-4290

“Our sales associates get results because of their unmatched professionalism. They work diligently to ensure our clients' needs are met and are on top of their markets. They work as a team sharing ideas and information, and support each other. Our sales associates are the best of the best and get results for you – our clients.”

– LEE HEWITT, BROKER IN CHARGE, GRI, CRS

Our History

GARDEN CITY REALTY was established in June 1973 when Eugene (Beau) Forshee, Fred L. Wilcox and M. Murray McLendon purchased Martin's Real Estate Company, changing the business name to reflect the office's location at the corner of Dogwood Drive and Atlantic Avenue in Garden City Beach. That first office – consisting of two rooms – served the company well until 1978 when **GARDEN CITY REALTY** moved to its present location.

In 2001, **GARDEN CITY REALTY** acquired By the Sea Realty and took over its on-site office in the oceanfront Surf Master by the Sea building. The Surf Master office rents one, two, and three-bedroom oceanfront condominiums and penthouses.

In 2009, **GARDEN CITY REALTY** purchased and merged Condotels with its vacation rental department, which has grown from 18 rentals in 1973 to more than 400 resort homes and condominiums today.

Today **GARDEN CITY REALTY's** stockholders include Lee Hewitt, Broker-In-Charge of Real Estate Sales, who has been with the company since 1981 and Dennis McElveen, Broker-In-Charge of Vacation Rentals, who began his career with **GARDEN CITY REALTY** in 1977.

The Sales Department has 15 sales professionals, all who 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

With **GARDEN CITY REALTY**, you don't just get an agent, you get a whole team of experts. Collectively, we will market your home and, more importantly, get it sold.

OBJECTIVES

Assist in getting as many qualified buyers as possible into your home until it is sold.

Communicate with you weekly the results of our activities.

Assist you in negotiating the highest dollar value between you and the buyer.

GARDEN CITY REALTY is here to work for you. We strive to exceed your expectations and for our agents to be your Real Estate Consultants for life.

PLAN OF ACTION

1. Price your home competitively to open the market of prospective home buyers versus narrowing it.

Five reasons a home sells: *(you control four)*

- Location of the property
- Price of the property
- Terms of the sale
- Condition of the property
- The agent you select

Things that don't necessarily affect value:

- Your original cost
- The cost to rebuild today
- Personal attachment
- Certain types of improvements
- Your investment in improvement

Things that do affect value:

- Condition and appeal
- Quality
- Construction and layout
- Location, proximity to commercial
- Supply and demand

Overpricing:

- Reduces the amount of showings
- Reduces advertising response
- Helps sell the competition
- Discourages interested buyers
- Extends market time
- Eliminates offers
- Can cause appraisal problems

2. Suggest and advise you on all changes to your property to net you the highest possible price and help you arrange a pre-listing inspection.

3. Introduce and promote your home to **GARDEN CITY REALTY's** agents, including property tours with the offices top-ranked agents, as well as local agents, and people who have signed up on our websites.

4. Talk to potential buyers everyday. Prospect and consistently speak with buyers actively looking to purchase a home in our marketplace.

5. Provide additional exposure and attract "drive-by buyers" by adding a professional sign and lock-box your property.

6. Do everything possible to allow only pre-qualified buyers to enter your home.

7. Provide a wide-range of financing opportunities to potential buyers.

8. Follow up with agents who have shown your home. Request feedback. Share both positive and negative feedback with you.

Our Marketing Plan

WHAT WE DO TO PROMOTE YOUR LISTING

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

MULTIPLE LISTING SERVICES (MLS)

GARDEN CITY REALTY's MLS membership enables us to market your home to real estate professionals by sharing information with other members in our region. As the principal tool used by agents when searching homes for buyers, MLS is perhaps the most vital instrument in displaying and promoting your property.

Every home for sale listed by a local real estate association member, unless it is specifically exempted from MLS, will be listed in MLS. However, only members including real estate agents and other professional affiliates can access MLS, but that doesn't mean a home buyer or home seller can't get the same information - just not directly.

The local MLS real estate association is the Coastal Carolinas Association of REALTORS.

