

## Why I Chose to Specialize Since 1976...

In 1976, real estate worked differently. Working for a developer prevented you from selling Island wide. It was the perfect time to develop my 100% focus, firm belief and passion in what I recognized as a first-class community. Several years later, the Multiple Listing Service (MLS) began, and agents were then able to sell throughout the Island.

Because I understood the intrinsic value of what made our community extraordinary, I decided to continue my specialization in Palmetto Dunes and ultimately Shelter Cove and Leamington. This focus worked out exceedingly well for me, our company, and both buyers and sellers in our community. This has provided me a competitive edge along with proven sales results with \$1,000,000,000 (billion) in personal real estate sales, superior knowledge and expertise in all facets of the community and history of property values and prices. It has also given me the opportunity to share my knowledge and expertise with local Realtors® about the benefits of owning in our community and the intrinsic value that we represent.

It is virtually impossible for any one REALTOR® to realistically think they can keep abreast of market conditions and “best buys” in over 40 communities on Hilton Head Island, Bluffton and Daufuskie. My specialization in Palmetto Dunes, Shelter Cove and Leamington gives me a huge competitive advantage in discussing property values and market trends to help analyze the needs of both buyers and sellers.

## We Are Extremely Positive About Our Future!

**Moving to South Carolina? You're Not Alone:** The Palmetto State is rolling out the welcome mat to the world, and in return the world is beating a path to our door.

United Van Lines released its 2018 Movers Report, a detailed breakdown on which states are seeing the most inbound residents, and which states are losing the most residents. And across all 50 states, South Carolina ranked No. 6 for most inbound residents, one spot up from last year.

Looking at the big picture, the south is one of the hottest regions for inbound residents, with Florida, North Carolina and Tennessee all posting serious gains last year. But South Carolina leads the pack, with nearly 60% of all moves in the state carrying new residents in.

“As the nation’s largest household goods mover, our study allows us to identify the most and least popular states for residential relocation throughout the country, year after year,” said Eily Cummings, director of corporate communications at United Van Lines. “These findings accurately reflect not only where Americans are moving to and from, but also the reasons why.”

So, with this influx of people coming to South Carolina, you can understand what good news this is for Hilton Head Island. Our beautiful beaches, a wealth of amenities and lovely seasonal climate create the perfect atmosphere for those looking to unwind a little bit and enjoy the best years of their lives. And our tight community spirit means they’ll find an entire Island of people to enjoy them with.

Just take a look at the data from a recent study by the **National Association of Realtors** (NAR), polling potential buyers on what they were looking for in their new community.

- Resort area 33%
- Beach 33%
- Rural area 24%
- Lakefront 21%
- Small town 18%
- In the country 15%

Those top two criteria fit Hilton Head Island to a tee (no pun intended). In one of the most attractive states in the country for inbound residents, we exemplify what they’re moving here for. You can look at the hard numbers and see it, and you can feel it all over the Island. The realtors and vacation rental companies are saying the same thing: There’s an electricity in the air. Realtors are seeing homes that sell after just days on the market. Vacation rental companies are raising their rates and upgrading properties to meet the increasingly high standards of those who want to vacation here.

The biggest challenge is to use that excitement to fuel an increase in prices for sellers. With the changing demographics of our area and the increase in demand it brings, we have the power to do this if we, as real estate professionals can all get on board. I’ve been selling real estate in Palmetto Dunes, Shelter Cove and Leamington since 1976 and I’ve seen the market at its highest and lowest. What we’re seeing now could be the early stages of a very strong year.

My goal is to utilize this experience to help buyers and sellers make their dreams become a reality. Having specialized since 1976, I can offer my knowledge, expertise and professionalism in working with present owners or potential buyers. I know each and every property in our community and am better able to demonstrate their inherent values, and history of their prices, serving both buyers and sellers.

I am often asked, “How do you create such good sales volume compared to other companies, sales teams and agents?” and this is my response: Specializing in Palmetto Dunes, Shelter Cove and Leamington, residing in the community for 43 years, commitment, knowledge, negotiating skills, and focus.

Specialization has helped me to make the right decision at the right time and be there every step along the way. I am fortunate to be working in a world-class community with outstanding amenities and properties with recognizable values.

...Continued on next page

## We Are Extremely Positive About Our Future!...Continued

I take very seriously my obligation to the highest fair market price possible for our selling clients. By the same token, I know how important it is to demonstrate to potential buyers the intrinsic value of owning property in our community. This is just common sense, because I know they will remember me when they need advice from a realtor again.

I am fortunate to have made personal relationships and have felt the confidence and trust of so many satisfied clients with whom I have worked, and particularly having had the opportunity to help so many buyers and sellers achieve their goals and objectives

With the increased activity in our current market, now more than ever it is important to protect your investment and work with a REALTOR® that has the knowledge, history of pricing and commitment to our community. If you are interviewing local realtors, I would love the opportunity to share with you my 43 years as a resident and owner in Palmetto Dunes. Thank you for your loyalty, trust, and your ongoing referrals which continue to be a tremendous part of my success. I am here to answer any questions.



