

# Myrtle Beach Real Estate – A New Year, A New Firm, A New Way

Bruce Wells January 21, 2014



Myrtle Beach Living at its Finest

**Top Myrtle Beach Real Estate producers combine forces to start Carolina Strand Realty. Firm will provide additional value added services to clients beyond a traditional Real Estate transaction.**

([Newswire.net](#) -- January 21, 2014) Myrtle Beach, SC -- The New Year always serves as a great launching point for change and doing things in a different manner. In 2014, this philosophy is also being applied to the Grand Strand real estate market. Two of the top producers in the market, C. Mark Hardee and Brandon L. Brookshire have decided to bring their over 30 years of combined experience in the Myrtle Beach area real estate market together to form Carolina Strand Realty. [Hardee and Brookshire](#) have closed over 1000 transactions of all sizes and have been recipients of numerous awards since they started in the market in the mid-1990's.

The new firm will be relocating to their new offices in The Market Common in March. Carolina Strand Realty will offer all the traditional services that buyers and sellers have come to expect from a realty firm. Hardee and Brookshire have decided to re-define a "full service real estate" by adding two expanded service offerings. In addition to an alliance with Accord Architects and Engineers and Clark & Jordan Interior Design, [Carolina Strand Realty](#) also has a portfolio of local firms that offer related services so that clients are able to obtain many necessary services from one place, minimizing the number of entities they need to engage with.

"Carolina Strand Realty will be involved in all aspects of the market including Development, Commercial and Residential. Because the real estate industry is becoming more sophisticated and challenging every day, you need a professional that understands this changing market and has experience in all aspects of property sales." says Brookshire.

Hardee and Brookshire's knowledge of new properties, land assessment, zoning and rezoning requirements, wetland delineation, and municipal codes, as well as their ability to align the appropriate design and construction teams, makes for a stress free transaction.

Rounding out the new team at Carolina Strand is Broker in Charge, Jamie Croland. Croland has lived in the Myrtle Beach area since 1995 and has been a licensed real estate broker since that time. Croland brings a deep understanding of the legal and financial aspects of a real estate transaction. He is a former Horry County and City of Myrtle Beach attorney. He also is a certified financial planner. Croland's experience and background make him uniquely qualified to bring both legal and financial expertise to any realty transaction.

Carolina Strand has a deep understanding of what is required to properly market a property in this day and age. They will be using traditional marketing methods as well as the most complete and comprehensive Internet marketing strategies available today.

Hardee states, "Over 80% of home buyers find their home by first looking on the internet. We understand the importance of on-line marketing in the sales process and have developed a significant number of different capabilities to help promote a property and make it stand out in a crowded market. Our capabilities go far beyond just having an on-line listing with the ability to pan through the rooms of the house."

As the New Year begins [Myrtle Beach](#) has a new real estate firm committed to delivering a new and unique experience to their clients. Carolina Strand Realty brings over 30 years of experience in Myrtle Beach real estate, strategic alliances/partnerships and cutting edge Internet Marketing techniques to provide buyers, sellers and developers a stress free process.

To learn more about Carolina Strand Realty you can visit their website at <http://www.carolinastrandrealty.com> or by calling 843-945-9006

## **Carolina Strand Realty**

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