VIRTUAL TOURS

As one of the only real estate offices along the Grand Strand that includes a virtual tour with our property listing, **GARDEN CITY REALTY** provides more inclusive exposure of our properties than any of our competitors. The virtual tour allows home buyers 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 WEBSITES

In January 2019 **GARDEN CITY REALTY** went live with our new search site, **BestCoastalCarolinasHomeSearch.com**. The new site give home buyers the ability to create their

own account and enjoy free access to search all listings within MLS. With enhanced features like auto-notifications for new real estate listings, price and status changes, as well as saved custom searches options to tailor content, buyers can see only the properties and areas they're interested in most.

In its first year live, **BestCoastalCarolinasHomeSearch.com** received more than 314,600 page views and nearly 175,000 visits in 2019.

All properties listed with **GARDEN CITY REALTY** are featured on our brand website. Each listing includes the property information, interior and exterior photographs, a virtual tour, and contact information for immediate access to the listing agent and sales office. To visit our website please go to **GardenCityRealty.com**.

Receiving more than 3.8 million page views and more than 780,000 visits in 2019, **GardenCityRealty.com** ranks among the top searched websites for real estate in our market. We also have several other websites that provide referral traffic to **GardenCityRealty.com**, giving our site greater presence on the web for maximum optimization.

Other **GARDEN CITY REALTY** websites include:

- SurfMasterBytheSea.com
- OneOceanPlaceCondos.com
- PremierePropertyCollection.com
- WhyGardenCityRealty.com
- InGardenCityBeach.com
- InSurfsideBeach.com
- InPawleysIsland.com
- InLitchfieldBeach.com
- WithinMyrtleBeach.com

Our **luxury properties**, listed at one million or more, are also promoted on our affiliate website www.LuxuryPortfolio.com. In 2019, our 19 featured properties received nearly 7,000 visits from 26 countries, 73 regions/states, 214 cities, representing four languages, and four currencies.

According to the 2019 National Association of REALTORS® Profile of Home Buyers and Sellers, among buyers who used the Internet during their home search, 87 percent of buyers found photos and 85 percent found detailed information about properties for sale very useful.

Through our affiliations with MLS and Leading Real Estate Companies of the World® (LeadingRE) our listings are syndicated to additional sites that include, but are not limited to: REALTOR.com, LeadingRE.com, Zillow.com, Trulia.com, HomeFinder.com, and Homes.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, listings, 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 listings, build brand awareness, nurture relationships, generate leads, as well as motivate prospective and existing customers to take some type of action to contact our office and agents.

SOCIAL MEDIA MARKETING

GARDEN CITY REALTY uses Facebook, Twitter, Pinterest, Instagram, Blogger, LinkedIn, and YouTube to promote listings, 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 that will expose your property to more buyers.

PRINT MEDIA

GARDEN CITY REALTY advertises its listings regularly with regional media, based accordingly on total market coverage and readership. Our goal is to provide maximum exposure to each of our listings by selecting the most appropriate media suitable to the individual needs of each property.

In addition to local newspaper and magazine publications, **GARDEN CITY REALTY** maintains a wide-ranging database of contact and rate information for publications whose print and Web presence captures an audience most appropriate for our marketing requirements. Taking into account reader demographics and market research statistics, **GARDEN CITY REALTY** selects the appropriate media to advertise for our real estate market. In addition, we employ demographics gathered from our own vacation rental and sales departments, making every effort to target both out-of-town and local residents.

IN-HOUSE MARKETING

All of **GARDEN CITY REALTY**'s listings are publicized in a slide-presentation that is maintained daily, is continuously shown in our sales lobby, and exposes your property to thousands of visitors each year.

Every **GARDEN CITY REALTY** listing is featured in our property handout and provided to potential clients inquiring about the local real estate market.

GARDEN CITY REALTY has access to an estimated 60,000* potential buyers annually through our Vacation Rental department. History has shown that visitors often return to **GARDEN CITY REALTY** to invest in their own beach property. **Based on total arrivals/reservations and the average sleep capacity of our total active units (1/1/19-12/31/19).*

About LeadingRE

OUR AFFILIATION WITH LEADING REAL ESTATE COMPANIES OF THE WORLD®

As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.

