



Generating Buyers

Marketing Your Property

The Process of Selling Your Property

KIRE's Commitment to You

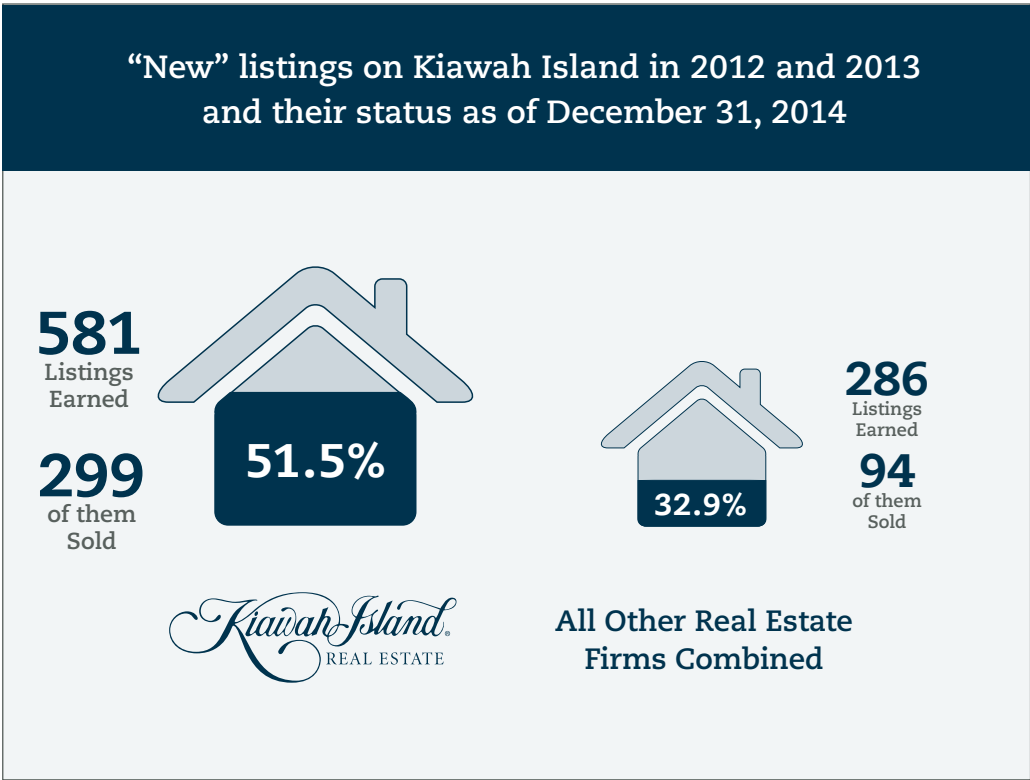
Kiawah Island Real Estate Success

When evaluating options for the marketing of your property, there are a number of factors to consider. Chief among them are where and how buyers search for property on Kiawah Island. And most importantly, how do Kiawah sellers best reach those buyers?

In 2014, Kiawah Partners engaged a leading research firm to conduct a comprehensive survey of Kiawah owners. One section of the survey explored the sources of information these homebuyers had used when researching Kiawah Island. Not surprisingly, most noted the importance of their visit to the Island—but recent buyers had also used a number of other information sources:

KiawahIsland.com	69%
Other real estate websites (including realtor.com, zillow, trulia)	44%
Google search	44%
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Legends magazine	56%
Other magazine/newspaper ads and articles	50%

