

Leading You through the Sale of Your Property  
*One Step at a Time.*



**BALD HEAD ISLAND LIMITED**  
REAL ESTATE SALES



*Bald Head Island is a place like no other, with unique real estate market conditions.  
If you're considering listing your island property for sale, turn to the company  
that understands the lay of the land better than any other—*



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REAL ESTATE SALES





(L-R) Garrett Albertson, Stephanie Stephens, David Wray, Holly Bullard, Jim Brown, Michelle Goodwin, Jeff Leonard, Doug Oakley, Tiffany Tucker, Jennifer Van Ness, Ken Mowbray, Lindsay Farris, Patricia Wingfield.

In the same way that each buyer's concerns are unique, Bald Head Island Limited Real Estate Sales understands that each seller's priorities and requirements are individual. Our comprehensive understanding of the marketplace helps us to counsel sellers on their property's sales potential, based on their goals and time table. Interest rates are still at historic lows, but increases are predicted on the horizon, creating a sense of urgency for buyers and new opportunities for sellers. We'd be pleased to provide a free, no-obligation assessment of your property's fair market value, and share tips on preparing your listing for showing.

## EXPERIENCE, FOCUS & EXPERTISE

*If you're looking for a Bald Head Island-based team of sales professionals who will help you market and sell your island property effectively and efficiently, consider the following:*

- Bald Head Island Limited Real Estate Sales starting selling on the island in 1983, and we are responsible for more island transactions over time than all other real estate companies combined.
- Bald Head Island Limited Real Estate Sales works full-time selling only island property – there are no competing interests for property sales in the region.
- All members of our sales team are REALTOR<sup>SM</sup> who strictly adhere to the REALTOR<sup>SM</sup> Code of Ethics.
- Bald Head Island Limited Real Estate Sales Executives are backed by professionally-trained support staff and managers who assist with every aspect of the sales process.
- The Bald Head Island Limited Real Estate Sales office is located just steps from the ferry landing, making it the first stop for visitors searching for real estate information.

*"We really benefitted from dealing with Bald Head Island Limited and having them on the island, because first of all they know the island, ins and outs, they know all the details. And they are also accessible on the island so anytime you have a question you can actually stop by the office. I just felt that we were very well served and very well assisted and I didn't have any qualms. I think they did a great job."*

-- DR. MARCELLA KELSOE



# BROAD-REACHING MARKETING SUPPORT

With buyer interest on the rise and pent-up demand turning into actual demand, Bald Head Island Limited Real Estate Sales is investing heavily in marketing programs to promote both the island generally, as well as resale properties specifically. With an annual marketing budget that exceeds \$1 million, we invest more than all other real estate companies combined to bring national and regional buyers to Bald Head Island and your property:

- We are the only real estate company that advertises the **Island Passport Package**, a real estate tour and discovery package offering reduced rates for accommodations, ferry tickets and full access to both island clubs for prospective buyers.
- Our aggressive **search engine optimization** and search engine marketing efforts generate more than 50,000 unique web visitors a month.



BHIREALESTATE.COM AND BALDHEADISLAND.COM ARE BALD HEAD ISLAND'S PREMIER ONLINE RESOURCES, WITH MORE THAN A HALF MILLION VISITORS ANNUALLY.

## WEBSITE EXPOSURE



ZILLOW.COM



TRULIA.COM



REALTOR.COM

- Outstanding online presentation of individual listings, including **video tours, photo galleries** and **digital brochures** helps resale properties stand out among the competition.
- **Frequent email blasts** to vacationers and potential real estate purchasers drive web traffic to listings and visits to the island.
- **Comprehensive social media presence** on YouTube, Facebook, Pinterest, Twitter and Instagram keeps Bald Head Island top of mind and promotes resale properties specifically.
- Bald Head Island Limited Real Estate Sales listings are fed to top real estate search websites and have a paid presence on **Trulia, Zillow** and **Realtor.com** to ensure they receive maximum exposure online.
- Sophisticated web targeting technologies serve up Bald Head Island **banner ads** to potential customers who meet the Bald Head Island buyer demographic profile.
- Our **print advertising campaigns** increase awareness of Bald Head Island outside of the surrounding area. Recent national print advertising and online advertising campaigns include *Southern Living*, *Coastal Living* and *Garden & Gun*. Regional print and online advertising campaigns include *Cary Magazine*, *Walter Magazine (Raleigh)*, *Triangle Business*

Journal, Charlotte Magazine, Chapel Hill Magazine, Durham Magazine, Northern Virginia Magazine, Wilmington Magazine and Salt magazine (Wilmington).

- **Frequent mailings** to potential vacationers and real estate purchasers, including Haven magazine, postcards, brochure mailings and DVD mailings, increase awareness of the island and drive visitation.
- Bald Head Island Limited Real Estate Sales Executives attend professional **real estate shows** and host **private receptions** in key markets to meet face-to-face with potential buyers. Off-island sales event markets include Charlotte, NC; Chapel Hill, NC; Raleigh, NC; and Washington, DC/NoVa.
- **Numerous on-island events**, including cocktail receptions at our sales office and dozens of open houses in listings, are held throughout the year.
- Bald Head Island Limited Real Estate Sales is a good neighbor, providing **sponsorship support** and in-kind donations to various nonprofit organizations, including the Bald Head Island Conservancy, Bald Head Island Chamber of Commerce, Wounded Warriors and Old Baldy Foundation.



50,000 COPIES OF HAVEN MAGAZINE ARE DISTRIBUTED ANNUALLY.

*Of course, our most important assets are our experienced and professional sales team members, who are dedicated to connecting buyers and sellers, and serving all parties long after the sale. Nearly one-third of our sales can be attributed to referrals and word-of-mouth. We'd love the opportunity to understand your individual goals and time table, and see how we can work to facilitate the sale of your island property.*



EMAIL NEWSLETTERS AND OPEN HOUSE FLYERS.



NATIONAL AND REGIONAL ADS IN TARGETED PUBLICATIONS PROMOTE ISLAND VISITATION AND AWARENESS OF REAL ESTATE.

Our sales executives average more than a decade of experience on the island, with several enjoying 20 years or more serving clients here. For a free comparative market analysis on your property's fair market value, and more examples of our sales and marketing efforts to support listings, contact a Bald Head Island Limited Real Estate Sales Executive today by phone or email, or stop by our office near the ferry landing the next time you're on the island. We look forward to assisting you.



## BALD HEAD ISLAND LIMITED REAL ESTATE SALES

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*Please note that if you are currently working with a real estate broker, this is not meant to be a solicitation of your business.*

