

We're Still the One...

Metro Charleston's Real Estate Leader!



May 4, 2008

Dear Friends and Neighbors,

Real estate in Charleston is changing! We are excited to announce that May 1 we changed our name from Prudential Carolina Real Estate to Carolina One Real Estate, and affiliated with Leading Real Estate Companies of the World. The flexibility of a strong local brand tied to a global network will allow us to best serve the real estate needs of the Greater Charleston community.

Carolina One Real Estate has done business in Charleston under several different names over our 45 year history. Always, each change was based on what was in the best interests of our clients. As technology and consumer behaviors change, so must we. The impact of the Internet and alternative advertising trends, including the need for a global connection, especially for our luxury market, make us confident that the decision to become independent of a franchise is the right one, both today and going forward.

Leading Real Estate Companies of the World is a network of over 700 independent companies in 38 countries that does more real estate business than any franchise worldwide. Nearby members whose names you may recognize include Allen Tate, # 1 in North Carolina, Long and Foster, #1 in the Virginia/Maryland area, and Harry Norman in Atlanta.

This decision immediately increases national and international exposure for all of our listings through our new network; provides us more flexibility to respond to local market needs; and directs more of our marketing funds locally. What remain unchanged are our continuing local ownership and leadership; our position as the clear market leader with more sales than our next 8 competitors combined; and our commitment to you.

Look for our new signs throughout your neighborhood. If you have questions – about our new name or just about real estate in general – please contact your Carolina One Real Estate associate. Visit us at our new website: www.carolinaonerealestate.com. As always, it is our privilege to earn your trust, one sale at a time.

With kindest regards,

Grange S. Cuthbert
Grange Cuthbert
Vice Chairman

Patty Scarafilo
Patty Scarafilo
CEO and President

Michael O'Shaughnessy
Michael O'Shaughnessy
Chairman

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