

## **FOR IMMEDIATE RELEASE**

### **Garden City Realty completes several user enhancements to its Mobile and Web sites**

**Garden City Beach, SC** – June 11, 2014 - Garden City Realty, Inc., a leading real estate firm and vacation rental company, is pleased to announce the completion of several enhancements to its mobile site and Web site under the direction of Kimberly Raley-Kimes, Advertising and Marketing Director at Garden City Realty, and leading Web site host and design team, Visual Data Systems.

Among the mobile Web site improvements is booking capability, full site viewing ability, and sales search functionality. Year-to-date, Garden City Realty has received more than 46 thousand visits via smartphone users to its mobile Web site. Combined with tablet users, this comprises more than 33 percent of traffic to Garden City Realty's site.

"We are constantly thinking of ways to be better and provide valuable information in the most direct way possible. We put a lot of thought into the redesign of our Web site last year and have seen a substantial increase in mobile visits." said Raley-Kimes. "Anything we do moving forward must definitely keep the integrity of the Web site intact while staying abreast of what's necessary to keep us on top of the market."

The ability to search sales listing through Garden City Realty's mobile Web site provides users with an alternative to downloading the firm's mobile application, which has GPS search capabilities. Search options include databases for Garden City Realty's sales listings and the Coastal Carolinas Association of REALTORS Multiple Listing Service.

New to GardenCityRealty.com is a valuable vacation rental home search tool, *Neighboring Homes*, which groups vacation rental homes together geographically and includes a responsive map to assist in narrowing search results. And finally, users searching Garden City Realty vacation rental properties via its associate Web site, Condotels.com, are now redirected to GardenCityRealty.com which features updated and advanced search options, enhanced use of photography, mapping, and streamlined navigation to help visitors quickly find what they're searching for.

#### **About Garden City Realty, Inc.**

Since its establishment in 1973, Garden City Realty's rental department has grown from 18 properties to more than 500 and the sales department has had more than one-half billion dollars in sales volume in the past 20 years.

Today Garden City Realty's stockholders include Lee Hewitt, Broker-In-Charge of Real Estate Sales who has been with the firm since 1981 and Dennis McElveen, Broker-In-Charge of Vacation Rentals, who began his career with Garden City Realty in 1977.

#### **Garden City Realty, Inc.**

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