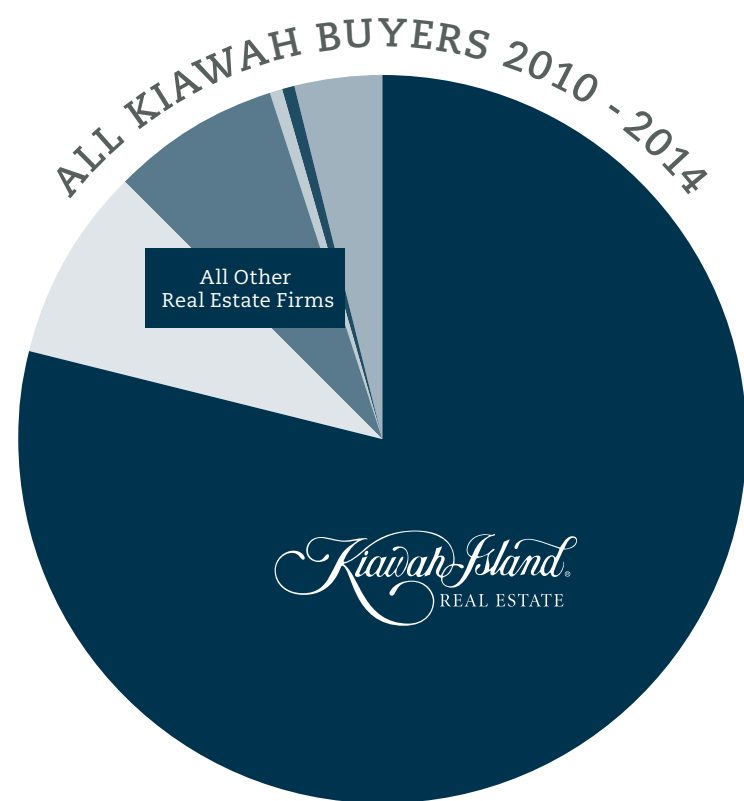
A great deal of effort, expertise, and expense goes into finding buyers for Kiawah Island sellers. Prospective buyers view Kiawah Island Real Estate as the central resource for properties on the Island, which leads to your property getting sold.



Properties listed with Kiawah Island Real Estate have a significantly higher likelihood of being SOLD. Above everything else, that fact is why Kiawah Island Real Estate is the unparalleled leader in the business of selling real estate on Kiawah Island.

Generating Kiawah Buyers

It is true at Kiawah, as it is true everywhere: the real estate firm that best understands and generates BUYERS is best able to sell your property. Kiawah Island Real Estate has counseled and assisted over 12,000 Kiawah Island property buyers, and we have an unparalleled understanding of buyer wants and needs.



Effectively marketing your property requires an investment of time and significant resources. Kiawah Island Real Estate has more than 50 marketing and sales professionals on site who are 100% focused on the business of selling real estate on Kiawah Island and Cassique, exclusively.

The result of this focus is that Kiawah Island Real Estate represents nearly 10 times the number of buyers as the next highest real estate firm.

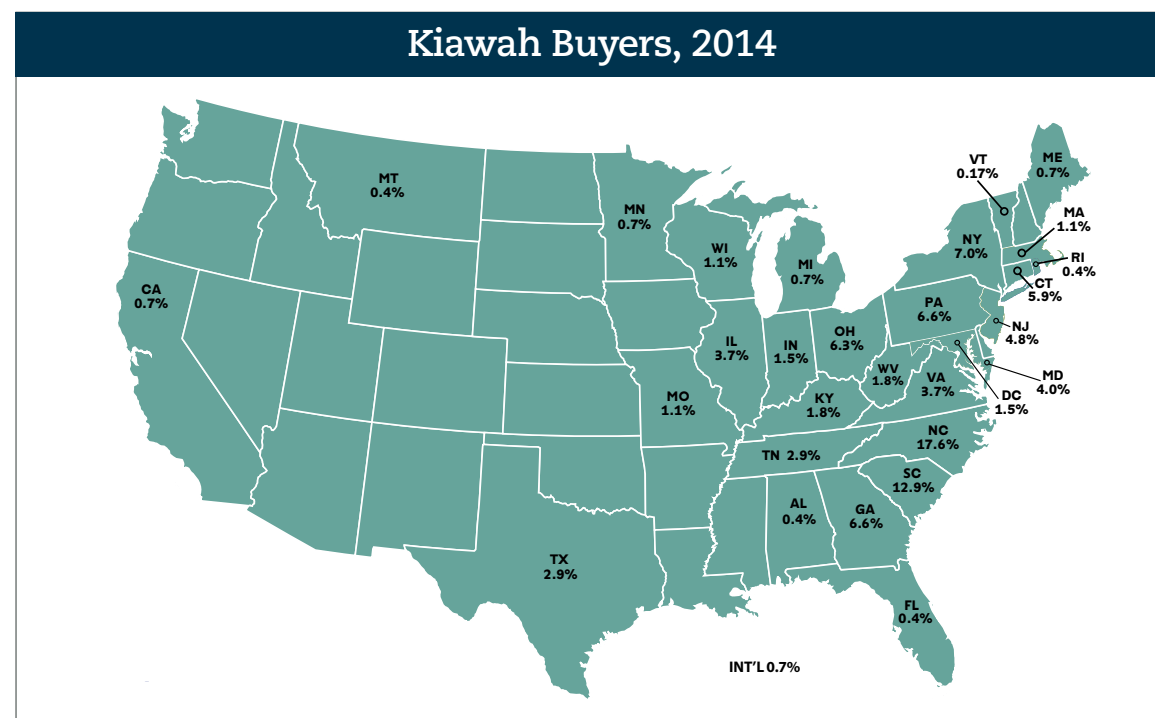
Think about it: when you began searching for a property in a destination community like Kiawah Island, did you first seek out a real estate firm, or did your research focus on the community? According to Google, **the top source for real estate information in our community is Kiawahisland.com**, Kiawah Island Real Estate’s exclusive website. Today’s busy, information-overloaded consumer seeks the most efficient and effective information source—and that’s Kiawah Island Real Estate.