HIGHLIGHTS

- More number one market share companies in top markets than any network.
- 10 of the top 25 real estate companies in the U.S.
- Top-rated luxury real estate program.
- Award-winning learning platform, Institute, recognized by Training Magazine.



Leading Real Estate Companies of the World® (LeadingRE) is the home of the world's market-leading independent residential brokerages in more than 70 countries, with 565 firms and 130,000 sales associates producing 1.1 million global transactions. Their by-invitation-only network is based on the unparalleled performance and trusted relationships that result in exceptional client experiences.

In 1997, 50 of the largest brokerage firms in the United States left a major industry network in order to launch what later became Leading Real Estate Companies of the World® with the goal of controlling their own destiny and creating a network comprised of only the best locally- and regionally-branded firms focused on raising the bar in real estate. Today, they lead the industry in reputation and a long list of metrics related to sales, market coverage, and more. LeadingRE's mantra is "Making the Best Brokerages Better," by providing these leading local brands with world-class business resources and national and global connections. At a time when a lot of people talk about being "global,"

LeadingRE truly lives it – having built a powerful international presence long before being global was in fashion. With members in over 70 countries, they have connections in all corners of the world – extending membership only to firms that are leaders in the markets they serve and share values like local insight, global view, trusted experience, and high performance.

Their international approach is seen throughout their operations. They maintain corporate offices in London and Singapore, in addition to their Chicago headquarters, and participate regularly in property shows around the world. Their corporate relocation company, RELO Direct®, manages employee moves for clients on nearly every continent. Their award-winning luxury property website, LuxuryPortfolio.com, was among the first to feature property listings in nine languages and 60 currencies over a decade ago. Their events consistently draw a distinctively international audience, and their members have an industry-leading record of making client introductions across borders.

This world-wise approach has made them the "go to" real estate network not only for individual clients, but also for multinational corporations, investment groups, and relocation management companies.

LUXURY PORTFOLIO INTERNATIONAL®

Our network connects us, and you, to the luxury experts and buyers in 800+ major cities from Bangkok to Barcelona – not just within one brand or company, but among the finest, most well-known leaders in each market. These relationships generate thousands of client introductions and billions in sales each year.

They have liquid assets of \$10.8 million and 57 percent own a second home. In the U.S. alone, LuxuryPortfolio.com curates more properties priced over \$1 million than any other luxury property network. Globally, we market approximately 50,000 properties annually.



INDUSTRY-
LEADING
SALES.
WORLD-CLASS
SERVICE.

