

For Immediate Release

Garden City Realty, Inc. announces department change, welcomes new Advertising and Marketing Manager, Advertising Coordinator



Bessinger and Lange

Garden City Beach, SC – March 18, 2016 – Garden City Realty, Inc., a full-service real estate firm, announces staffing changes to its marketing department.

After nearly seven years with the firm, Advertising and Marketing Director, Kimberly Raley-Kimes, announced her resignation. She is relocating to Atlanta, GA.

Raley-Kimes has been with Garden City Realty since 2009, starting as the Advertising Coordinator for the sales department. Since then her responsibilities have become extensive, including the development and maintenance of Garden City Realty's Websites, all communications produced by the marketing department, as well as supervising the production of the company's E-blasts and all social media accounts. Additionally, she produces all advertisements and marketing collateral (digital and print), its annual vacation rental brochure, and serve as the face of the company's media and external relations. Raley-Kimes has been the Director of Advertising and Marketing since 2012.

Christi Wickliffe-Bessinger has joined Garden City Realty as its new Advertising and Marketing Manager and will assume all aforementioned responsibilities. Wickliffe-Bessinger has worked in the public relations and marketing fields along the Grand Strand for more than 11 years. She is a graduate of the College of Charleston where she received a Bachelor of Arts degree in communications.

Likewise, Lise Lange has joined the firm as its new Advertising Coordinator for the sales department. Lange received a Bachelor of Arts and Masters degree in International Communication and Marketing from the Universite Catholique de Lille. Additionally, she has a Bachelor of Arts degree in American Studies from Oglethorpe University in Atlanta, GA.

Garden City Realty, Inc. is a Garden City Beach, South Carolina based full-service real estate firm that provides real estate, vacation rental, and vacation property management services to sellers, buyers, visitors, and vacation property owners. Established in 1973, Garden City Realty, Inc. is a top-ranking firm within the local MLS, with more than one-half billion in sales volume throughout the past 20 years. Garden City Realty, Inc. has world-renowned and local affiliations, a global referral network, and award-winning real estate specialists and accredited buyer representatives.

For more information about Garden City Realty, Inc., please contact Christi Wickliffe-Bessinger, Advertising and Marketing Manager, at 843-652-4290 or CBessinger@GardenCityRealty.com or visit www.GardenCityRealty.com and www.WhyGardenCityRealty.com