KIAWAH BUYERS 2010 - 2014			
REAL ESTATE FIRM	Resale Single Family Home Buyers	Undeveloped Resale Lot Buyers	Resale Villa & Cottage Buyers
Kiawah Island Real Estate	432	177	246
Pam Harrington Exclusives	47	11	44
Akers Ellis Real Estate LLC	38	10	43
Daniel Ravenel Sotheby's International Realty	6	0	3
Dunes Properties	0	1	5
All Others Combined	14	7	24

Data accumulated from waivers submitted to Kiawah Partners. Totals do not include buyers of Kiawah Partners’ company properties.

Generating Kiawah Buyers

Charleston is certainly a reason why buyers choose to buy on Kiawah Island, but only a small percentage of Kiawah buyers actually come from the Charleston area. Generating buyers for Kiawah requires **national and international marketing**. No other firm or local franchise spends a meaningful budget to generate incremental buyers for our island. Kiawah Island Real Estate invests in marketing to drive awareness of our listings and our lifestyle—an investment that generates buyers from all over:

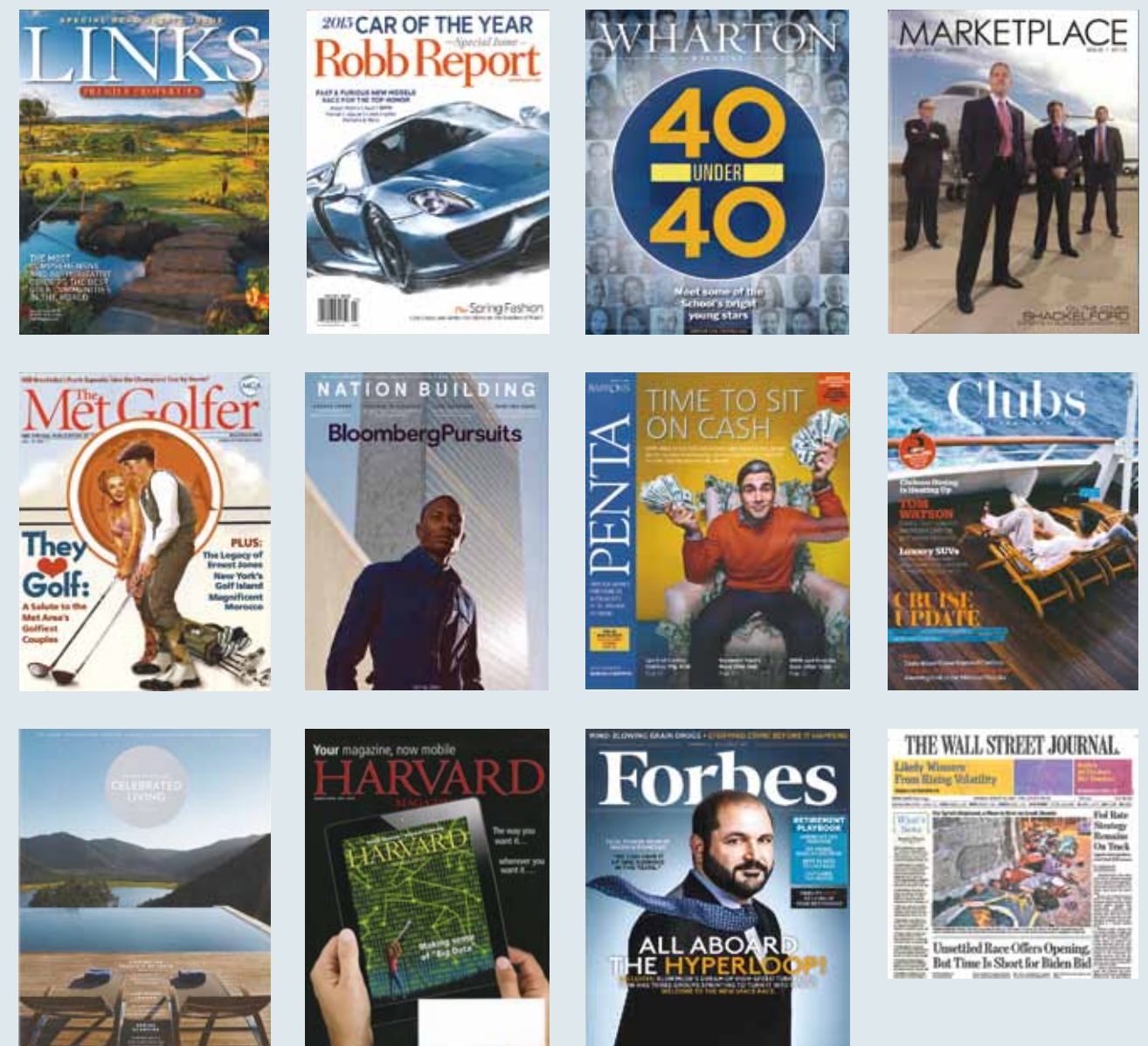