1.1 MILLION
GLOBAL TRANSACTIONS

565
COMPANIES

4,300
OFFICES

130,000
SALES ASSOCIATES

OVER 70
COUNTRIES

Leading

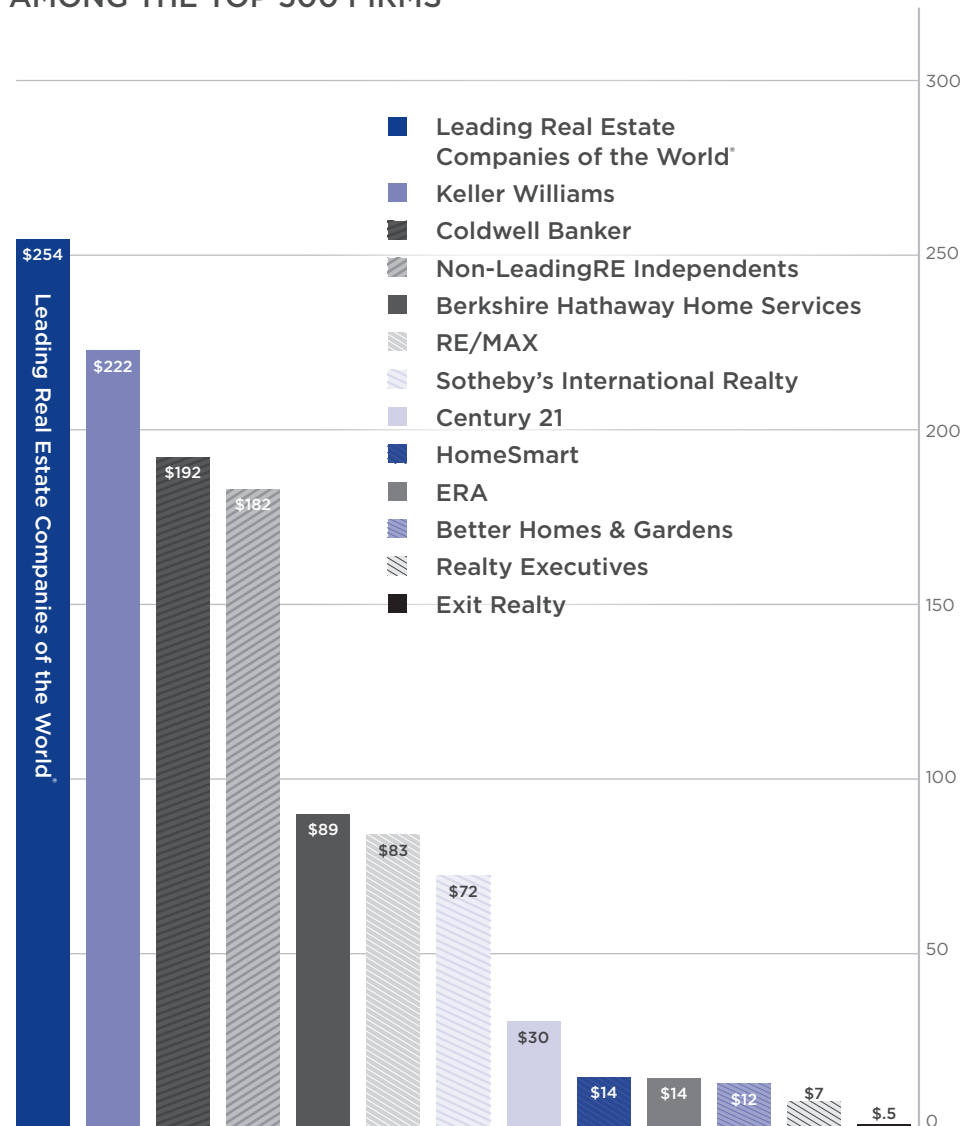
REAL ESTATE COMPANIES
OF THE WORLD

© 2019 Leading Real Estate Companies of the World. All Rights Reserved.
C-Sales Volume. 04.19 Equal Housing Opportunity.



MORE U.S. HOME SALES VOLUME

\$32 BILLION MORE U.S. HOME SALES VOLUME
IN 2018 THAN OUR CLOSEST COMPETITOR
AMONG THE TOP 500 FIRMS



Volume shown in billions of dollars

This bar chart is sourced from REAL Trends Top 500 for 2018, realtrends.com

As an affiliate of Leading Real Estate Companies of the World,[®] our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

