



*Kiawah Island.*  
REAL ESTATE

SELLING YOUR  
KIAWAH ISLAND  
PROPERTY





WHY LIST WITH  
KIAWAH ISLAND  
REAL ESTATE?



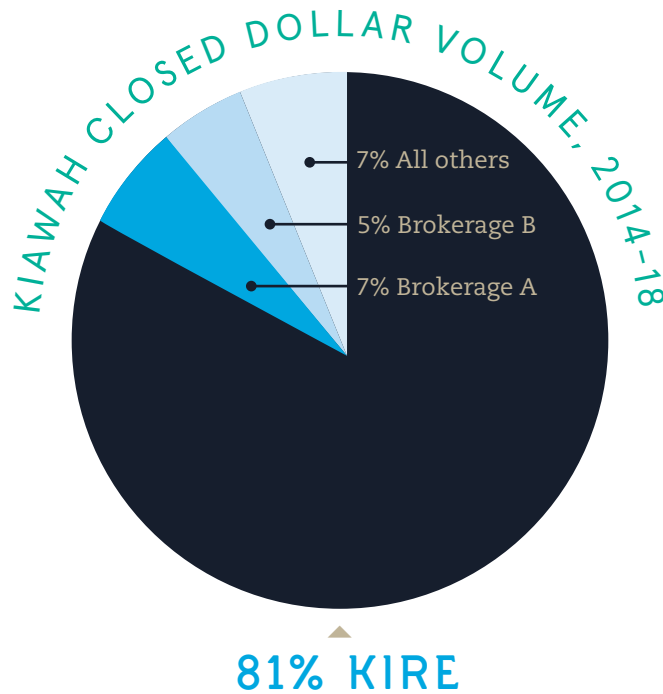




## THE FACTS

During the past 5 years,  
we produced the buyers  
for 8 of every 10  
Kiawah homes sold.

We generate the buyers for you.



Kiawah Island Real Estate (KIRE) has successfully brought more than 12,500 Kiawah property buyers to the closing table during our 42-year history. We have an unparalleled understanding of Kiawah Island and the Kiawah buyer's wants and needs.

We represent 761% more resale buyers than the next highest firm.

ALL KIAWAH RESALE BUYERS, 2014 - 2018				
REAL ESTATE FIRM	HOMES	LOTS	VILLAS & COTTAGES	TOTAL
Kiawah Island Real Estate	404	181	306	891
Broker A	37	19	61	117
Broker B	56	15	42	113
All other firms combined	42	10	54	106

SOURCE: Data on closed transactions accumulated from waivers submitted to Kiawah Partners; each transaction listed represents the firm that produced the buyer.

## More buyers purchase through KIRE... by far.



TOTAL SALES (CLOSINGS) IN 2018

Because we focus exclusively on Kiawah, we know its real estate market down to the finest detail: pricing trends, what new amenities are coming soon, access to Island news and in-demand events, ARB guidelines, and much more. Buyers appreciate and rely on our expert counsel.

Many of our sales executives are Kiawah Island homeowners—actively involved in the community—and live on the Island full time. All of our sales executives' attention is focused solely on Kiawah. We know the pulse of the Island. We know every "in and out" of Kiawah.

Our attention is never distracted or divided from selling your Kiawah property.

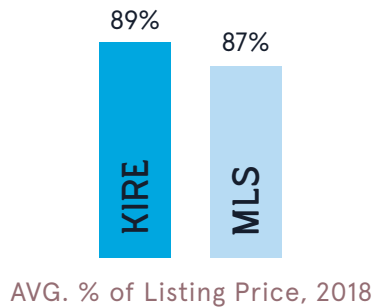
To increase your odds of finding a buyer, go with the market leader.

						
KIAWAH REAL ESTATE SALES, 2018						
REAL ESTATE FIRM	KIRE	Broker A	Broker B	Broker C	Broker D	Broker E
Homes						
Below \$1.5m	41	5	6	0	0	0
\$1.5 – \$2.5m	24	2	6	0	1	0
Above \$2.5m	23	2	1	0	1	2
Homesites						
Below \$1m	34	3	3	0	0	0
\$1m – \$2m	5	0	0	0	0	0
Above \$2m	3	0	0	0	1	0
Villas & Cottages						
1-2 bedrooms	41	14	3	0	1	0
3-4 Bedrooms	28	2	2	0	0	1

SOURCE: Data on closed transactions accumulated from waivers submitted to Kiawah Partners; each transaction listed represents the firm that produced the buyer.



## Kiawah Island properties sell for a higher price through KIRE.



We are not a part of the MLS system—by choice. We made this conscious decision because we do not believe it is in the best interest of our property owners.

