



Garden City Realty, Inc.

Partner with Us



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 biggest 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 are able to monitor your property around the clock. This one-on-one relationship helps build a strong bond between us and the homeowner.

We are committed to providing outstanding services to our homeowners. We have a dedicated Owner Services department that is responsible for communicating news and information to our homeowners as well as assisting with their individual needs. This dedicated area on our website allows homeowners easy access to important information.

OWNER SERVICES

Our Owner Services department takes care of each homeowners individual needs. From answering questions, reserving owner and owner guest stays, reviewing owner statements and handling a variety of other special requests.

GUEST SERVICES

Our Guest Services department is dedicated to the needs of our guests and our Vacation Specialists are dedicated to providing exceptional customer support. We strive to provide a warm and inviting feeling to everyone.

MAINTENANCE & HOUSEKEEPING

The Property Services staff is backed by an amazing maintenance and housekeeping team. Together, they make sure our properties remain well cared for and presented in meticulous fashion.

MARKETING

GARDEN CITY REALTY is at the forefront in the marketing and distribution of vacation rentals. The depth of our marketing department stretches across Internet marketing and vacation rental photography, to videography, social media, and traditional media outlets. Efforts online make it easy for people planning a vacation to the Garden City Beach area to find great accommodations.



Pictured: Lauren Simmons, Dennis McElveen, Heidi Spencer, Drew McElveen, Ashley Dixon, and Jessy Angus.

BROKER-IN-CHARGE, VACATION RENTALS



DENNIS MCELVEEN

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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 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.

OWNER SERVICES, GENERAL

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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 approximately 60 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 Dennis McElveen, Broker-In-Charge of Vacation Rentals, who began his career with **GARDEN CITY REALTY** in 1977 and Lee Hewitt, Broker-In-Charge of Real Estate Sales, who has been with the firm since 1981.

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:

- Vacation Rental Management Association
- Vacation Rental Housekeeping Professionals
- 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

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 of the 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 make sure you are in compliance with the local rules and regulations.

3. Review our in-house services that include 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. Walk-through your vacation home and make necessary recommendations to remove valuable or irreplaceable items. If you don't have one, suggest you create a lockable closet to store personal affects and supplies you wish to have on hand. 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 you will find suggestions to consider that we've found successful with our experience.

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 competition is seeing 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 based 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 key when attempting to maximize revenue. Flexibility with managing rates helps owners avoid missing out on bookings.

INCLUDE LINENS

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

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*, the most

comprehensive and authoritative source of data on pet ownership and related habits of U.S. pet-owning households, found that nearly 57 percent of all U.S. households owned a pet at end of year 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.

RENOVATE YOUR PROPERTY

It has been proven time and time again, 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 it comes to investing in your property each year. Quality accommodations drive repeat business.

MAINTAIN A WELL-EQUIPPED KITCHEN

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

CAPITALIZE ON AMENITIES

Make sure you are taking advantage of the amenities you can offer to 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. At **GARDEN CITY REALTY**, all of our properties are advertised 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 a variety of 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; receiving more than 3.8 million page views and more than 780,000 visits in 2019 – 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; InGardenCityBeach.com, InMurrellsInlet.com, InSurfsideBeach.com, InLitchfieldBeach.com, InPawleysIsland.com, WithinMyrtleBeach.com, WhyGardenCityRealty.com, Condotels.com, SurfMasterByTheSea.com, and OneOceanPlaceCondos.com. We are also featured on niche sites including TripsWithPets.com and TravelWithPets.com.

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

Our real estate websites, include the search site, www.BestCoastalCarolinaHomeSearch.com and luxury listings site, www.PremierePropertyCollection.com, as well as our referral sites listed above. Our local and international affiliations and referral sites contribute a significant amount of traffic and interest for 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 of our rental properties than any of our competitors. 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 includes general information, rates, reviews, interior/exterior photographs, virtual tour as well as contact information for immediate access to our reservationists. To visit our website please go to, www.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 direct traffic to GardenCityRealty.com giving our site greater 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 and OneOceanPlaceCondos.com, each feature our available rentals as well as relevant information specific to each complex such as floor plans, amenities, and rates.

