



Promotion

## Real Estate Duo Shakes Up the Grand Strand Market

*Joe Garrell & Kathy Foxworth's LITUS\* Properties*

The global economic crisis may have put a damper on real estate transactions across the United States, but don't tell that to this real estate duo, who are plenty busy matching buyers with sellers of both commercial and residential properties in the state's most dynamic real estate market.

"This market is more insulated and far more resilient than Florida, Nevada and California," says Garrell. "At the higher end, it is not pricing that seems to be an issue, but, rather, the time frame in which decisions are made."

After more than three decades in business, LITUS\* Properties remains one of the top-selling real estate firms in South Carolina. Long respected as an innovator, the company is credited with establishing residential oceanfront properties as exclusive high-end products. Its reputation and record in the sales and marketing of these properties is unmatched to this day. It holds the distinction of being Sotheby's first affiliate in the area.

Foxworth credits the company's success to understanding where the "value" properties are, and to providing outstanding customer service. LITUS\* does this by fostering proactive relationships with buyers and sellers, offering access to a comprehensive informational database of resources, which helps clients make the most-informed decisions.

"Our website is very interactive," says Foxworth. "It allows sellers to monitor activity on their property while buyers compare multiple properties in an area, to get a competitive market analysis 24/7."

One of LITUS's flagship accomplishments has been the conceptualization, assemblage, implementation and marketing of over 43 percent of Carolina Forest,

a planned 55,000-resident community directly across the Intracoastal Waterway from the City of Myrtle Beach. Future opportunities now in the planning stages include the 1,700-acre Conway Station and the 6,300-acre Carolina Station, a planned development community with room for 10,000 single-family and 3,800 multi-family units.

"The Grand Strand represents the best value by far of any coastal community in the United States," Garrell says. "This region is within an eight-hour drive of 75 percent of the U.S. population. The baby boomers have arrived and will continue to do so."

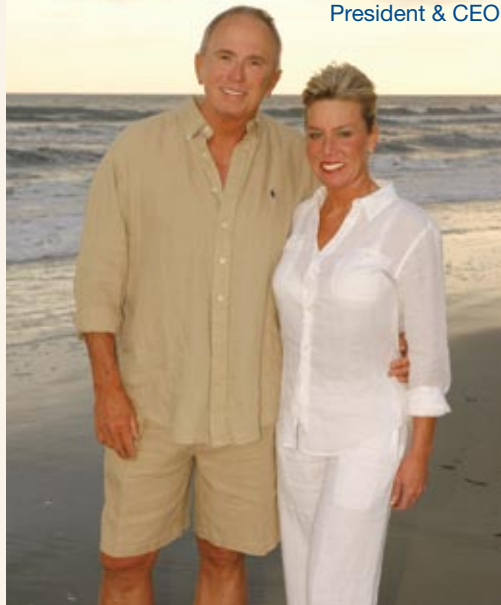
Garrell is the most highly designated REALTOR® in North America, and is a Certified Commercial Investment Member (CCIM) of the National Association of REALTORS®. He also earned a Certified Financial Planner™ certification, not to practice financial planning, but rather to better understand his real estate clients' financial needs from cradle to grave.

"We have always seen the 'Shangri-La' potential of the Grand Strand far beyond its 'blue collar' roots and have instigated over the years innovative services and targeted marketing strategies to capture this dream. The Grand Strand represents the best value potential by far of any coastal community in the United States with plenty of room for expansion."

"We know of no other industry with a product line that is as unique as an individual piece of real estate or its buyers and sellers. We know of no better place to live than the Grand Strand, with its smiling faces and beautiful places. Our real estate practice is both exciting and challenging. It is the only thing we do, and we do it well."

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— Joe Garrell,  
President & CEO



**Commercial Real Estate  
Residential Real Estate**

*Joe & Kathy*  
GARRELL & FOXWORTH

D R E A M M A K E R S



P.O. Box 9000  
1551 21st Avenue North, Suite 24  
Myrtle Beach, SC 29578-9000  
843.449.9000 / 888.449.9000  
[www.litus.com](http://www.litus.com)