Zillow®

HomeFinder.com

BANKINGBRIDGE

BACK AT YOU
MEDIA



Property
Shark™

Comcast
ON DEMAND



Homes.com



realtor.com®

trulia®

redefy™
REAL ESTATE

kahping®
your listing, your lead®



wikiREALTY®



Relola

HOMES
& LAND

HARMONHOMES
—AND MORE—

HomeWinks™
The EASY Way to Find Homes for Sale

agentdesks

foreclosure.com™



Point2
Homes

Keyboom!
THE HOME SEARCH CHANNEL

zumper

HGTV

Land And Farm

HomeSpotter®

SHOWINGSUITE.COM

Assist 2 Sell®

House
ValueStore

HomePath®
by Fannie Mae

We'll get you results

A SAMPLE OF GCR LISTINGS THAT HAVE SOLD IN THE LAST TWO YEARS

49 Wall St	1931 Bent Grass Dr	311 72nd Ave N	1690 N Waccamaw Dr	1672 Edgewood Dr
105 Village Ct	1004 Indian Wells Ct	349 Skyland Pines Dr	1620 N Waccamaw Dr	528 S Waccamaw Dr
Lot 9 Azalea Dr	301 N Waccamaw Dr	561 Miromar Way	611 William Dallas Ave	5836 Rosewood Dr
Lot 8 Azalea Dr	322 Kiskadee Loop	9671 Holladay Dr	541 Mount Gilead Rd	411 Parsonage Ln
6840 Blue Heron Blvd	210 S Ocean Blvd	1690 N Waccamaw Dr	280 Simplicity Dr	176 Cedar Point Ave
2 Ocean Reef Ln	2265 Huntington Dr	600 N Waccamaw Dr	824 Sawmill Rd	1008 E Isle of Palms Dr
1504 Azalea Dr	2600 Daisy Rd	414 Deerfield Links Dr	50 Tupelo Rd	1690 N Waccamaw Dr
1504 Azalea Dr	4840 Moss Creek Lp	215 Caropine Dr	414 Dornoch Dr	1567 S Waccamaw Dr
1535 Crystal Lake Dr	215 Atlantic Ave	1487 S Waccamaw Dr	231 Highland Rd	4 Cottage Dr
37 Seaway Ln	123 N Dogwood Dr	1000 N Waccamaw Dr	1113 N Ocean Blvd	174 Edward Ave
500 Fairway Village Dr	694 River Walk Dr	3844 Flagg St	1690 N Waccamaw Dr	219A 16th Ave S
325 Crossing Ct	5064 Wesley Rd	1647 S Waccamaw Dr	495 Rum Gully Rd	4906 S Ocean Blvd
Lot 14 Grayman's Lp	163 Chenoa Dr	512 Whale Ave	918 Dock Pl	5299 Berkeley Ct
1850 Colony Dr	4741 Wild Iris Dr	502 N Waccamaw Dr	1690 N Waccamaw Dr	116 Lowcountry Loop
234 Massick Ln	1041 Algonquin Dr	153 Barclay Dr	1011 N Ocean Blvd	1744 S Waccamaw Dr
401 Cambridge Cir	815 N Waccamaw Dr	104 South Cove Pl	3834 Journeys End Rd	315 Broadway St
1129 Whispering Winds Dr	673 Wedgewood Dr	Lot 18 Jasmine Ln	952 Wachesaw Rd	139 S Dunes Dr
821 Nandina Dr	4749 Wild Iris Dr	570 Little Tony Ave	4119 Murrells Inlet Rd	1398 Basin Terrace
1001 Lynches River Ct	916 Shem Creek Cir	417 Arcadian Dr	964 Wachesaw Rd	1456 S Waccamaw Dr
145 Offshore Dr	9550 Leeds Cir	1311 S Hollywood Dr	1115 S Hollywood Dr	129 Rainbow Dr
401 Cambridge Cir	1012 N Waccamaw Dr	192 Collins Glen Dr	1780 N Waccamaw Dr	2201 Maybank Cir
510 Fairwood Lakes Dr	614 S 15th Ave S	1012 N Waccamaw Dr	969 Refuge Way	1601 S Waccamaw Dr
410 Luttie Rd	903 N Waccamaw Dr	657 Misty Hammock Cir	111 Yucca Ave	1510 Running Water Rd
610 Live Oak Dr	903 N Waccamaw Dr	259 Brickwell Ln	878 S Waccamaw Dr	1474 S Waccamaw Dr
