



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 45 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 firm and its listings.



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"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 AGENTS



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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 450 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 firm 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 14 sales professionals with nearly 200 years of combined sales experience. All of **GARDEN CITY REALTY** agents are multi-million dollar producers 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



Welcome to Garden City Realty...

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 firms 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 lockbox 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.

where the staff is as warm and friendly
as our serene coastal surroundings.



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 firms 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 WEBSITE

All of the properties listed with **GARDEN CITY REALTY** are featured on our 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 11.5 million page views and more than 383,000 visitors in 2017*, 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. **Statistics include both Garden City Realty vacation rentals and sales.*

OTHER WEBSITES

Other **GARDEN CITY REALTY** Websites include:

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

According to the 2017 National Association of REALTORS® Profile of Home Buyers and Sellers, among buyers who used the Internet during their home search, 89 percent of buyers found photos and 87 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.

SOCIAL MEDIA MARKETING

GARDEN CITY REALTY presently employs Facebook, Twitter, Pinterest, Instagram, Blogger, Google+, LinkedIn, and YouTube.

DIRECT MAIL MARKETING

GARDEN CITY REALTY utilizes a variety of direct mail options that include standard and oversized postcards, flyers, newsletters and linen cards displaying the **GARDEN CITY REALTY** logo. We tailor our mailing lists to target specific areas that will expose your property to more buyers.

ONLINE MARKETING

Working together with our Web site developers, **GARDEN CITY REALTY** applies Online marketing and advertising as the mainstay of its aggressive marketing approach. With wide-ranging options that provide a multitude of delivery methods, **GARDEN CITY REALTY** uses the following (but not limited to): display, text, and mobile advertising; content, social media, and Email marketing; image-centric and mobile-friendly content; and search engine marketing and optimization.

EMAIL NEWSLETTER

GARDEN CITY REALTY publishes two monthly E-blasts, one for vacation rentals and one for sales. At present the sales E-blast is sent to nearly 60,000 contacts, though new contacts are added on a regular basis to continuously expand our audience. The vacation rentals E-blast is sent to nearly 85,000 contacts.

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. Each slide contains an exterior photograph and essential property information.

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 (1/1/17-12/31/17).*



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.

The real estate business is largely local in nature, which explains why independent, locally branded real estate firms continue to dominate many markets. The entity that connects all of these top brands is Leading Real Estate Companies of the World®, whose affiliate companies (565 firms with 4,100 offices and 130,000 sales associates in 65 countries worldwide) sell \$368 billion annually in the U.S., more than any national franchise brand. They are also the number one companies in terms of sales volume, transaction sides or both in 44 percent of the top 121 U.S. markets - more than any other national organization.

Unlike franchisees, who pay a national network five-to-seven-percent off the top of all revenue for advertising which may or may not drive specific leads to their agents, independent companies are able to deploy those dollars to develop local programs, reach local target audiences, and build resources that directly benefit their associates. Because independents are not controlled by corporate offices thousands of miles away, they are able to adjust expenditures and programs more quickly and strategically as the market changes.

LeadingRE firms have strong local reputations and many are long-established companies in the community. In fact, one of the oldest residential firms in the country is a LeadingRE affiliate, and a high percentage of our member companies have been in business for more than 30 years. These strong

ties to the community, consistent and reliable performance over time, and accountability that comes from having the owner's name on the door are all factors that inspire the consumer's trust.

Leading Real Estate Companies of the World® recruits only the best of the best among locally and regionally-branded firms - because each firm's local brand and performance reflect upon other affiliates nationally and globally. Membership is a privilege which can be terminated by either party at any time, unlike national franchises with 10-to-30-year contracts. This means that the LeadingRE network must provide a strong value proposition year in and year out, and it means that its members must maintain high performance standards in order to retain membership.

Through an ongoing national publicity program, Leading Real Estate Companies of the World® has garnered major media coverage for the network and its members alike. Meanwhile, consumer advertising for Luxury Portfolio International®, LeadingRE's luxury property component, provides exposure in such publications as The Wall Street Journal, Unique Homes, and duPontREGISTRY®, among others, further validating and enhancing the member's brand by associating it with LeadingRE and Luxury Portfolio International®. When members incorporate the LeadingRE supporting brand in their local advertising, they derive tremendous synergy and quality-by-association with these premier companies across the country and the world.

