

## **FOR IMMEDIATE RELEASE**

### **Garden City Realty Launches Mobile Real Estate App to Search All Local Property for Sale on iPhone, BlackBerry, Android, Palm and Standard Cell Phones**

**Garden City Beach, SC – October 16, 2012** – Garden City Realty, a leading real estate firm in Garden City Beach, today announced the launch of a mobile app that works on standard cell phones and smartphones across all mobile carriers. The public can download the app to their phone to view all homes for sale available in the Coastal Carolina Association of REALTORS MLS database.

Garden City Realty's mobile app uses GPS, when available, to locate the user and display listings in the immediate area. Users can also search by address, city or zip code to see property details for all homes for sale in a specified area, including price, square footage, estimated mortgage, taxes, features, maps, pictures and more. The *Refine Search* feature lets users select a price range, property type and the number of beds and baths to help them find just what they're looking for.

Garden City Realty partnered with Smarter Agent, the leader in mobile real estate app development, to be able to offer clients and prospects a mobile house-hunting app available across all carriers on standard cell phones and smartphones including BlackBerry, iPhone, Android and the Palm OS.

"We're constantly pushing technology on our agents, having a mobile app gives us an impressive advantage over our competitors," said Hewitt. "A vital component for the success of anyone in real estate is staying abreast on the latest resources and technology."

If a user has questions or wants a tour of the property, the *Call* feature within the app connects the user to a Garden City Realty representative.

Consumers can text GCR843 to 87778 to send Garden City Realty's mobile app to their cell phone or visit the sales home page at [www.GardenCityRealty.com](http://www.GardenCityRealty.com) to download the mobile real estate search.

#### **About Garden City Realty**

Garden City Realty, Inc. has been serving the Grand Strand's real estate and vacation rental needs since 1973.

The sales team is led by Broker-in-Charge W. Lee Hewitt, III. He has been with Garden City Realty since 1981 and holds the GRI and CRS designations. For more than 39 years, the sales department has grown to include ten full-time sales agents. Distinguished from other agents by their prestigious designations and awards, the Garden City Realty sales team is comprised of multimillion-dollar producers who strive to make sure our buyers and sellers experience satisfying real estate transactions.

Since its establishment in 1973, the vacation rental department has grown from 18 rentals to more than 550 resort homes and condominiums. Broker-in-Charge, Dennis McElveen, leads the vacation rental team. He has been with Garden City Realty since 1977.

#### **About Smarter Agent**

Smarter Agent invented and patented mobile, location-triggered real estate search and is now the largest mobile real estate network in the world. Brokers and agents can private label and customize the Smarter Agent apps giving them a powerful marketing tool. CTIA, the Cellular Telecommunications Industry Association, named Smarter Agent the Winner in its Emerging Technology Awards LBS/GPS category.