1881 Colony Dr	920 N Waccamaw Dr	5150 Berkeley Ct	1620 N Waccamaw Dr	1411 N Waccamaw Dr
6737 Blue Heron Blvd	468 E Surfwind Dr	317 Willow Dr	1421 Winterfield Ct	107 Woodland Dr
549 Gilmore Ave	1210 N Waccamaw Dr	114 Yucca Ave	1010 Sabal Palm Way	415 S Waccamaw Dr
210 75th Ave N	1210 N Waccamaw Dr	16 Shady Oak Ln	554 Enoree Ct	414 S Dogwood Dr
1890 Colony Dr	16 Loganberry Ct	376 Firenze Loop	11 Orchard Ave	1846 S Waccamaw Dr
120 N Dogwood Dr	116 S Waccamaw Dr	1310 N Waccamaw Dr	1690 N Waccamaw Dr	732 S Dogwood Dr
120 N Dogwood Dr	1012 N Waccamaw Dr	2707-B Edge Dr	4521 Firethorne Dr	242 S Dogwood Dr
Lot 7 Yaupon Ave	519 7th Ave S	912 N Waccamaw Dr	25 Killian Ct	320 Myrtle Dr
3400 N Oak St	4679 Fringetree Dr	1019-A Kelly Ct	455 Hyacinth Loop	813 S Waccamaw Dr
504 N Ocean Blvd	70 Addison Cottage Way	433 Reedy River Rd	605 Chatman Ct	4806 S Ocean Blvd
3709 Highway 17 Business	213 Moonglow Cir	113E Parmelee Dr	1690 N Waccamaw Dr	429 Vereen Rd
401 Cambridge Cir	448 Mahogany Ave	262 Catawba River Rd	1581 S Waccamaw Dr	318 N Oak Dr
120 N Dogwood Dr	1818 Plantation Dr	688 Sandberg St	1108 N Waccamaw Dr	324 S Waccamaw Dr
401 Cambridge Cir	1620 N Waccamaw Dr	5006 S First St	9 Saltwater Way	1666 S Waccamaw Dr
4827 Orchid Way	100 Ella Kinley Cir	216 Outboard Dr	1310 N Waccamaw Dr	402 S Dogwood Dr
180 Knotty Pine Way	129 Woodlake Dr	341 Oak Haven Dr	209 N Dogwood Dr	1206 S Waccamaw Dr
1757 Running Water Dr	829 Marlin Ct	713 N Ocean Blvd	1990 N Waccamaw Dr	540 S Waccamaw Dr
627 N Waccamaw Dr	118 Jessica Lakes Dr	3950 Murrells Inlet Rd	1398 Basin Dr	1943 S Waccamaw Dr
2201 Sweetwater Blvd	613 S 2nd Ave S	311 Caldera Ct	357 Capers Creek Dr	1899 S Waccamaw Dr
233 Cedar Point Ave	1582 S Waccamaw Dr	100 Vista Oaks Ct	4605 Carriage Run Cir	973 S Waccamaw Dr
1105 Sweetwater Blvd	504 Dundee St	209 Appian Way	121 Osprey Watch Cir	880 S Waccamaw Dr
3305 Sweetwater Blvd	618 2nd St	4549 Fringetree Dr	1398 Basin Terrace	2153 S Waccamaw Dr
920 N Waccamaw Dr	4649 Fringetree Dr	1690 N Waccamaw Dr	5073 Spanish Oaks Ct	909 S Waccamaw Dr
631 Sailbrooke Ct	1690 N Waccamaw Dr	1690 N Waccamaw Dr	1108 N Waccamaw Dr	2010 Pompano Dr
4634 Greenbriar Dr	814 N Waccamaw Dr	912 N Waccamaw Dr	1690 N Waccamaw Dr	1466 Basin Terrace
6209 Sweetwater Blvd	502 N Waccamaw Dr	1620 N Waccamaw Dr	3975 Murrells Inlet Rd	3372 Woodstock Ln
201 S Ocean Blvd	10 Loganberry Ct	6108 N Ocean Blvd	23 Cyclamen Ct	1073 S Waccamaw Dr
601 Mitchell Dr	4654 Fringetree Dr	130 Easy St	1690 N Waccamaw Dr	2159 S Waccamaw Dr
201 S Ocean Blvd	334 Hidden Ct	617 Cypress Dr	465 Vereen Rd	2252 Oyster Cove
1920 Bent Grass Dr	842 Planters Trace Loop	164 Easy St	1690 N Waccamaw Dr	1081 S Waccamaw Dr
	1210 N Waccamaw Dr	1121 Osprey Ct	1398 Basin Terrace	387 Oak Moss Ct
			77 Hopeland St.	694 Springs Ave
				1290 S Waccamaw Dr

