

Attention Charleston Realtors

Send your clients to the second weekend, June 22 and 23, of the Mount Pleasant Parade of Homes. You can save your clients money and you will receive a commission.



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MAGAZINE

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MOUNT PLEASANT PARADE of HOMES



How Successful Was The First Weekend Of The Mount Pleasant Parade Of Homes?

The Tides at Charleston Harbor

36 visitors, plus prospective buyers

"The Parade exceeded my expectations."

-Mac Triplett, The Tides

The Royal Palms of Mount Pleasant

11 visitors, plus prospective buyers

Tributary

50 visitors, plus prospective buyers

Sweetgrass Village & Oyster Point

8 visitors, plus prospective buyers

"It definitely got the word out about these two communities."

-Angela Perry, D.R. Horton

Kingsbridge

30 visitors

Masonborough

35 visitors

"It went well – we had a lot of traffic."

-Peggy Calabrese, D.R. Horton

Wexford Park

20 visitors

Plus....

We had 1800 unique visitors click on **MountPleasantParade-ofHomes.com**, some have requested floor plans and the leads have gone directly to the participating builders.

How did we drive traffic to these neighborhoods and to our Parade of Homes website? By using our multi-media approach, which includes...

- Over 100 signs posted around East Cooper
- A half-hour television show on Comcast 2
- Print ads in the Moultrie News and The Post & Courier
- Radio space on WEZL and Y102.5
- Direct mail marketing

You can visit our media page, **MountPleasantMagazine.com/Media**, to check out our radio spots and half-hour Parade television show.