

Kiawah Marketing Partnership



THE 10TH ANNIVERSARY VIDEO WAS JUST ONE EXAMPLE OF THE MARKETING EFFORTS THAT ARE BEING ENHANCED BY RED LEDGES' PARTNERSHIP WITH KIAWAH ISLAND.

Red Ledges is taking advantage of Kiawah's relationships and its advertising and printing volume to expand our reach, with recently expanded advertising efforts including a full page ad in Delta Airlines' SKY magazine as well as bi-weekly resale listing ads running in the full national circulation of the Wall Street Journal.

Kiawah's award-winning design team has also produced a new 12-page brochure that complements the video and is a great introduction to the community. Many of the images in that brochure were captured by Kiawah's professional photographer during the video and photo shoot that took place at Red Ledges in June. The brochure is being used for direct mail, for Park City and other regional marketing efforts, and for sales office and referral use - please let your Red Ledges Realty Sales Executive know if you need some for your friends!

Perhaps the most tangible example of the Red Ledges-Kiawah partnership is the recent arrival of Bill Houghton to the Heber Valley. Bill, who is now Red Ledges' Vice President of Sales & Marketing, headed all of Kiawah's real estate and club marketing efforts for the past 4 years. His bio (and those of the leadership team at Red Ledges) can be found at <http://www.redledges.com/about-red-ledges/developer>.

The Kiawah relationship also has some tangible Red Ledges member benefits, which are being expanded in celebration of the upcoming 10th anniversary. Ask your Red Ledges Realty Sales Executive for details!

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