

# Charleston SC Real Estate Website Focuses on Buyers

CHARLESTON, S.C., Jan. 30, 2013 (SEND2PRESS NEWSWIRE) – Carolina One and the Historic Charleston Group announced this week the launch of a new website that promises to deliver valuable and practical information to buyers in the Charleston, South Carolina real estate market.

A strong finish in 2012 real estate sales is a positive sign that 2013 looks promising for buyers and sellers in the real estate market. Consumer confidence in real estate as a long-term investment coupled with low-interest rates all points to the prediction that buyers will remain active in 2013.

As a result, CharlestonBuyersGuide.com was launched.

“CharlestonBuyersGuide.com was designed to fill a niche in the Charleston, SC real estate market,” [John Lisi](#), the site’s co-founder says. “There was really no other website out there that emphasized the buyer and also utilized special technologies.”

Cool and useful technologies include Google’s Street View – a technology featured in Google Maps and Google Earth that provides panoramic views from positions along many streets in the world; and Microsoft’s Bird’s Eye View which offers users stunning aerial photos.

Buyers will also benefit from the rich database of active listings – there are thousands of properties to choose from in and around the Charleston, SC area. Recent real estate sales ranged from \$215,000 to \$3.3 million, so listings vary greatly when it comes to budget.

Real estate searches can be performed in multiple ways that include, but are not limited to: school zone, map, city, subdivision and zip code. Buyers can also save listings and property searches, so they can easily return to a search without having to duplicate any prior efforts or findings.

“Charleston, SC offers an excellent opportunity for buyers and sellers alike thanks to its prime location and strong value,” Lisi says. “Additionally, the city’s quality of life, attractions and local amenities are superior to many other real estate markets in the state.”

## **About the Historic Charleston Group:**

The Historic Charleston Group is comprised of an experienced team of real estate professionals who are affiliated with Carolina One, the leading real estate brokerage firm in the Charleston area. Its team has collectively listed and/or sold more than \$300 million worth of real estate in the past 20 years that range from historic houses and new homes to investment, rental properties and more.

For more information about this Charleston, SC real estate resource, visit: <http://www.CharlestonBuyersGuide.com/> .

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