Testimonials

“Lee Hewitt and the rest of the **GARDEN CITY REALTY** group are the best in the Grand Strand Real Estate business. A true pleasure to work with and such professionals at what they do.”

- *Surfside Beach*

“Considering today’s Real Estate market we found our agent at **GARDEN CITY REALTY** to be exceptional from the original listing to closing. We would use **GARDEN CITY REALTY** again and recommend!”

- *Concord, VA*

“As a recent widow my experience with **GARDEN CITY REALTY** was friendly, kind, helpful and wonderful. I was treated like family.”

- *Waldorf, MD*

“[Our agent] and the staff at **GARDEN CITY REALTY** are the very best. We purchased our “dream condo” with their help. We now consider them friends as well as our Realtors. Thank you!”

- *Arlington, VA*

“I didn’t meet them (the **GARDEN CITY REALTY** Staff) in person but have no doubt they would’ve been excellent! I had listed my second home with another agent for a year and no results, not even an offer. I listed with **GARDEN CITY REALTY** and within two months “SOLD!” Everyone at **GARDEN CITY REALTY** especially [our agent] were so helpful, pleasant, easy to work with and very professional. I wish I had gone to **GARDEN CITY REALTY** first. Lesson learned. Thank you!”

- *Levittown, PA*

“We are repeat customers with **GARDEN CITY REALTY** and we’ve always received excellent service.”

- *Storrs, CT*

“If it were not for [our agent] and the staff of **GARDEN CITY REALTY**, we don’t know if we would be here! Thanks to all.”

- *Murrells Inlet, SC*

“Any sign other than **GARDEN CITY REALTY** on a property makes it less than #1!”

- *Murrells Inlet, SC*

“I would tell anyone interested in Real Estate in Myrtle Beach area to contact **GARDEN CITY REALTY** and [our agent] in particular. She worked very hard for us and is a fine representative of your company.”

- *Lancaster, PA*

“We have used **GARDEN CITY REALTY** for 30 years and love them! We just sold my mom’s condo successfully after managing it for 30 years! We love you all! [Our agent] is awesome! She was a real pleasure to work with! May God bless her!”

- *Murrells Inlet, SC*

“I highly recommend **GARDEN CITY REALTY** to anyone who likes professional results on sale of property.”

- *Marion, SC*

“We had a great experience buying a home through **GARDEN CITY REALTY**. Thanks!”

- *Myrtle Beach, SC*

“**GARDEN CITY REALTY** has “earned” my current and future business through excellent customer service.”

- *Raleigh, NC*

“[Our agent] was outstanding, always available, always quick to respond. Definitely would recommend!!”

- *Murrells Inlet, SC*

Why Choose a Realtor

SEVEN REASONS TO WORK WITH A REALTOR®

A real estate agent can help you understand everything you need to know about the home selling process.

REALTORS® aren't just agents. They're professional members of the National Association of REALTORS® and subscribe to its strict code of ethics. This is the REALTOR® difference for home buyers:

1. **An expert guide.** Selling a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes. Also, there's a lot of jargon involved, so you want to work with a professional who can speak the language.

2. **Objective information and opinions.** REALTORS® can provide local information on utilities, zoning, schools, and more. They also have objective information about each property. REALTORS® can use that data to help you determine if the property has what you need.

3. **Property marketing power.** Property doesn't sell due to advertising alone. A large share of real estate sales comes as the result of a practitioner's contacts with previous clients, friends, and family. When a property is marketed by a REALTOR®, you do not have to allow strangers into your home. Your REALTOR® will generally pre-screen and accompany qualified prospects through your property.

4. **Negotiation knowledge.** There are many factors up for discussion in a deal. A REALTOR® will look at every angle from your perspective, including crafting a purchase agreement that allows you the flexibility you need to take that next step.

5. **Up-to-date experience.** Most people sell only a few homes in a lifetime, usually with quite a few years in between each sale. Even if you've done it before, laws and regulations change. REALTORS® handle hundreds of transactions over the course of their career.

6. **Your rock during emotional moments.** A home is so much more than four walls and a roof. And for most people, property represents the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you.

