



# 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 4

# Do We Have Enough Housing?

**137%**  
growth

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

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

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Since  
2000

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

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

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# 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?



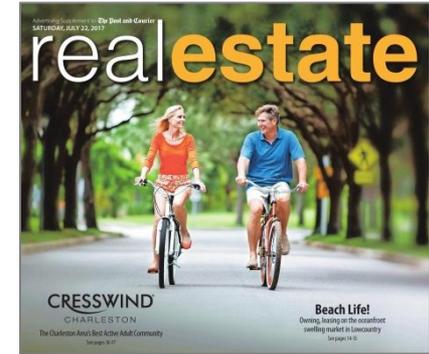
## **Understand their audiences:**

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!

# What Do You Create?

## Stand alone Real Estate Tab

## Content heavy, keep it good news related!

- One featured home per issue, no charge
- Feature agents on the move
- Feature Brokerages and their charitable support

## Simple modular pricing



148 | Sunday, December 30, 2017 To Place a Classified Ad - Call 722-6500 or www.journalcourier.com

**featurehome** The Post and Courier  
The Post and Courier

## 955 Crown Court

Cozy two-level home in Mount Pleasant benefits from neighborhood attractions

BY JIM PARKER

**W**hen you purchase a home, chances are you are also buying into the surrounding community. Subdivisions can contain scenic views, friendly neighbors, amenities such as a boat landing or horse-riding center. They may be tranquil or active, with owners meeting for dinner or social gatherings; full of brand new houses or ancient ones.

Notably, popular neighborhoods stand the test of time.

Take Snee Farm as an example. The Mount Pleasant community opened around 45 years ago near what's now the site of Palmetto Connector but in that era on the northern edge of town. It's known for solid brick and wood frame homes on large lots, a cluster of town homes and a series of winding streets that veer off from neighborhood to neighborhood.

Too, the family-friendly natural beauty such as top oak trees as well as top-10 including a private, club course; Olympic-style two-story clubhouse with a slew of tennis courts.

Snee Farm's assortment mainly perks magnify in 2,000-square-foot home on a cul-de-sac. Now for a Court is "a great family yard, ready for nice touch." Campbell, a Realtor with Thway Carolina Sun and "It's got good bones, great says, noting the two-story residence sits on a lot, includes a finished two-car garage and show large screened porch.

The three-bedroom hot full bathrooms and a hall market for \$459,000, folk cost cut in the past 18 days.

Constructed four decades property packs high-end as hardwood floors, staircases and a four burner's the kitchen peninsula.

"I'm trying to include it equipment in a sale," said narelli, the homeowner.

The family room shows off a brick, wood burning fireplace.

In the listing write-up, Campbell cites the close-to-5 percent price reduction as the "ultimate Christmas present."

He says the "great" Snee Farm home offers — at a separate cost — the neighborhood-based country club, golf course, swimming and tennis.

The home also has a "child friendly" cul-de-sac, and its huge yard is "lucky for years to come."

agent, 955 Crown Court is for "a family needing two and a half baths, SOG that can swing between recreation space, man room." Meanwhile, the new siding, granite, HVAC, and windows are "mostly never again." As a bonus, the washer/dryer is included in the house.

beat what Snee Farm offers in a neighborhood "children to flourish."

ation and photos, andcourier.com/business-jim.parker. Reach Jim at 722-5542 or jparker@postandcourier.com.

**Recently established agency signs up Williams**

A Realtor who specializes in selling homes and condos in downtown Charleston, West Ashley, James Island and Mount Pleasant placed his license with Oyster Point Real Estate Group LLC.

Lee Williams joined the realty as an agent. The associate says he's "known to go the extra mile," offering a stress-free experience for all of his buyers. His top priority is to help clients find homes that will fit their lifestyles.

When listing a property, he offers "staging strategies" among a host of services. He added the benefit after high demand from clients, who needed to get their homes "show ready" to sell, Williams points out. Staging, he says, is invaluable to sellers and will provide the prospective buyer with "the perfect first impression of their home."

Williams also brings expertise from fully renovating four houses, enabling him to assist clients with their own projects.

A downtown Charleston resident, Williams enjoys sailing, cycling to Sullivan's Island and Folly Beach and meeting family and friends at local restaurants. Williams is a member of the Metro Exchange and Downtown Athletic clubs and serves on the board of The Stray Dog Society, affiliated with The Citadel, he says. The agent also volunteers for Meals on Wheels.

Reach Williams at 843-801-5976 or leewilliams25@gmail.com.

**SBA mentor joins home loan company's local office**

Charleston-based The Jaffee Group at Shelter Lending Services LLC has brought on a veteran in the mortgage field as senior loan officer.

Steve Palo carries 24 years of residential lending experience. Raised in southern New Jersey, he moved to South Carolina five years ago. Palo's background includes serving as a Navy Ready Reservist. He presently is a board member with the nonprofit Palmetto Military Support Group and a Small

**Light**

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www.doncampbellatlight.com

## Sell the sizzle with premium positions and ask for premium rate

- Featured Home
- Front page photo and centerspread combo
- Utilize social media and sponsored content



# 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



## Web Development



## Social Media



## 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

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“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

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“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](#)