OTHER WEBSITES

Other **GARDEN CITY REALTY** sites include:

- BestCoastalCarolinasHomeSearch.com
- PremierePropertyCollection.com
- Condotels.com
- WhyGardenCityRealty.com
- InGardenCityBeach.com
- InSurfsideBeach.com
- InPawleysIsland.com
- InLitchfieldBeach.com
- WithinMyrtleBeach.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, 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 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 that will expose your property to more potential customers.

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 vacation rental properties by selecting the most appropriate media suitable to the individual needs of each property.

Throughout the year **GARDEN CITY REALTY** advertises in various print publications offering market coverage and reader demographics to our target audience.

ONLINE TRAVEL AGENCIES

GARDEN CITY REALTY is happy to partner with a variety of online travel agencies. By combining powerful off line and online services with our own in-house marketing efforts, **GARDEN CITY REALTY** delivers our vacation rentals via nationally and internationally-known online travel agencies (OTAs) to a much 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 the way 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- home owner 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 living room and all bedrooms
- Add Blu-ray 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 in case 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 important to make sure your guests are comfortable and can 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 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 a large dining space.

Appliances

- Refrigerator & freezer
- Dishwasher
- Oven with stove top 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, be aware of why guests want to stay in a vacation home instead of a hotel. Consider providing these items:

- Books, games, videos
- Video game systems
- First aid kit
- Crib
- Pool table
- 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. This greatly improves the safety of your home and brings peace of mind to your guests, 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 WIFI network in order 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 unauthorized key copies being made.

Homeowner Services

GARDEN CITY REALTY offers our homeowners the option to participate in a variety of services designed to improve the guests vacation experience.

CABLE AND INTERNET

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

HOUSEKEEPING

The quality of a cleaning service is one of the most important aspects of the guests 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 of time to clean all of the properties on our program, it is critical that we maintain a strict schedule while holding our cleaners to a high-standard of quality with a strong attention to detail.

GARDEN CITY REALTY's staff of inspectors check every property after they have been cleaned by our staff, and prior to guest check-in.

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

KEY-LESS LOCK ENTRY

Remote access control eliminates the need for physical key exchange. Owners can create separate 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 the months of 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 important to check your smoke detectors and fire extinguishers routinely.

LAWN AND POOL MAINTENANCE

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

PEST CONTROL

It's mandatory to maintain good pest control on 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 basic services on your property.

To regulate expenses, we will dispatch our team to assess and triage all problems prior to contacting third party resources. When it comes to expert services, such as electrical HVAC repairs, we will use outside vendors. 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

“We have had the pleasure of using **GARDEN CITY REALTY** for our property rental for over 15 years. GCR has the best team of seasoned professionals who treat our property as they would their own! They are definitely a 5 Star Team all the way around!”

- Satisfied Owners

“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

“**GARDEN CITY REALTY** and Staff have been beyond exceptional. Every request and need has been met promptly and courteously. We have dealt with Garden City for over 40 years.”

- Satisfied Owners

“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

“I purchased my house in February 2005 and have been working with **GARDEN CITY REALTY** since that time. After I hired **GARDEN CITY REALTY** as my property manager, all worries and headaches about marketing the property, tenancy matters and repairs were history. **GARDEN CITY REALTY**’s management service has been excellent and they are always very responsive. I believe they are the premier property management company in the area; they were my first choice and continue to be my first choice.

My suggestion: Don’t buy an investment property in the Surfside Beach area unless you consider **GARDEN CITY REALTY** as your local property manager.”

- Southern Breeze

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

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 extremely 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 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 more than 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. We've been exceeding homeowners expectations for nearly five decades.

OUR SERVICE GUARANTEE

GARDEN CITY REALTY offers owners property services beyond any competition. We are able to provide our owners with housekeeping and inspections, maintenance and general repairs as well as Internet support and personal assistance. Vacation Specialists are available during business hours Monday-Sunday 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 reservation online 24 hours a day, 365 days a year.

A PHONE CALL AWAY

Our dedicated team in Owner Services was created specifically for our homeowners. We understand the importance of personalized service. 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. Give us a call today at 877-767-7737.



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, when it comes time to manage the property, mandatory surcharges are tacked on. 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 vacation rental companies in our area.

COMPARABLE SERVICES	GARDEN CITY REALTY	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 check-in materials, home inspections, 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.