In the last 3 years alone, Kiawah Island Real Estate (KIRE) has invested nearly **\$10,000,000 in strategic marketing** to attract buyers to our community. Over 95% of that investment was outside of the Charleston area, and over 90% of the messaging was focused on Kiawah Island's lifestyle or resale listings.

Research on buyer locations (U.S. and internationally), behaviors, and demographics, help to target the best prospective buyers for our community. Marketing messages and campaigns are directed by a **full-time Marketing team** who strategically partner with affluent publications, websites, and programs.



Some of the publications where Kiawah Island Real Estate ads have recently appeared:



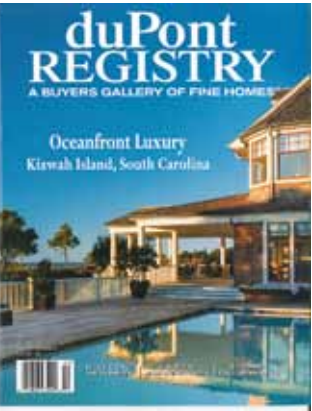
Marketing Your Property



In addition to the millions invested in national media and websites, KIRE invests a **6-figure budget for resale listings advertising** in publications like the *Wall Street Journal*, *DuPont Registry*, and *Robb Report*.



KIRE's Marketing staff includes an **award-winning, full-time professional photographer** and a professional copywriter, so your property is presented at a Kiawah standard of quality.

