



## About Troy Giles Realty & Management

5813 Padre Blvd.  
956-761-2040 (office phone)  
956-761-6080 (office fax)



TGRM has been selling real estate on South Padre Island since 1973. The office is staffed with professional Realtors® seven days a week. Email inquiries and phone calls are answered after office hours.

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## Troy Giles Realty Marketing Strategies

Yard signs, in compliance with city ordinances and HOA sign restrictions, will be placed prominently on your property. Even in this electronic age, Realtors® still receive a significant number of inquiries from yard signs.





## **Rental Properties**

If your property is a vacation rental, a sign is placed inside to inform guests that the property is for sale. The sign contains QR codes to property details and agent contact information.



## **Open Houses**

Your property will be on the SPI Board of Realtors Tour shortly after going on the market. This will inform local realtors about your property, enabling them to find the perfect buyer for you.

Open houses for the public will be held shortly after going on the market, and periodically throughout the duration of the listing.

### The Open House Show

Beginning in July of 2018, I have purchased a 30 second spot on The Open House Show, which airs Sundays at 9:30am on the local NBC channel, KVEO. On the day your property is featured on the show, I will hold a public open house (if the property is available), so that people who viewed the show can visit in person.



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### Email Blasts

Troy Giles Realty sends out an email blast to our more than 10,000 subscribers. This email contains information about area attractions, local special events, open houses, and provides an opportunity to share featured properties with a wide audience.





### **Multiple Listing Services (MLS)**

Your property will be placed on the South Padre Island Board of Realtors MLS.

A multiple listing service allows real estate brokers to share information on properties currently on the market with other local brokers. Sellers benefit by increased exposure to their property.

<http://www.usamls.net/lagunamadre/>



### **Troy Giles Realty Website**

The Troy Giles Realty & Management website contains detailed information, photos, video presentation/virtual tours all of our listings.

<http://www.tgreo.com>



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## Home Locator Websites

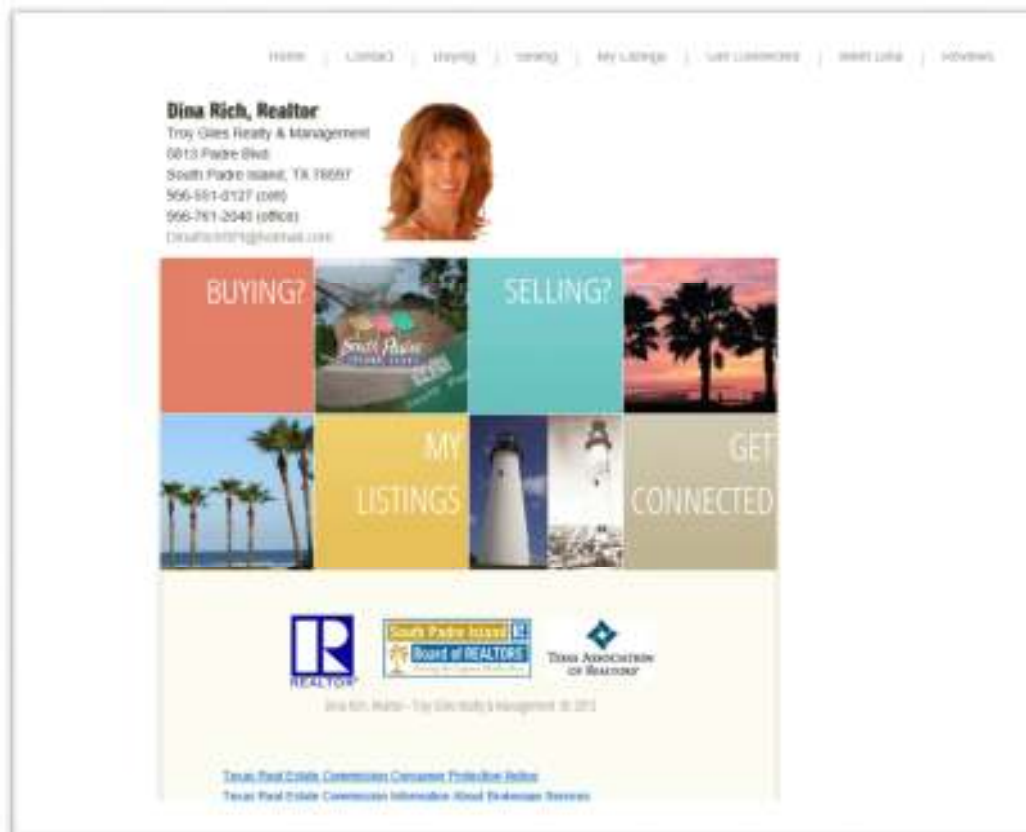
Troy Giles Realty & Management listings are also displayed on more than 70 home finder sites:



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## My Business Website -

<http://www.southpadrerealestate.us/>



## **Social Media - Facebook**

Your listing will be featured on my professional and office Facebook pages. Postings will contain new listing announcement, photo album, price changes, open houses, and other news related to your property. (No login is required to view.)



<http://www.facebook.com/spirealestate>

<http://www.facebook.com/troygilesrealty>

## **Social Media – YouTube**

A video tour of your property will be created. This video will contain photos, animations, background music, and a professional voice over. (No login is required to view.)



<http://www.youtube.com/spirealestate>

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## **Print Advertising**

Property will be featured, on a rotating and/or seasonal basis, in two local print publications, the Real Estate Source, and the Real Estate Weekly.



### **Monthly Activity Reports**

Each month you will receive an activity report on your property which contains:

- number of showings
  - number of property inquiries
  - recent sales of comparable properties
  - recent price adjustments of comparable properties
  - recent new listings of comparable properties
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### **Showing Requests**

- Prompt response to showing requests
  - Feedback requested from every showing agent
  - All showings recorded
  - “Easy to Show” List - During holiday weeks/weekends, all area agents will receive notice as to which of my listings will be vacant and available to show.
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### **About Your Realtor®, Dina Rich**



Dina Rich has been an Island visitor since the 90s, and after career in education and technology, decided to enjoy life as a South Padre Island resident. She purchased her first slice of Island paradise in 2004 and has been an owner of both rental and residential property.

Dina was the TGRM office sales leader in 2015 and 2016.

Dina is a member of the South Padre Island Board of Realtors, Texas Association of Realtors, and the National Association of Realtors. She was elected as a director to serve on the South Padre Island Board of Realtors for 2017, and is also a member of the SPIBOR MLS Committee. She has earned the designations of Resort and Second-Home Property Specialist (RSPS), Pricing Strategy Advisor (PSA), Graduate, Realtor Institute (GRI), Accredited Buyer Representative (ABR), and ePro Certified Real Estate Internet Marketing. Dina holds a bachelor's degree in music, and two master's degrees, one in elementary education, and one in library science.

As former educator, Dina strives to ensure that her clients are informed of the latest market trends, enabling them to make wise buying/selling decisions. With her background as a technology specialist, she creates a strong online marketing presence for your property in order to reach that perfect buyer.