Leading REAL ESTATE
COMPANIES
OF THE WORLD®



INDUSTRY-
LEADING
SALES.
WORLD-CLASS
SERVICE.

1.1 MILLION TRANSACTIONS
\$368 BILLION IN HOME SALES
565 COMPANIES
4,100 OFFICES
130,000 SALES ASSOCIATES
65 COUNTRIES

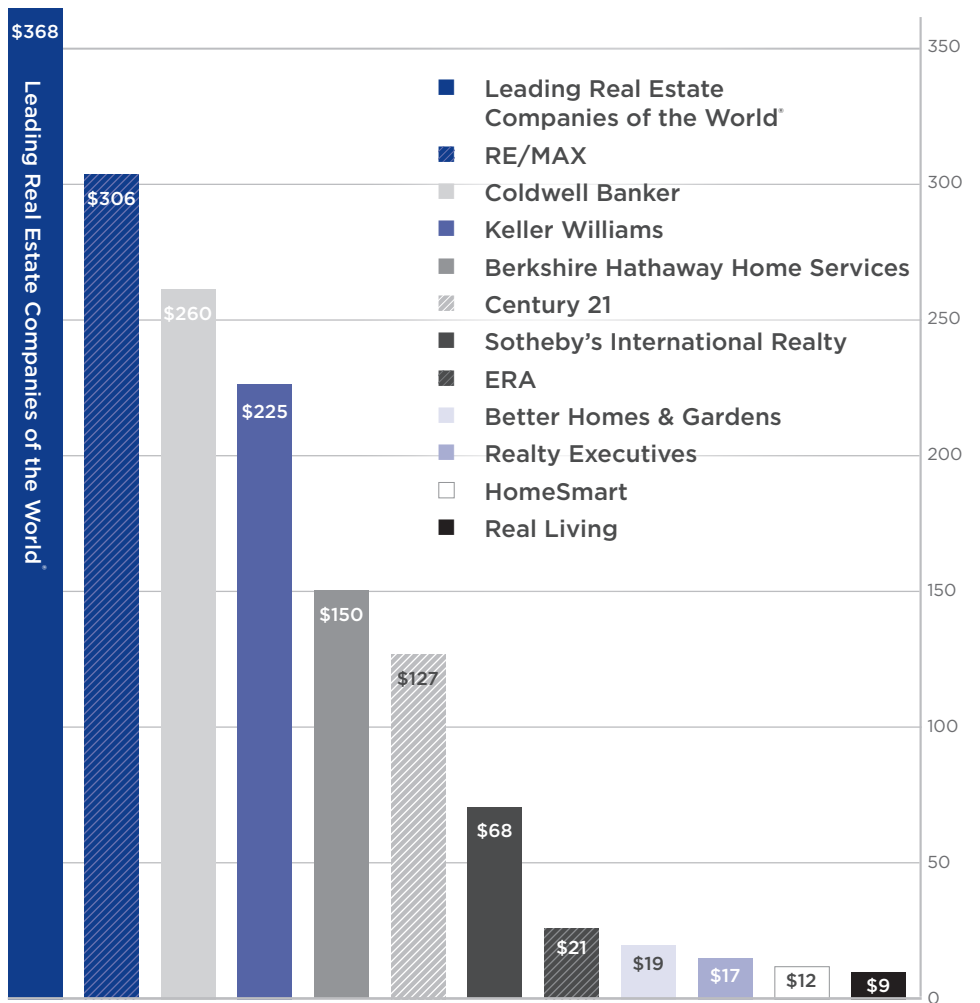
Leading
REAL ESTATE COMPANIES
OF THE WORLD

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C-Sales Volume. 05.17 Equal Housing Opportunity.



IN 2016 THAN OUR CLOSEST COMPETITOR

Volume shown in billions of dollars



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2016 production.