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**AMERICA'S BEST**  
REAL ESTATE PROFESSIONALS

**Phil Schembra 2017:**  
**#5 Individual Sales Volume**  
**South Carolina**  
**#1 Individual Sales Volume**  
**Hilton Head Island**



## Recent Awards...

Hilton Head Island Featured in Trips to Discover's **10 Best Family Vacations for Spring Break** for 2019.

Hilton Head Island voted "South's Best Beach Town" in **Southern Living's** 2019 South's Best Awards

**Southern Living** names Hilton Head Island #3 on the 2019 list of "Best Beach Towns to Visit This Winter."

Hilton Head Island, SC Featured Across North America in **Business View** Magazine

The March/April 2019 issue of **Business View** Magazine is spotlighting Hilton Head Island, South Carolina, in an exclusive feature titled "A Pretty Special Place" - part of the magazine's City View focus on sustainability in growing communities across the United States and Canada.

In this in-depth feature on "America's Favorite Island," Town Manager Stephen Riley notes that Hilton Head Island is the only community in the nation, that he knows of, with its own source of funding for beach renourishment. "Obviously, the beach is one of our key attractions," he says. "So, its continued health and availability is a key to the long-term success of our community. We do a major beach renourishment project about every seven or eight years. We don't rely on the state; we don't rely on the feds; we're self-sufficient. The most recent one was a \$20 million project. We put a tax on our tourists - a two percent fee on their lodging. So, the visitors who enjoy the beach help to maintain it."

Concerned about over-development and preserving green space, Hilton Head Island has invested over \$171.8 million in 25-plus years and acquired close to 1,500 acres of land.

As a result of the Town's long-standing land acquisition program the Town has

- Precluded 4.57 million sq. feet of commercial development;
- Precluded 1,365 motel rooms;
- Precluded 4,637 residential and timeshare units; and
- Precluded 43,228 PM peak-hour driving trips

Thank you to the Town of Hilton Head Island for their vision for our future.

## Tips for Safe Bicycling - Rules for the Road...

- Please obey all traffic signals and pathway markings. Stop signs must be obeyed for safety. Bicycles are vehicles and must obey SC traffic laws.
- When riding in the roadway, ride with traffic, not against. State law requires bicycles to drive like all other vehicles.
- For your own safety, please consider riding bicycles on a pathway when one is available instead of the roadway.
- Please ride single file and keep a safe distance from other bicyclists.
- Watch out for motorists! In South Carolina, motorists must yield to pedestrians and bicyclists within marked crossings, but they may not see you.
- Most sections of the pathways are not illuminated. If you must bike at night, please wear light colored clothing or carry a flashlight. Bicycles must have a red rear reflector and a headlight when biking at night.
- When approaching slower pathway users from behind, please sound your warning device, or call out "Passing on your left." Always pass on the left.
- Bicyclists should always wear a helmet, especially children 12 and under.
- Make eye contact and use hand signals. Assume other bicyclists and motorists don't see you. Hand signals tell motorists and other path users what you intend to do and will ensure everyone's safe enjoyment of the pathways. An audible signal such as a bell or voice commands like "Passing on Left" are useful to let other pathway users know of your approach and/or intentions.
- Be courteous, alert, and predictable.

## What's Happening...

- Phase I of the seawall repair has been completed at Shelter Cove Harbour
- **Starbucks** Drive Through Now open by the Kroger Fuel Center
- **Tios** Latin American Kitchen opening Spring, next to Poseidon – Shelter Cove Towne Centre
- **J. Jill's** ladies clothing opening soon at Shelter Cove Towne Centre
- **Pure Barre** relocating next to Spartina
- New Hilton Head Cultural Affairs Website - [www.culturehhi.org](http://www.culturehhi.org)
- April 19-21st – Waterside Walk Sale, Shelter Cove Towne Centre - 10:00 am
- April 25th – Carolina Dreamers Car Club Cruise-In, Shelter Cove Park Every Thursday
- April 27th – Palmetto Heart Walk, Shelter Cove Park - 8:30 am
- June 11th – Summer Jams begins, Shelter Cove Park - 5:00 pm
- 2019 Fireworks Tuesday – June 11-August 20, Shelter Cove
- Shannon Tanner – Memorial Day Weekend - August 30, 6:30 pm and 8:30 pm
- Music and Taste on the Harbour – Thursday nights 6:00-9:00 pm

## Getting to Hilton Head Island Keeps Getting Easier!

Seasonal airline direct-routes to the Hilton Head Island Airport are now available:

- United Airlines – Chicago, Newark and Washington DC
- American Airlines HHI to Washington DC
- Delta HHI to Atlanta – 3 flights daily
- Delta HHI to New York LGA Saturday only

## The Breeze Trolley...

[www.breezetrolley.com](http://www.breezetrolley.com)

Now through October 15, 2019

1:00 pm – 10:00 pm every 30 minutes

1:00 pm – Midnight Friday and Saturday

Trolley Stops:

- Shelter Cove Towne Centre
- King Neptune
- Village of Wexford
- Arrow Road, Motorcoach Resort
- Park Plaza
- Deallyon at Cordillo Parkway
- Deallyon at South Forest Beach Drive
- Coligny Circle

## Neighborhood Grocery Updates...

- Kroger at Shelter Cove Towne Centre is now offering same-day grocery delivery service through a third-party company called Instacart. Go online at [kroger.com](http://kroger.com) and find the delivery information. Formerly Clicklist.
- Amazon is cutting prices on hundreds of items at Whole Foods Stores. 20% savings may apply on select items. Prime customers can expect an additional savings.