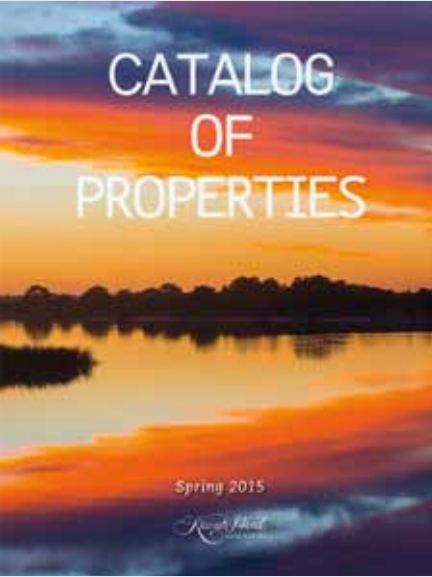
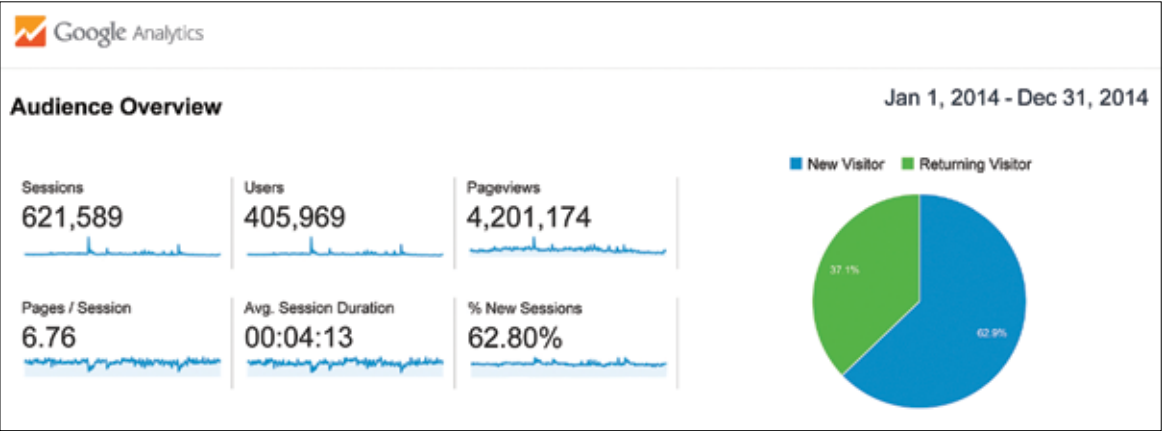


New listings are promoted by mail and email to KIRE's database of owners and **15,000 active real estate prospects**. All prospects and owners are also mailed the KIRE Catalog of Properties three times a year.



KIRE's website **KiawahIsland.com** welcomes more than 600,000 visitors a year who spend an average of 4-5 minutes on the site.

Those results are actively managed by our in-house search, digital marketing, and social media experts. Kiawah Island Real Estate promotes new listings to **thousands of prospective buyers** who follow KIRE on facebook, LinkedIn, twitter, and other platforms.



Marketing Your Property

Marketing efforts have helped build a database of over 15,000 interested and qualified pro-spective buyers who trust Kiawah Island Real Estate to be the resource for buying property in our community.



KIAWAH'S MAIN GATE



HISTORIC CHARLESTON



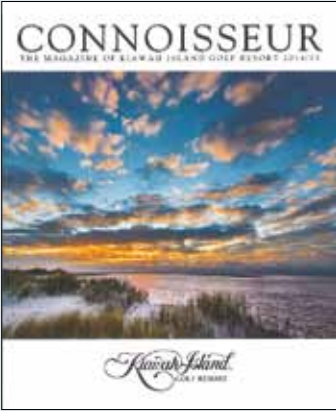
FRESHFIELDS VILLAGE



SANCTUARY HOTEL

KIRE's 4 sales offices are strategically located at the main entrance to the community and in 2 high-traffic locations on the Island (inside the Sanctuary Hotel and in Freshfields Village), as well as in a convenient location in downtown Charleston.

Kiawah Island Real Estate also provides community and listing information to vacationers on the Island and in Charleston. Feature articles and premium advertisements run in Kiawah Island Golf Resort's *Connoisseur* magazine and in the hardbound *Discover Charleston* guides distributed in thousands of Charleston hotel rooms. **KIRE's own *Legends*** magazine joins *Connoisseur* in Resort rooms and in upscale properties downtown including art galleries, luxury hotels, and high end restaurants.



