



Capitalizing on Real Estate

Amy Sutton, The Post and Courier

Our Market



The Charleston Region

#1

Small City in
the U.S.

Seven years in a row,
Conde Nast

#2

World's Best City

Due to amenities and
lifestyle attributes
Travel + Leisure

#4

Fun Place to
Live in the U.S.

*U.S. News &
World Report*

#4

Best Mid-Size
Cities for Jobs

Charleston Metro Area
Forbes

#5

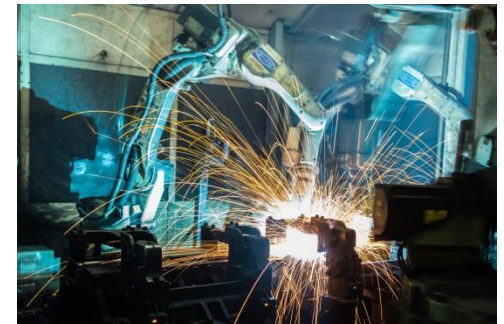
Best City to
Start a Business

Inc. Magazine



Print | Online | Mobile | Email | Social Media | Video

Key Economic Drivers



Source: crda.org



[Print](#) | [Online](#) | [Mobile](#) | [Email](#) | [Social Media](#) | [Video](#)

Do We Have Enough Housing?

137%
growth

Population just over 740,000 residents, additional 200,000 population growth in the next 2-4 years

Currently 15 active developments in the tri-county area with 32 new developments permitted

Since
2000

We have a 10% growth in housing starts year over year

Averaging over 400+ new home closings per month, a growth of 240% in 5 years

Where Do You Start?

What

are your economic drivers?

How

is that affecting current and future housing market?

Who

do you have relationships with on the Chamber, Real Estate Board, MLS, Home Builders Association, Mortgage Association, Apartment Association?

Why Does This Matter?



Understand their audiences:

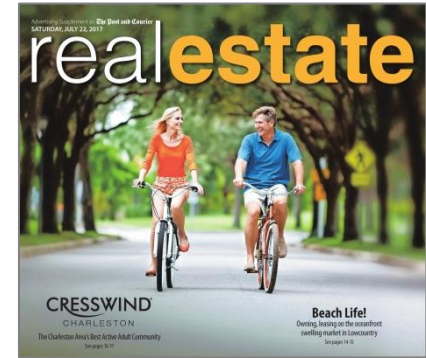
Develop content, products and solutions around each of their needs to push their message out to an audience

Create engagement:

People support what they are engaged in



Where Do You Start?



Create weekly featured content to sell around

Lake Living, Beach Property, Building Your Dream Bathroom, Right Sizing, Mountain Living, Outdoor Kitchens, Millennials and First Time Buyers, Buy or Rent?, Go Green Homes, etc.

Promote it quarterly

- Realtors, builders and other real estate businesses will advertise around it
- Those that support it via advertising, give them a quote in a relevant article!
- Content creates engagement. These groups will support you if you give them a voice.

Why Does This Matter?

Content is King!

Assign a **full time writer** to cover each of these associations and all of their events

Utilize **Content That Works**, a content marketing solution - online, print and custom-fit

Your staff needs to be engaged constantly conducting **needs analysis** to identify opportunities

Developing content around each of those associations and their goals, **give them a voice**

Workforce development, job growth, anti brain drain, affordable housing, inventory now and forecasted, local legislation impeding growth, don't be afraid to get political to support their cause!

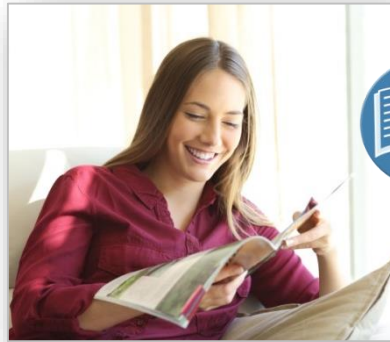


Capitalize on Other Products: Be a One-Stop Shop

Targeted Display



We target top five feeder states before they get here: Florida, North Carolina, Virginia, Georgia, New York



Magazines



Video



Email Marketing



Social Media



Web Development



Content Marketing



Events



SEO/SEM



Print/Preprints



Print | Online | Mobile | Email | Social Media | Video

Our Audience

Online/Mobile – The Media Audit Summer 2016

Market Study & Google Analytics

Month Ended January 2018



1.9 Million

Unique Visitors a Month



1.6 Million

Newspapers Each Month



70,000+

Opt-in Email Database



9 Million

Monthly Page Views

Print/Digital

246,361

Readers/Viewers
Combined
7- Day Reach



597,000

Social Media Followers



Print | Online | Mobile | Email | Social Media | Video

Our Fan Club

“Congratulations, you have made every builder think they have to be in your Saturday Real Estate Tab.”
Lennar Homes

“Each Saturday, our best leads walking through our model homes typically have your Saturday Tab in their hand or reference the article from the Featured Home.”
Front Door Communities

“The lift I get in my Zillow.com listings only occurs when I promote those same listings in the Saturday Real Estate Tab.”
Carolina One New Homes

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Links

[2018 Stats and Facts](#)

[2017 Market Check](#)

A mid-year update to what's happening in the market predictions

[Saturday Real Estate Tab](#)

[Overall Special Section Site](#)