7. **Ethical treatment.** Every REALTOR® must adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a REALTOR®'s client, you can expect honest and ethical treatment in all transaction-related matters.

Why Choose Us

In 2005 we began surveying buyers and sellers; 100 percent of our clients said they would choose **GARDEN CITY REALTY** again to purchase or sell their property – and many of them already have. **GARDEN CITY REALTY**'s undisputed reputation of integrity, professionalism and trust is confirmed time after time by the buyers and sellers who choose us for all of their real estate needs.

THE RIGHT AGENT

Although **GARDEN CITY REALTY** specializes in beach properties, our agents have various real estate backgrounds and areas of expertise to locate the right buyer for your property or help you find the home of your dreams – regardless of the property type. All of our agents have earned distinguished real estate designations† and several have been recipients of prestigious recognitions such as REALTOR of the Year and REALTOR Image Award. Our agents' commitment to excellence is demonstrated by their dedication to continued education ensuring our clients are well-informed.

GARDEN CITY REALTY's sales agents are actively involved in real estate and community organizations. Throughout the years we have had the distinct honor of four agents serving as President of the Coastal Carolinas Association of REALTORS® and, one as the 2019 South Carolina REALTORS® President. Our agents are active in various state and local REALTOR association committees as officers or members as well. †Broker, Broker Associate, GRI, ABR, RRS, CRS, RSPS, SFR, SRES and REOS.

THE RIGHT AFFILIATIONS*

As a member of the Coastal Carolinas Association of REALTORS®, South Carolina Association of REALTORS®, National Association of REALTORS®, an affiliate of Leading Real Estate Companies of the World®, RELO Direct®, and Luxury Portfolio International®, **GARDEN CITY REALTY**

has the connections and experience to assist home buyers and sellers anywhere in the world. Look no further than **GARDEN CITY REALTY** to help you find your ideal primary home, secondary home or investment property.

STATISTICS THAT TELL THE STORY**

With more than one-billion dollars in total sales volume for the Grand Strand area since 2000, **GARDEN CITY REALTY**'s overall Multiple Listing Service (MLS) ranking is within the top three percent (of active firms with sales between January 1, 2000 – January 9, 2020). Concurrently, **GARDEN CITY REALTY** has had more than \$845 million in real estate sales in the Murrells Inlet, Garden City Beach and Surfside Beach areas alone, involving an impressive \$92.7 million more in sales than our closest competitor.

In 2019, **GARDEN CITY REALTY** ranked within the top five percent of total sales volume for all of MLS and all its agents ranked within the top 35 percent. The average sales price of a residential property in the MLS was \$234,541, while **GARDEN CITY REALTY**'s average sales price was \$289,401.

WHY WE BELIEVE WE CAN FIND THE RIGHT BUYER FOR YOUR PROPERTY

GARDEN CITY REALTY has been bringing satisfied buyers and sellers together for nearly five decades. What makes us confident in our ability to assist you in the purchase or sale of your property is the reputation we've built within the industry and community.

**Statistics provided by the Coastal Carolinas Association of REALTORS Multiple Listing Service. Zones 26,27,28,29 and 40 as identified in the Coastal Carolinas Association of REALTORS Multiple Listing Service. Leading Real Estate Companies of the World® is a global real estate network connecting 565 of the best-known local and regional real estate firms, with 4,300 offices and 130,000 sales associates in the U.S. and 70 other countries. LeadingRE is the country's largest network of residential real estate firms. RELO Direct® is a premier relocation management company owned and operated by Leading Real Estate Companies of the World®. Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World® the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages. *Coastal Carolinas Association of REALTORS®, South Carolina Association of REALTORS®, and National Association of REALTORS® is a trade association of REALTORS® and other professionals from related industries united and dedicated to provide knowledgeable and ethical real estate services to consumers and fellow REALTORS®

GARDEN CITY REALTY, INC., 608 ATLANTIC AVENUE, GARDEN CITY BEACH, SC 29576
PHONE: 843-651-0900 | TOLL-FREE: 800-681-9059
EMAIL: SALES@GARDENCITYREALTY.COM