



BLUEPRINT
— FOR —
SUCCESS



■ A New Partnership:

We are excited to announce that Carolina One New Homes based in North Charleston, SC has partnered with Home Advantage Realty Builder Services in Columbia, SC to launch a collaborative effort to provide Builders and Developers opportunities to work with our skilled team on the continuum of Land Acquisitions to our Sales and Marketing umbrella of services in the Midlands of South Carolina.

For more information on how our team can assist you please reach out to Susan Longshore-Stover:

susan@homeadvantagerealty.com | 803-616-1440



■ Mission Statement:

To provide the highest quality of service and value to our clients with a team of professional New Homes Sales Associates and Sales Management Team, who practice the Core Values of our company each day.

Our team is among the Southeast's most experienced and respected new homes sales agencies committed to providing innovative solutions and opportunities for every part of the real estate process.

Our team is a full service New Home Sales and Marketing Team with the expertise and network to procure the right solution in the right location at the right price for each client. From land acquisition and community development to start-up and close-out services and everything in between, we will determine a strategy for success.

A team of over 50 professionals with decades of experience, we are the new homes market leader and have partnered with local and regional builders, developers and landowners across South Carolina and North Carolina in 300 communities and counting.

We are members of:

- Leading Real Estate Companies of the World
- Building Industry Association of Central South Carolina (BIA)
- Charleston Trident Home Builders Association
- Sales and Marketing Council
- New Home Marketing Group of America
- National, State and Charleston Trident Association of Realtors
- Cape Fear Association of Realtors
- Canopy Association of Realtors and
- Multiple Listing Services (MLS)
- Central Carolina Association of Realtors



■ CORE Values:

Truth

Commitment To Honesty Without Compromise

An excellent reputation, loyalty and trust.

We hold each other accountable. We do what we say we are going to do. We communicate honestly with everyone.

Excellence

Extraordinary Beyond Expectations

Loyalty, reputation and personal pride in who we are and what we do.

We deliver exceptional value. We recruit and retain the best people. We create and promote an image and environment of success.

Relationships

Connecting For A Lifetime

Everyone feels valued; people like us and trust us; this is a great place to work and a great company to work with.

We value other's opinions and feelings. We listen. We communicate openly. We stay in touch. We treat everyone with respect.

Financial Success

Everyone Wins

Improved financial positions for all.

We balance the financial interest of the client. We look at the "big picture" when making decisions. We price our services to maximize the benefit to all. We help our clients make well-informed purchasing and selling decisions. We invest to remain the best.

Professionals with a wealth of experience in the industry, each member of our team provides a unique skill set and embodies "Humbleness, Hunger and Emotional Intelligence," the traits of Patrick Lencioni's acclaimed book *The Ideal Team Player*.



■ A Dynamic Team

The Carolina One New Homes team is led by Broker-in-Charge Will Jenkinson, who has over 24 years of experience in the New Homes Sales arena. Will is a trusted resource for Developers and Builders and has served on numerous SC Residential Housing panels throughout his career. His operations partner at Carolina One New Homes is Kris Kordonowy. Kris has 24 years of experience and her passion revolves around the people partnering process and the daily operations of overseeing our sales efforts in each of our communities. Her focus is recruiting and retaining New Homes Sales Agents and creating environments where strong relationships can be developed with Sales Team Members and our Builder Clients.

With over 35+ years of combined experience in the New Homes Builder Development field our combined leadership team is made up of both local and regional Market experts that serve the Columbia Metro and the surrounding areas of Charleston and the Grand Strand up to Charlotte and Wilmington NC.

The Home Advantage Realty Builder Services Leadership team in Columbia is led by a trio of highly experienced New Homes professionals. Rhonda Walsh and Susan Longshore-Stover both have 30 years of experience, and Craig Winesett with over 20 years. Rhonda and Craig were the founders of the Builder Services Division of Russell and Jeffcoat in 2010 and have worked with local, regional and national developers and managed site sales in over 30 custom and production structured communities. They recently partnered with Susan Longshore-Stover who has extensive experience in the marketing and development of neighborhood plans, websites, social media strategies, on line sales and model staging and design.



Susan Longshore-Stover
Director of Builder
Services and Marketing



Craig Winesett
Broker-In-Charge,
Builder Services



Rhonda Walsh
Land Acquisition,
Development



Sunday Lempesis
Chairman



Will Jenkinson
Builder Relations



Kris Kordonowy
Operations Manager



Mark Kerce
Builder Relations

■ Our Builder Services Include:

We want to provide homebuilders with a customized program from a local perspective offering specialized services including all aspects of marketing to increase sales and improve the customer experience.

Land Acquisition

- Lot Listings
- Land Search & Seize
- Neighborhood Design & Development
- Product Research & CMAs
- Product Development
- Custom & Production Builders

Listing Services

CMLS

- Feeds to Zillow, Realtor.com to name a few (600+)
- Leading Real Estate Companies of the World
- Relocation

Onsite Agents

Self-Guided Tours

Online Sales Consultants

- Marketing/ Drip Campaigns
- Lead Generation
- Lead Management

Building Your Team-Recruiting Efforts

- Referrals
- LinkedIn
- Facebook
- Word of Mouth

Full Service Marketing

Content Creation & Management

- Copywriting
- Photography
- Videography
- Press Releases
- Blog Writing

Print Collateral

- Flyers
- Rack Cards
- Brochure Folders
- Floor Plan Brochures
- Site Maps

Signage

- Neighborhood
- Directional
- Offsite

Website Design

- New Design or Refresh
- Content Management
- Analytics
- Interactive Floor Plans
- Interactive Site Maps

Social Media

- Account / Page Creation
- Strategic Posting
- Analytics

Traditional Media

Media Buys

- Billboards
- Television
- Radio

Vibrant Partnerships

We are proud of the partnerships we have formed with our clients over the past two decades. Their success is a reflection of our longevity and continuing growth in the competitive Columbia and greater Carolinas real estate markets.





Charlotte



Columbia



Santee



Charleston



Myrtle Beach



Wilmington



Our Communities

Our footprint of diverse communities spans from Charlotte to the Coastal Carolinas and west to Columbia.

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