Selling Kiawah is complicated. Each sale begins by selling Kiawah Island itself. That includes the structure of the Kiawah Island Club, the various associations and regimes, ARB guidelines, and other practices designed to protect the Island's property values. Most people in the sales profession, regardless of what they're selling, generally avoid promoting a product with which they are unfamiliar. The fact is very few MLS brokers have the knowledge or skill necessary to sell the Kiawah brand or lifestyle and guide a buyer through its unique sales process. The majority are unfamiliar with Kiawah's complexities. As a result, they're ineffective at selling the value of Kiawah Island and potential home ownership.

We have a team of sales executives and marketing professionals that specialize in one thing only: selling property on the Island. We are exclusively focused on that every day of the year. Our team achieves a higher price and typically sells property in less time, which is the most important objective of a seller.

## WHAT KIAWAH CLIENTS SAY

"We have only praise for our KIRE agent. She committed her time, energy, and heart to finding a buyer for us. No one could have been more supportive of us. We're very pleased with KIRE and would recommend our agent to any seller on Kiawah." **P. & J. Wills**

"We've used our KIRE agent for two purchases and one sale during the past five years. In a single year, she helped us both sell and purchase properties in record time. She is highly responsive and a tireless advocate for her clients. We've been so pleased with the quality of her service that we've recommended her to other friends and colleagues, who have experienced similar results." **D. & D. Forsyth**

"After my property had been listed with an MLS agent for more than 1½ years, I reached out to my brother and his wife on Kiawah for their advice. They connected me to the agent at KIRE who became my agent. She priced it correctly to get it sold, and it sold within a couple of months! It's closing this month and I couldn't be happier." **K. Mahoney**





## THE FACTS

During the past 5 years,  
we produced the buyers  
for 9 of every 10  
Kiawah homesites sold.

We get the word out to highly qualified potential buyers.





We back your property  
with real marketing muscle.



A few of the publications where our 2018 media placements appeared

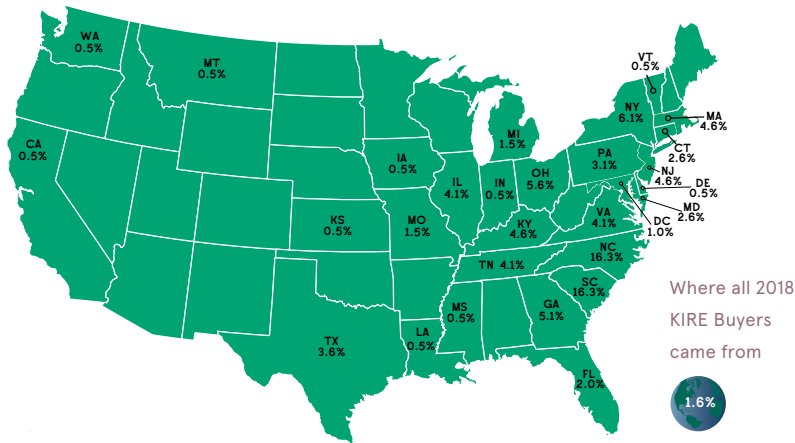
We invest in ongoing research to help us define and target your property’s best prospects: where they live, what they do, their household net worth, what they want in a property and a community, and more.

Our award-winning team of marketing professionals, internationally renowned branding firm in NYC, and national PR firm work together with affluent media outlets to create exclusive events to gain exposure to their high-end clients and promote timely stories about Kiawah that are read by luxury buyers.

These initiatives have helped us build a growing database of tens of thousands of potential buyers. And because buyers see us as *the* resource for Kiawah properties, they come to us first—and we exclusively show them our listings. Including yours.



## When buyers explore purchasing on Kiawah, they find our listings.



Our website is used more than any other online source when buyers across the world explore Kiawah. A recent survey of Kiawah property buyers found that 69% had used our website while looking for their Kiawah home.

The survey also asked about publications referenced by buyers while considering the purchase of a property on Kiawah. Our *Legends* magazine, which reaches 40,000+ families who have indicated an interest in Kiawah, was their top source at 56%, followed by other ads and articles at 50%.

In the last 3 years alone, we've invested more than \$10 million to promote the Kiawah lifestyle and our resale listings via advertising and public relations; 95% of our ads and media coverage appear nationally and/or globally.

## We showcase your property to attract affluent buyers.



On top of the millions of dollars we invest in national, regional, and local media introducing Kiawah to affluent buyers, we spend more than \$500,000 to promote individual resale properties in media outlets like the *Wall Street Journal* in addition to other resale-focused initiatives. (Our research has found 45% of Kiawah property buyers read the *WSJ*, more than any other publication.)