Sources: REAL Trends National Network 2016 Totals Final Report, REALTOR Magazine 2015 Franchise Report, and various website research.

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

HOMES
& **LAND**

 **HomeWinks**[™]
The *EASY* Way to Find Homes for Sale

foreclosure.com[™]



agentdesks

 **Point2**
Homes

 **Keyboom!**[™]
THE HOME SEARCH CHANNEL

zumper



Land And Farm

 **HomeSpotter**[®]


SHOWINGSUITE.COM

Assist **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

1535 Crystal Lake Drive	3452 Woodstock Lane	1920 Bent Grass Drive 35-F	894 Planters Trace Loop	1690 N Waccamaw Drive 305
Lot 10 Saltwater Way	814 N Waccamaw Drive 309	34 Monarch Court	1930 Bent Grass Drive 39-	1890 Auburn Lane 32-B
1108 N Waccamaw Drive 203	6694 WISTERIA Drive	1620 N Waccamaw Drive 910	D234 Calhoun Drive	2707-B Edge Drive
Lot 5 Fathom Lane	8135 Timber Ridge Road	1509 N Waccamaw Drive 107	409 S Waccamaw Drive	1690 N Waccamaw Drive 207
4840 Moss Creek Loop 38	208 Longridge Drive	920 N Waccamaw Drive 1101	441 East Bank	609 Elizabeth Drive
907 Knoll Shoals Court 304-2	6622 W Sweetbriar Trail	328 S 13th Avenue	1582 S Waccamaw Drive 46	1780 N Waccamaw Drive 105
Lot 32 Grackle Drive	123 Snow Lane	311 69th Avenue N 1101	726 Ashley Ct	212 CALHOUN Drive
2408 Hunters Trail	973 S Waccamaw Drive	116 S Waccamaw Drive 304	1690 N Waccamaw Drive 105	TBD Oak Ave
735 Mt. Gilead Road	1620 N Waccamaw Drive 314	84 Addison Cottage Way 314	567 Tuckahoe Rd	330 Goddard Lane
1509 N Waccamaw Drive 118	5038 Belleglen Court 102	LOT 30 Eagle Pass Drive	1690 N Waccamaw Drive 1208	1620 N Waccamaw Drive 709
1906 S Ocean Blvd 308-B	912 N Waccamaw Drive 604	LOT #4 Newcastle Loop	1880 Colony Drive 12-F	TBD Fieldstone Ct
396 Myrtle Avenue	300 West End Court	Lot #6 Big Oak Place	4465 Fringetree Drive	1690 N Waccamaw Drive 903
1398 Basin Terrace 206	512 West Palms Drive	7306 Sweetwater 7306	225 Sancroft Ln	11104 McDowell Shortcut Rd
1310 N Waccamaw Drive 305	750 Pickering Drive 101	121-A 14th Avenue South	625 N Waccamaw Drive 310	3625 Jordan Landing Road
1-A Dunmore Road	110 N Yaupon Drive	1053 BALMORE Drive	5095 S First Street 14	38 Offshore Drive
2040 Crossgate Blvd 202	4427 Montrose Lane C	93 Egret Run Lane 123	Lot 481 McDuffie Drive	1936 Pompano Drive
127 Garden City Connector 310	816 Sawmill Road	178 Winston Circle	3408 Sweetwater Blvd. 3408	1920 Bent Grass Drive 34-C
1417 S Ocean Blvd 101	2482 Coastline Court 101	912 N Waccamaw Drive 1404	1210 N Waccamaw Drive 514	425 Coral Harbor Drive
1914 Pompano Drive	1881 Colony Drive 8-T	26 Crooked Island Circle	1990 N Waccamaw Drive 201	701 Mallard Pond Rd
33 Ancient Mariner Lane	1125 Camellia Drive	1014 S Dogwood Drive 203	342 S Dogwood Drive	202 Double Eagle Drive C-3
675 Mariner Avenue	18 Topsail Lane	426 Cambridge Circle H-1	5118 Wesley Road	536 Lake Park Drive
1850 Colony Drive 2-B	113 Easy Street	1930 Bent Grass Drive 40-D	5105 Wesley Road	161 Easy Street
3890 Highway 17 Business	1930 Bent Grass Drive 40-H	1.75 Acre Waccamaw River Rd	1421 WINTERFIELD CT.	578 Macklen Ave
