

Garden City Realty completes significant redesign on two company Web sites

Garden City Beach, SC – December 29, 2015 - Garden City Realty, Inc., a full-service leading real estate and vacation rental firm, is pleased to announce the redesign completion of two of its Web sites, Condotels.com and SurfMasterbytheSea.com. Under the direction of Kimberly Raley-Kimes, Advertising and Marketing Director at Garden City Realty, both sites were enriched with responsive design, user enhancements, and are aptly poised for future growth and development.

Together with leading Web site host and design team, Visual Data Systems, Garden City Realty reorganized its Condotels site as a go-to source for valuable area information in addition to the usual attractions, restaurants, and golf. Specifically, Garden City Realty wanted to provide content important to its relocating clients as well as its vacationing guests, such as schools, utilities, and other relocation necessities.

“We wanted to give Condotels a head-on utilitarian purpose. We have a strong concierge presence on our main site GardenCityRealty.com, but by repurposing Condotels we saw the opportunity to develop and explore this feature.” said Raley-Kimes. “Our focus has always been to grow our brand and presence. The more relevant information we can include on any of our properties, the more valuable it becomes to Garden City Realty.”

Garden City Realty acquired Condotels in 2009 and merged it with its vacation rental department, which is comprised of more than 450 vacation rental properties. Now with a mobile-friendly design, the Condotels site provides users with easy access to local businesses such as banks, pet services, shopping, and events specific to areas served by Garden City Realty, and most pertinent to its vacation guests and new property owners.

In 2001 Garden City Realty acquired By the Sea Realty and its on-site office in the oceanfront Surf Master by the Sea building. Together with its Surf Master site developer, Media Coast, Garden City Realty updated the site to appeal to both its guests and Surf Master property owners. The new responsive site was simplified to include only pages relevant to rentals, property management, and sales. A drone video of the Surf Master complex was added to set a welcoming tone and complement the look of the home page.

“Condotels is an ever-evolving site that is positioned to change as necessitated and our Surf Master site is rather self-sustaining. However, they’re both valuable referrals to our main Web site and we don’t want to lose that focus. Therefore the presence of our sales and rentals departments had to be preserved in both redesigns.” added Raley-Kimes.

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Garden City Realty, Inc. is a Garden City Beach, South Carolina based full-service real estate firm that provides real estate, vacation rentals, 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 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.