We also deliver two editions of our highly anticipated Catalog of Properties each year to thousands of potential buyers and Kiawah property owners, who are often repeat buyers and a generous source of referrals. We promote individual resale properties on the Freshfields Village kiosk, in our 3 on-island offices, and in our downtown Charleston office, reaching affluent buyers where they shop and dine.

We showcase our listings with photos by our award-winning photographer and descriptions by our professional copywriter. We produce state-of-the-art virtual tours, our drone pilot films homesites to create stunning aerial videos, and we produce floor plans for every home.

**THE FACTS** | 88% of our sellers surveyed said they would use KIRE to buy or sell property in the future.

## Buyers are online more & more. Your property will be too.



We use Matterport technology to produce 3D home tours that work seamlessly across devices.

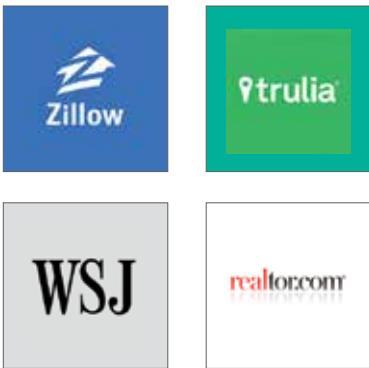
We email our new and featured listings each month to our list of 12,500+ property owners and qualified prospects. We also promote individual resale properties to our 8,400+ followers on Facebook, Twitter, LinkedIn, Pinterest, and Instagram, as well as on MansionGlobal.com and WSJ.com, connecting affluent buyers across the world with Kiawah.

We invest six figures annually on search engine marketing and optimization, from Facebook to Google and beyond, bringing additional affluent visitors to our website.

Our website, which is optimized for smartphones, tablets, and computers, was visited nearly half a million times in 2018. Our website visitors explore multiple pages and spend amounts of time on our website that are well above average in the real estate industry.



We give your property exposure to more buyers.



Individual properties on our website were viewed 589,836 times in 2018. But we don't stop there. Every day we feed our resale listings to real estate websites including Zillow, Trulia, WSJ.com, Realtor.com, and others, gaining your property access to their millions of website visitors as well. And we invest in a subscription to ListHub, giving your property exposure to more real estate websites across the globe like HomeFinder, Homes.com, and even the popular Juwai.com in Asia. Together these additional websites add nearly 3 times the number of property views our listings receive.

Our 25 sales executives also discuss and tour our listings in person each week, giving properties extra exposure among our internal network and leading to a higher number of individual showings to qualified buyers. We showcase resale properties each year during our annual Spring Home Tour, in addition to various open houses.

**46% of prospective buyers came from walk-ins to our offices in 2018.**



KIAWAH'S MAIN GATE



SANCTUARY HOTEL



FRESHFIELDS VILLAGE



HISTORIC CHARLESTON

Kiawah vacationers often become Kiawah property buyers. We've acted on this very successfully over the years, and our clients enjoy the results.

In addition to leading weekly real estate tours departing from The Sanctuary and distributing our resale listings to vacationers checking into the Kiawah Island Golf Resort, we've invested significant dollars in four highly visible offices where we are at buyer's fingertips.

Three are located on Kiawah, with our Sanctuary office especially attracting affluent resort guests. Our fourth is in Charleston's historic French Quarter, showcasing Kiawah to the area's 6.9 million yearly visitors. "Charleston continues to attract an affluent visitor group," the Charleston Area Convention & Visitors Bureau confirmed recently.

## WHAT KIAWAH CLIENTS SAY

"Our KIRE agent has been a delight to work with. We have bought three properties, sold one, and listed another with her and have been completely satisfied each time. We have been impressed with her responsiveness, attention to detail, and professionalism. She has been an invaluable resource in terms of recommending service providers, too, well after each sale and purchase. We have referred several friends to her and they have been equally impressed." **E. Hazel**

"My wife and I would like to thank our KIRE agent and his team for their extraordinary service. It was especially valuable as we were conducting business from our primary home in Delaware. They kept the lines of communication open and repeatedly acted as a resource when questions arose. At every step along the way, they checked on our needs, provided recommendations, and followed up to make sure our needs were met. Thanks to their expertise and courteous service, we hope to enjoy our new home on Kiawah for many years." **E. & J. Rohrbough**





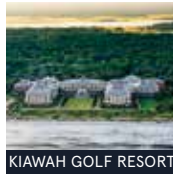




## THE FACTS

During the past 5 years,  
we produced the buyers for  
5 of every 7 Kiawah  
villas & cottages sold.

