

Garden City Realty Launches Newly Redesigned Web site

Garden City Beach, SC – February 7, 2014 - Garden City Realty, Inc., a leading real estate firm and vacation rental company, is excited to announce a comprehensive Web site redesign was completed 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.

The redesigned Web site includes updated and advanced search options, enhanced use of photography, mapping, and streamlined navigation to help visitors quickly find what they're looking for – a significant element in the design strategy.

The redesign was a major undertaking that took nearly 10 months to complete. The project managers carefully reviewed user feedback and incorporated many suggestions conscientiously into the design. "Many elements within the site were placed with intent and purpose to create a call to action," said Raley-Kimes. "We definitely wanted a clean, aesthetically pleasing site, but performance was a top priority."

The redesign utilizes the newest technologies and design principles to bring the Web site to life on multiple web browsing devices. "We've seen a substantial increase of mobile and tablet traffic to the site since last year. Functionality and user interface were definitely at the forefront throughout the process. I'm proud of what we've accomplished and overall the comments have been very positive." added Raley-Kimes.

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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.

For more information about Garden City Realty, Inc., please contact Kimberly Raley-Kimes, Director of Advertising and Marketing, at 843-652-4290 or KKimes@GardenCityRealty.com or visit www.GardenCityRealty.com and www.WhyGardenCityRealty.com.