120 N Dogwood Drive 306	1850 Colony Drive 2-F	403 Dandelion Lane	317 Stanley Drive	912 N Waccamaw Drive 404
525 N 17th Avenue	4961 Highway 17 Business	1510 Medinah Lane	1310 N Waccamaw Drive 314	334 Pine Ave
531-A Vista Drive	3 Berkeley Court	180 Stonegate Blvd 180	610 Live Oak Drive	6850 Blue Heron Blvd 604
822 S Waccamaw Drive	9439 Pickney Lane	1012 N Waccamaw Drive 511	210-B S Pinewood Drive	Lot 1 16th Avenue North
611-A N Ocean Blvd	7967 Leeward Lane	147 Terracina Circle	713 N Ocean Blvd 107	Lot 2 16th Avenue North
1507 Legacy Court	1317 S Ocean Blvd 207	124 Whitmarsh Court	250 Sea Turtle Drive	615 N Waccamaw Drive 302
315-A N Ocean Blvd	135 Palladium Drive	706 Courtney Court	374 Graytwig circle	1925 Bent Grass Drive G
1210 N Waccamaw Drive 1205	3873 Spanner Way	740 Churchill Downs Drive	1620 N Waccamaw Drive 610	4430 Creek Drive
1000 Plantation Drive	118 S Oak Street #5	1620 N Waccamaw Drive 408	518 8th Avenue South	301 N Waccamaw Drive 211
92 Cedar Avenue	1310 N Waccamaw Drive 407	53 Harbour Reef Drive	911 S Ocean Blvd 403	405 Upland Avenue
2001 Chadbury Lane	92 Westfield Drive	637 16th Avenue South	530 Mount Gilead Rd	1012 N Waccamaw Drive 312
1161 S Waccamaw Drive	4394-F Daphne Lane F	1881 Colony Drive 8-I	Lot 8 Boundary	903 N Waccamaw Drive 302
Lot 3 Wando Street	618 Leprechaun Lane	1713 Hathaway Lane	Lot 7 Boundary	410 Luttie Road A-2
5008 Forsythia Circle #10 Build 2	118 Camrose Way	108 Dry Valley Loop	4679 Fringetree Drive H	335 Yucca Circle
502 N Waccamaw Drive 106	5864 Longwood Drive 303	912 S Myrtle Drive	1012 N Waccamaw Drive 705	617 Second St
1310 N Waccamaw Drive 105	1424 Seahouse Court	1690 N Waccamaw Drive 606	316 Lakeside Drive	1780 N Waccamaw Drive 106
121-A 16th Ave. South	5905 S Kings Highway 143-A	155 Hill Drive	561 Miromar Way	Lot 6 South Point
1990 N Waccamaw Drive 1207	1210 N Waccamaw Drive 101	1354 Links Road	231 Highland Road	Lot 7 Azalea Drive
1414 Winged Foot Court	718 Underwood Drive	2234 Oyster Cove Circle	1504 Azalea Drive	593 Mimosa Drive
2228 Oyster Cove Circle	703 Shearwater Court 402	1012 N Waccamaw Drive 809	Lot 17 Hagar Brown Road	147 Angler Drive
2042 Chadbury Lane	401 Rum Gully Circle	210 Fulbourn Place	4853 Highway 17 Business	627 N Waccamaw Drive 306 B
1509 N Waccamaw Drive 213	132 Old Towne Way 1	5905 S Kings Hwy 244-B	5073 Pee Dee Lane	318 S Dogwood Drive
1567 S Waccamaw Drive 21	909 Woodberry Place	1706 Dolphin Street	12 Fathom Lane	1620 N Waccamaw Drive 311
1509 N Waccamaw Drive 211	64 Wood Duck Court	9580 Shore Drive 211	2003 Asbury Street	106 Easy Street
3500 N Ocean Blvd 1202	4457 Firethorne Drive	1620 N Waccamaw Drive 713	814 N Waccamaw Drive 111	912 N Waccamaw Drive 1003
	1582 S Waccamaw Drive 15	1415 Gibson Ave	605 Elizabeth St.	1131 Norris Drive
	1511 N Ocean Boulevard 301	679 Misty Hammock Drive 679	910 Salt Place	120 N Dogwood Drive 312
			#41 MARLIN QUAY BOATSLIPS	
			1734 Dolphin Street	
			551 S Waccamaw Drive	