## Our close relationships on Kiawah work to your advantage.



Our access is unparalleled. We've nurtured relationships with Kiawah organizations for decades, enabling us to bring vital news to our clients first, protect Kiawah's image and property values, and facilitate extra property sales. We work closely with the Kiawah Island Club, Kiawah Island Golf Resort, Kiawah Island Community Association, Kiawah Conservancy, Town of Kiawah, Kiawah's ARB, and Kiawah's HOAs and villa regime management firms. We also cultivate relationships with luxury brokers in Kiawah's feeder markets, who refer buyers to us.

Our relationship with the Resort has led to the creation of an exclusive complimentary Governor's Club program for our property buyers, event partnerships, and combined communications efforts. Our articles and ads run in the Resort's *Connoisseur* magazine with a digital database of more than 400,000 readers, and they distribute our *Legends* magazines at The Sanctuary. And our Club relationship has helped facilitate our ambassador program and experiential buyer visits.



We invest in technology to show buyers your property is a perfect fit.



BEFORE



AFTER

No other local real estate firm matches our investment in state-of-the-art technology... technology that can widen your potential audience and help buyers visualize how your property can fit their lives.

With our virtual staging, for instance, a buyer with a modern style can see how a Kiawah home, beautifully furnished with traditional decor, would look with modern furnishings—resetting their expectations and resulting in a showing or sale that might otherwise never happen.

A buyer in NYC can “walk” through your home using our Matterport virtual tour. Homes in some neighborhoods can be viewed in 3D using cutting-edge virtual reality headsets. And our high-definition 4K drone videography showcases properties from stunning heights and angles while highlighting their proximity to the beach, golf courses and other amenities, and waterways.

## We provide expert advice specific to the Kiawah real estate market.



Pages from our quarterly Kiawah Island Property Report

Since we focus exclusively on Kiawah, we know its real estate trends... which segments of the market are trending up, what may be coming soon that could affect a particular neighborhood, the best pricing strategy for a property relative to what else is available on the Island.

Your sales executive will deliver advice customized to your property and share buyer feedback from showings. It doesn't stop there, though. Your agent may recommend strategies to sell your property more quickly or for a better price, or recommend trusted lenders or repair professionals. (Our 25 sales executives and 23 real estate support staff talk with each other about which vendors have done a great job, which inspectors are using realistic standards, and other behind-the-scenes knowledge.) And at the negotiation stage, our in-house legal team acts as an invaluable resource by preparing and reviewing contracts and other critical documents.

## We are the only real estate firm that gives back to Kiawah.



We invest in Kiawah... literally. If you think of Kiawah as a bank account, we make regular deposits into the “account.” Our parent firm has invested more than \$36 million into the Island since 2013, ensuring Kiawah continues to enjoy the beauty, lifestyle, and natural preservation for which it is known, and has plans to invest another \$23 million in the near term. That includes our carefully protected beach, which regularly receives accolades for its high quality, land donated to the Kiawah Conservancy, and new and improved amenities. And we invest six figures in our Party in the Park property owner appreciation event.

Other real estate firms only make withdrawals from this “account.”

Individuals across our firm regularly give back to charities, too, from rolling up their sleeves as volunteers to donating funds. Skim through our team’s bios and you’ll find support for the Charleston Animal Society, Habitat for Humanity, Toys for Tots, Make a Wish, Arts Etc., and more.

We give back to Kiawah like no one else. And we’ll strive to give our very best to you.



kiawahisland.com | 800.277.7008

KIAWAH'S MAIN GATE  
1 Kiawah Island Parkway

SANCTUARY HOTEL  
near Jasmine Porch

FRESHFIELDS VILLAGE  
390 Freshfields Drive

DOWNTOWN CHARLESTON  
12 Queen Street

Obtain the Property Report required by Federal Law and read it before signing anything. No Federal or State agency has endorsed or judged the merits of value, if any, of this property. This is not intended to be an offer to sell nor a solicitation of offer to buy real estate in any jurisdiction where prohibited by law. This offer is made pursuant to the New York State Department of Law's Simplified Procedure for Homeowners Associations with a De Minimis Cooperative Interest (CPS-7). The CPS-7 application (File No. HO16-0007) and related documents may be obtained from the sponsor. This project is registered with the State of New Jersey Department of Banking and Insurance Real Estate Commission. Obtain and read the NJ Public Offering Statement before signing anything (NJ Reg#16-15-0012). An affiliate of Kiawah Partners.