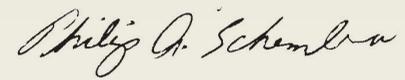
## What I Can Do For You...

- 43 years of record-breaking sales, longevity, experience, reputation and knowledge in one community
- As a REALTOR®, I will represent your best interest to the best of my ability. Not all Realtors are members of the National Association of Realtors (NAR) and must abide by a strict code of conduct.
- I can offer you a proven reputation built on trust, hard work, integrity and core values
- I can share my professional relationships with attorneys, mortgage lenders, banks, architects, builders, designers, repairs and maintenance
- Offer a comprehensive marketing plan and communication plan
- Provide communication each step of the way during the sales process
- Provide excellent customer service and office support
- Excellent office location with visibility for our community listings and the only original tenant at The Plaza at Shelter Cove
- Knowledge and history of our pricing: where prices have been, present prices, and where they should be in the future

## Thank You...

The decision I made all those years ago to specialize in Palmetto Dunes, Shelter Cove and Leamington was one of the best I ever made. Not only because it allowed me to follow the trajectory of some of the Island's most desirable neighborhoods, but also because of the friendships and personal connections I've made along the way. I've seen clients become neighbors and neighbors become friends. Building that trust is the most important thing I do as a realtor. Your confidence, your loyalty and your ongoing personal referrals have been a huge part of my success, both personally and professionally and I thank you for this.

Sincerely,



Philip A. Schembra  
Broker-In-Charge

## Stay Connected...

Please share your email with us if you would like to hear from us. We believe in establishing personal relationships and personal communications. If we can assist you with setting up a wish list for future properties, please get in touch.



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HILTON HEAD ISLAND • SOUTH CAROLINA

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Follow us...





*The only specialist in Palmetto Dunes,  
Shelter Cove and Leamington since 1976*

The Plaza At Shelter Cove  
50P Shelter Cove Lane  
Hilton Head Island, South Carolina



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### Historical Comparison: 2010-2019 Sales and Prices: January 1, 2010 - March 31, 2019 Palmetto Dunes | Shelter Cove | Leamington

Year	Homes Sold	Avg Price	Inventory	Pending	Villas Sold	Avg Price	Inventory	Pending	Homesites Sold	Avg Price	Inventory	Pending
2010	12	\$924,708	109	12	30	\$421,613	219	17	2	\$552,500	29	1
2011	7	\$1,635,700	102	13	20	\$487,375	217	24	1	\$375,000	29	1
2012	6	\$698,863	95	10	24	\$480,146	180	36	2	\$390,000	25	3
2013	7	\$995,286	87	7	36	\$536,043	157	33	5	\$350,000	21	1
2014	12	\$1,022,630	91	7	23	\$419,822	143	21	1	\$2,254,000	23	1
2015	14	\$1,110,307	81	12	22	\$404,455	135	25	1	\$575,000	25	0
2016	12	\$1,301,208	78	12	31	\$525,839	142	21	1	\$415,000	26	1
2017	12	\$1,440,625	70	10	22	\$438,968	127	25	3	\$341,667	16	2
2018	13	\$919,846	64	15	34	\$475,544	103	34	2	\$438,500	18	1
2019	17	\$786,456	59	13	30	\$565,543	126	35	2	\$703,750	10	4

### Market Trends | Inventory Update

With March marking the end of a robust 1st qtr. and the beginning of the always-busy spring and summer, a look at the hard data of homes, homesites and condominiums sold yields some very promising results. With the right context, it is clear that 2019 is going to be a strong year for real estate in Palmetto Dunes, Shelter Cove and Leamington.

The first number that might catch your eye is the average price of homes. While it looks significantly lower than usual, we see how context changes everything. Of the 13 homes currently under contract, four have listing prices ranging from \$2,195,000 - \$2,499,000. When those sales are completed, they will have a substantial impact on average home prices.

We can see this effect in average condominium prices, which rose due to several South Shore Townhomes recently selling in the \$2,450,000 range. I am confident we'll even see this effect on average homesite prices, which is already doing well historically, thanks to four homesites sold or under contract in the range of \$625,000 - \$775,000.

All of these signs point to more respectable prices across the board as we continue in 2019. If you are considering selling your home, condominium or homesite, please get in touch.