



PRESS RELEASE – For Immediate Release

Nov 22, 2024

Garden City Realty Enhances Property Services with New Pool Care Initiative

Garden City Beach, SC – **November 22** - Garden City Realty is excited to announce the launch of its new pool care service, tailored specifically for property owners enrolled in our management program. While still in its early stages, this initiative has been a long-considered enhancement by our dedicated property services team.

A team of Certified Pool Operators (CPOs), including Operations Assistants BJ Cribb and Eddie Kellam, Maintenance Manager Jeremy Davis, Maintenance Supervisor Dave Rakentine, and Maintenance Technician John Perkoski, will oversee the pool service. This program will provide comprehensive services such as regular pool cleaning, chemical testing and balancing, and tidying of pool furniture and decks. Garden City Realty will offer services three days a week during the peak season and one to two days a week during the off-season.

Garden City Realty is taking a thoughtful approach by maintaining a small initial client base of five property owners, which enables us to refine our processes and develop best practices. This strategy will facilitate a gradual expansion that is mindful of the feedback we receive from guests and ongoing external challenges.

Drew McElveen, Broker-in-Charge of Rentals, stated, “In recent years, we’ve faced some external challenges that have led to guest dissatisfaction. However, we view these challenges as opportunities for improvement and are fully committed to addressing them. Our goal is to enhance the overall experience for all our guests and ensure that everyone enjoys their time with us.”

To address these issues, Garden City Realty has made a significant investment in its workforce, ensuring that all maintenance technicians completed a Certified Pool Operator (CPO) training course earlier in 2024. “This commitment to professional training, coupled with our focus on exceptional pool care services, sets us apart in the industry,” McElveen added.

Garden City Realty looks forward to enhancing the experience of both property owners and guests through this new pool care service.

For further information, please contact:

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Garden City Realty, Inc. is a full-service real estate firm in Garden City Beach, South Carolina. Founded in 1973, the company specializes in real estate services, vacation rentals, and vacation property management. Operating hours are from 9 a.m. to 5 p.m. Monday through Saturday, with 24/7 online availability at www.GardenCityRealty.com. Garden City

Realty is named the Best Vacation Rental Company, Best Property Management Company, Best Real Estate Company, and Best Customer Service on the Grand Strand.