Testimonials

"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

"The professionalism and commitment to excellence was first and foremost during the entire experience."

- Salisbury, MD

"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 Bobby Streett 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

Awesome people, made it painless! Thanks for everything."

- Myrtle Beach, SC

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

- Murrells Inlet, SC

"The agents who helped me (Denise Coleman and Lee Hewitt) went above and beyond their duties/obligations as Realtors. They gave their time, effort and heart and helped my daughter and I find a new home where we can be happy."

- 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

"I have never had more complete and satisfactory service. Down to the smallest detail!"

- Garden City Beach, SC

Why Choose a Realtor

WHY USE A REALTOR® WHEN SELLING YOUR HOME?

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

All real estate licensees are not the same. Only real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS® (NAR) can call themselves REALTORS®. They proudly display the REALTOR® logo on the business card or other marketing and sales literature.

REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84 percent of home buyers would use the same REALTOR® again.

Real estate transactions are one of the biggest financial dealings of most people's lifetime. Transactions today usually exceed \$250,000. If you had a \$250,000 income tax problem, would you attempt to deal with it without the help of a certified professional accountant? If you had a \$250,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be wise to work with a professional REALTOR® when you are selling a home.

If you're still not convinced of the value of a REALTOR®, here are more reasons to use one:

1. When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace as well as the price, financing, terms and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

2. Often, your REALTOR® can recommend repairs or cosmetic work that will significantly enhance the saleability of your property.

3. Your REALTOR® markets your property to other real estate agents and the public. In many markets across the country, over half of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your REALTOR® acts as the marketing coordinator, distributing information about your property to other real estate agents through a Multiple Listing Service (MLS) or other cooperative marketing networks, open houses for agents, etc. The REALTOR® Code of Ethics requires REALTORS® to utilize these cooperative relationships when they benefit their clients.

4. Your REALTOR® will know when, where and how to advertise your property. There is a misconception that advertising sells real estate. NAR studies show that 82 percent of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts. When a property is marketed with the help of your REALTOR®, you do not have to allow strangers into your home. Your REALTOR® will generally pre-screen and accompany qualified prospects through your property.

5. Your REALTOR® can help you objectively evaluate every buyer's proposal without compromising your marketing position. This initial agreement is only the beginning of a process of appraisals, inspections and financing – and a lot of possible pitfalls. Your REALTOR® can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

6. Your REALTOR® can help close the sale of your home. Issues may arise between the initial sales agreement and closing (also called settlement or escrow), for example, unexpected repairs might be required to obtain financing or a title problem is discovered. The required paperwork alone is overwhelming for most sellers. Your REALTOR® is the best person to objectively help you resolve these issues and move the transaction to closing.

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®. 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**

In 2017, the average sales price of a residential property in the Multiple Listing Service (MLS) was \$246,387*. **GARDEN CITY REALTY**'s average sales price was \$354,465.

Since 2002 **GARDEN CITY REALTY** has ranked in the top five percent of total MLS sales volume for the Grand Strand area. All of Garden City Realty's agents rank among the top 24 percent of total sales volume.

Since 2002, **GARDEN CITY REALTY** has had more than \$581.5 million in real estate sales in the Murrells Inlet, Garden City Beach and Surfside Beach areas,** involving an impressive \$13 million more in sales than our closest competitor.

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

GARDEN CITY REALTY has been bringing satisfied buyers and sellers together for more than 45 years. 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 26A,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 nearly 700 of the best-known local and regional real estate firms, with 5,000 offices and 145,000 sales associates in the U.S. and 35 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®

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