GET TO KNOW KIAWAH FROM THE OUTSIDE IN.

You've seen the incredible natural beauty of the Island. Now, get an exclusive peek inside the fabulous amenities of the private Kiawah Island Club. Each Wednesday, join us for a private tour of the Beach Club, the River Course, Sassaqua Spa, the Canoe Clubhouse, the Sports Pavilion, and more. A Kiawah Island Real Estate sales Executive will introduce you to the acclaimed lifestyle shared by Club Members across the Island.

TOUR DEPARTS AT 10:30 A.M. FROM THE KIAWAH ISLAND REAL ESTATE OFFICE AT THE SANCTUARY HOTEL.



PREMIUM SEVERAL ARE REQUIRED TO CALL AND ONE DAY TO RESERVE YOUR SPOT. NOTE: The Kiawah Island Club is not open for non-Club Members and promotes sales.

Kiawah Island
REAL ESTATE

© 2014 Kiawah Island Golf Resort. All rights reserved. Kiawah Island Real Estate is a registered trademark of Kiawah Island Golf Resort. All other trademarks are the property of their respective owners.

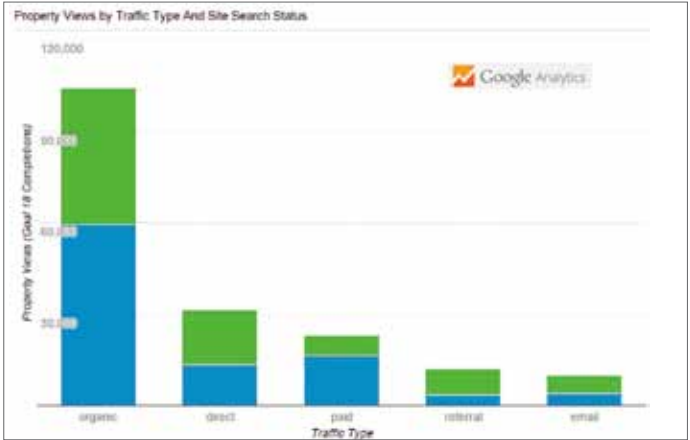
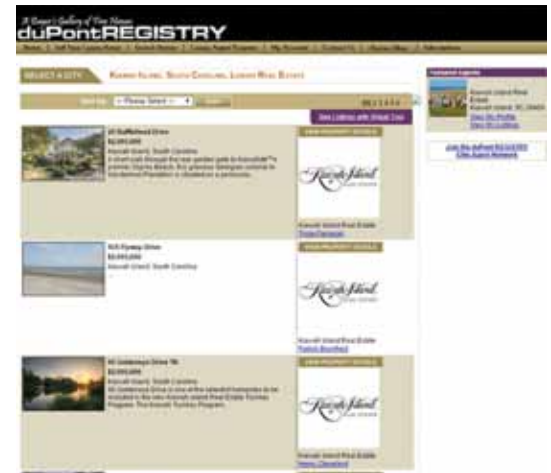
That exclusive relationship with the Kiawah Island Golf Resort extends to website links, event partnerships and sponsorships, and coordinated advertising and public relations efforts.

KIAWAH VACATIONERS BECOME KIAWAH BUYERS

And KIRE offices and offerings are readily available on-site to serve their needs.

Kiawah Island Real Estate Listings

Kiawah Island Real Estate’s web, email, print, and direct mail efforts attract prospective buyers, with over **200,000 individual property views on KiawahIsland.com in the past 12 months**, and nearly that many property detail views on our partner sites.



A key factor in getting promotion for your property is where the property listing will be seen.

Much like the local Multiple Listing Service (MLS), KIRE also sends listings “feeds” (where property listings are automatically uploaded) to realtor.com, Trulia, and Zillow. But we don’t stop there:

1. Kiawah Island Real Estate’s paid subscription to ListHub gives us access to **dozens of listings search sites**, and we select the most appropriate of them (including sites like HomeFinder, RealtyTrac, and RealEstateCentral) as recipients of our listings.



