



**Garden City Realty, Inc.**

*Partner* with Us





# Our History

## Welcome letter

**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 Condotel's 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

**A LOCAL BUSINESS SINCE 1973**



## Welcome to Garden City Realty...

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



# Our Team

For more than 45 years **GARDEN CITY REALTY** has built a reputation of integrity, professionalism and trust within the community and among our clients; buyers, sellers, homeowners and guests. As one of the South Strand's longest-standing real estate firms, we're proud to bring folks together in one of the east coast's most visited locations.

Abound with natural beauty and southern charm, the area blends early American history with modern entertainment. Both bring millions of visitors each year to the collection of seaside communities known as the Grand Strand.



## 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.

### GUEST AND OWNER SERVICES

Our knowledgeable and friendly staff begins with guest services. Since its establishment in 1973, the vacation rental department has grown from 18 rentals to more than 450 homes and condominiums today. Led by Broker-In-Charge Dennis McElveen, our professional team of vacation specialists are ready to assist our guests; needs and budget. We have the perfect property to make your dream vacation come true.

Equally, our owner services department provides property owners with the most professional and courteous support, ensuring their property is in good hands with our management team.



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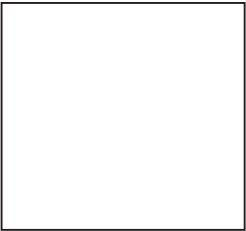
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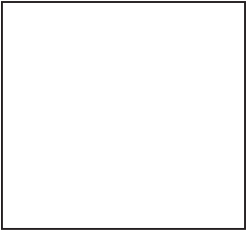
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# What We Do for You

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

## OBJECTIVES

Caring for and maintaining your property.

Maximizing the revenue potential of your property.

XXXXX need one more objective.

**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.

**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-houses services that include housekeeping, maintenance, and our accounting department.

- Linen options
- Owner statements
- Receiving deposits

- Pool and hot tub maintenance
- Filter replacements

4. Review what we do to advertise your property.

- Our Websites
- Travel sites
- E-Blasts
- Brochure
- Community relationships
- Advertisements
- Online travel site

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. Set your rental rates.

10. 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.

## DOG-FRIENDLY PROPERTIES

Between 37-47 percent of Americans own a dog. In a survey completed by TripAdvisor, 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 bang for your buck when 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.

## RATE MANAGEMENT

Active rate management is key when attempting to maximize revenue. Flexibility with managing rates helps owners avoid missing out on bookings.

## 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 slideshow 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 LISTING

**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.

## 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](http://www.GardenCityRealty.com).

Receiving more than 11.5 million page views and more than 383,000 visitors in 2017\*, [GardenCityRealty.com](http://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](http://GardenCityRealty.com) giving our site greater presence on the Web for maximum optimization. *\*Statistics include both Garden City Realty, Inc. vacation rentals and sales.*

## CONDOTELS

Acquired by **GARDEN CITY REALTY** in 2009, Condotels represented the highest quality in condo vacation rentals for more than 23 years. Setting themselves apart from other vacation rental companies was their long-standing business objective; deep-rooted in the philosophy of providing great customer service and condos at rates competitive to hotels. This is a tradition we respect and promote at **GARDEN CITY REALTY**.

Redesigned in 2015 as a responsive site with enhanced concierge features, Condotels has strengthened our ability at providing quality accommodations at affordable prices.

## SURF MASTER BY THE SEA

Our Surf Master by the Sea Web site features all of our available Surf Master rentals as well as relevant information such as floor plans, amenities, and rates. Redesigned in 2016 the new responsive site was simplified to include only pages relevant to rentals, property management, and sales. A drone video of the Surf Master complex sets a welcoming tone and complements the home page.

## OTHER WEBSITES

Other **GARDEN CITY REALTY** Websites include:

- [PremierePropertyCollection.com](http://PremierePropertyCollection.com)
- [WhyGardenCityRealty.com](http://WhyGardenCityRealty.com)
- [InGardenCityBeach.com](http://InGardenCityBeach.com)
- [InSurfsideBeach.com](http://InSurfsideBeach.com)
- [InPawleysIsland.com](http://InPawleysIsland.com)
- [InLitchfieldBeach.com](http://InLitchfieldBeach.com)
- [WithinMyrtleBeach.com](http://WithinMyrtleBeach.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 vacation property to more guests.

## ONLINE MARKETING

Working together with our Website 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 vacation rentals E-blast is sent to nearly 85,000 contacts. 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.

## PRINT MEDIA

**GARDEN CITY REALTY** distributes thousands of vacation rental brochures annually by mail and in-person. At-a-glance features include a property photo, available amenities and rental rates. In addition to being displayed in our sales and rental lobbies, prospective visitors can request copies via email through our Website.

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

## 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 at cost plus an additional 10% processing fee.

## 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” signage visibly posted where necessary
- ☐ Operational landline in all elevators- home owner must notify **GARDEN CITY REALTY** when inoppperable or if there is an interruption in service.

## RECOMMENDED SERVICES

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

## LIVING AREA

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

- ☐ Comfortable seating (enough for the number of guests your property sleeps)
- ☐ Proper lighting and lamps
- ☐ Flat panel/screen TV large enough to watch across the room (at least 27-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 bedframe 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
- ☐ At least 12 hangers in each closet
- ☐ Extra pillows and blankets
- ☐ Bonus: TV, King-size beds, feather pillows, down comfort

## 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 in 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 you sleep. Guests would also appreciate a coffee pot, adequate cooking supplies, and a large dining space.

### Appliances

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

### Dinnerware

- (Minimum, enough for 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
- ☐ Pot scrubber
- ☐ Kitchen scissors
- ☐ Bonus items: recipe books, spice rack, 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:

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

# 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.

*GCR negotiated packages?*

## 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.

Our deep-cleaning rates are:  
*Need rates*

## A/C FILTER CHANGES

**GARDEN CITY REALTY** strongly recommends A/C filters to be changed bi-weekly during the months of June, July, and August, and at least every other month the rest of the year. We can provide filters, and the change-out service for \$20 per service call or \$220 per the year.

## 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. We will perform this service annually, and if the equipment needs replaced the charge will range from \$40-\$190 (depending on the equipment).

## 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. The cost of these services can range from \$175-\$400 per month.

## POWER WASHING

We recommend powerwashing your home at least twice a year. We do not provide these services, however we work with vendors who do. The cost of these services can range from \$100-\$200, depending on the size of your home.

## 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.

Our maintenance fee is \$xx/hr for service. materials extra.

# Testimonials

“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.”

*- Jaime and Thadine, ZI's Retreat*

“I appreciate **GARDEN CITY REALTY** because they are like an extended family- always there whenever needed.”

*- Saleema, Cape Cobb*

“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.”

*- Thomas, Compass Rose, Unit 22*

“As soon as **GARDEN CITY REALTY** opened for business close to forty 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.”

*- Thomas, Southern Breeze*

“I have been with **GARDEN CITY REALTY** since 1983 when I purchased my first beach house in South Carolina. I would have no one else look after my home and I have many times been approached by other realty companies in the area. **GARDEN CITY REALTY** provides me with good renters and the maintenance department looks after the house as if it were their own. I could not be any happier, even after 17 years.”

*- Robert, Metzler*



# 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 below for key differences.

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

# Why Choose Us

Because relationships matter, our specially trained staff prides itself on excellent customer service and property owner relationships. As one of the largest vacation rental companies in the area and with more than 45 years experience, see for yourself what it means to be part of the **GARDEN CITY REALTY** family.

## 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 450 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 homeowner’s expectations for more than 45 years.

## 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.

## 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.



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