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FOR IMMEDIATE RELEASE

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BRIDGING THE BROAD RIVER GAP HELPS REAL ESTATE AGENTS PROVIDE BETTER SERVICE AND INCREASE SALES

Coastal Dwellings Real Estate Seeks to Broaden the Market for Lowcountry Real Estate Agents Through Cooperation Between Beaufort and Hilton Head/Bluffton Multiple Listing Services

Ridgeland, SC based real estate agency, Coastal Dwellings Real Estate, LLC, is offering Lowcountry area real estate agents a unique opportunity to meet the needs of a larger pool of homebuyers and increase production. The company's membership in both the Beaufort and Hilton Head/Bluffton Multiple Listing Services enables its agents to seamlessly work in both markets, showing more properties to more homebuyers and thus increasing the likelihood of matching clients with suitable properties.

Finding new sales opportunities in an already fiercely competitive market takes on added significance to Realtors® in today's slow real estate climate. Separate and competing Multiple Listing Services (MLS) in Beaufort (serving northern Beaufort County) and Hilton Head/Bluffton (serving southern Beaufort County and parts of Jasper County) has become more challenging for Lowcountry Realtors. Coastal Dwellings solves this challenge with its membership in both MLS's and a location that is convenient to the entire region.

Agents often lose contract opportunities when, for example, a homebuyer working with a Hilton Head based agent decides that Beaufort's small town charm is preferable to Hilton Head Island's resort lifestyle. Unless the Hilton Head agent has strong relationships with Beaufort based agents, the deal is lost. "We work as if we're in two separate worlds when we should be looking at ourselves as a unified community," said Coastal Dwellings co-founder Greta Lynne.

The Coastal Dwellings plan is to build a real estate bridge across the Broad River with a staff of well trained, highly qualified agents who can truly be called Lowcountry Realtors. "Under our system, you can serve the whole region," said Lynne's partner Darryl Ouellette. "It provides more opportunities for the agents and a higher level of service to homebuyers." The company plans to expand the operations of its Ridgeland main office with the establishment of offices on Hilton Head Island, in Port Royal and in Charleston.

(more)

About Coastal Dwellings, LLC

Coastal Dwellings is a mid-sized brokerage with the resources of large real estate franchises. With their main office located in Ridgeland, SC on Highway 170 near U.S. 278, the company is ideally situated to be within easy reach of the entire area covered by both the Beaufort and Hilton Head/Bluffton MLS's.

Founded by long-time real estate professionals, Greta Lynne and Darryl Ouellette, the company adheres to a philosophy of working for the client, not the commission. It's our more personalized approach that ensures each and every client benefits from our insightful understanding of the market.

Greta Lynne, Founder and Principal

A Lowcountry native, Greta Lynne brings a lifetime of intimate knowledge of the region and years of real estate experience to Coastal Dwellings. She has worked as a real estate agent both north and south of the Broad River for such notable real estate names as Coldwell Banker, Cora Bett Thomas Realty, TC Realty and ERA, and was a Partner for Coastal Lowcountry Real Estate Group. In 2006, Greta founded Greta Lynne & Associates, specializing in land development, investment property, commercial real estate and 1031 exchanges and in 2007 she joined Darryl Ouellette to form Coastal Dwellings.

Darryl K. Ouellette, Founder and Principal

Darryl Ouellette began his real estate career in 1996 in Atlanta, GA. By 2000 he co-founded Dwellings, Inc., a real estate firm in metro Atlanta and Charleston, SC. As Managing/Qualifying Broker, he oversaw the company's growth to 130 agents and 5 offices in a period of six years before selling the company to Century 21 in 2006. Darryl then made his way to the Lowcountry and served as VP, Director of Developments for The Coastal Real Estate Group, LLC. He also has experience in service and management as Commercial Property Portfolio Administrator for Trust Company of the West, Manager of the Business Service Center for CIGNA Healthcare as well as experience in mortgage lending and banking. Darryl has also served our country as a Command and Control Specialist in the United States Air Force. In 2007 Darryl teamed up with Greta Lynne to form Coastal Dwellings.

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