2. KIRE invests significant marketing funds with luxury real estate websites. Our listings can be searched on sites like DuPontRegistry.com, and RobbReport.com. **KIRE makes that investment to give our listings superior exposure to the luxury market**—something that no other firm does.

3. Reaching the luxury buyer also requires global investment. Amongst KIRE’s international marketing efforts is a charter partnership with the Wall Street Journal’s MansionGlobal.com, a luxury real estate website that leverages corporate parent NewsCorp’s global media reach to provide a resource for real estate buyers from around the world. KIRE listings (translated into foreign languages where appropriate) are featured on MansionGlobal.com.

4. Select KIRE listings also appear on affluent real estate websites like PrivateCommunities.com.



Selling Your Property

Each of our Real Estate Advisors, as well as professionals from our Sales and Marketing teams, diligently tour new listings each week. Your Real Estate Advisor will serve as the primary point person for questions from other Real Estate Advisors and—by extension—the hundreds of prospective buyers with whom they maintain active relationships.

But that’s just the beginning. As Kiawah’s trusted real estate resource, KIRE provides a full breadth of services to buyers and sellers in the community, including:

- Assistance with preparing your property for the market. This includes involving our partners to help with interior staging, surveying, pre-market inspections, etc.
- Comprehensive knowledge of Kiawah transactions—the vast majority of which are not found in MLS—to provide counsel and advice on pricing your property.
- A full-time professional photographer to present your property to buyers in its best light.
- An active, trusted list of repair businesses, inspectors, attorneys, and lenders, all of whom help close transactions.
- Active discussions of new listings with sales and marketing professionals during weekly KIRE sales meetings.
- An understanding of privacy and discretion—only KIRE Real Estate Advisors have access to KIRE’s lockbox system.
- A commitment to communications, including regular showing activity reports and customer feedback from Real Estate Advisors who have shown your property.
- An office in the Sanctuary Hotel and one in Freshfields Village, where visitors who are starting to consider a real estate purchase find KIRE as a resource.
- An in-house legal services team to prepare and review contracts and other documents.
- Close relationships with the Architectural Review Board, the Kiawah Island Golf Resort, the Kiawah Island Club, villa regime management companies, and Kiawah Island Community Association—all of which enable KIRE to facilitate sales that otherwise might not occur.

New Listing Checklist

Step 1: Preparation

- ☐ Discussion on your specific needs from the sale of your property
- ☐ KIRE resources to help you prepare your property for the market

Step 2: Pricing your property

- ☐ Draw upon KIRE’s comprehensive knowledge of market conditions
- ☐ Broker Opinion of Value, factoring in special features of your home, not merely price-per square foot

Step 3: Listing Agreement

- ☐ Signed agreement with terms, timelines, and expectations
- ☐ Your new listing explained and promoted at KIRE’s weekly sales meeting
- ☐ Real Estate Advisors tour and provide feedback

Step 4: Marketing your property

- ☐ Professional photography and copywriting to get your property onto websites with maximum efficiency and quality
- ☐ New listing postcard and email database marketing

Step 5: Showings

- ☐ KIRE lockbox and proprietary database track all showings
- ☐ Timely reports and feedback

Step 6: Contract Process

- ☐ On-site assistance with inspections and other administrative issues
- ☐ In-house legal team for efficient closings

The mission of Kiawah Island Real Estate is to provide our clients the highest level of service, creating a real estate experience that demonstrates integrity, builds trust, and delivers results. We achieve this through a team of dedicated professionals whose common purpose is to help others realize their dreams.



The Kiawah Island Real Estate team **of over 50 sales and marketing professionals**—including the Real Estate Advisors in the photo above—is exclusively dedicated to listing, marketing and selling property in our community. No listings outside of our community, no rental management operation. Our exclusive focus is selling YOUR property on Kiawah.

Over the past 5 years, Kiawah Island Real Estate has successfully brought 949 buyers to the closing table—nearly 10 times the success rate of the next highest real estate firm. We would like to bring a buyer to your property, too.



Data in this report was accumulated from waivers submitted to Kiawah Partners and supplemented by other reliable sources, including Charleston County tax records. This information is not intended as a solicitation to property owners listed with another real estate firm.