

CLIENT:
RCDI
 Property Development Project



PROJECT SUMMARY:

RCDI asked Salter & Associates to develop a multi-level marketing program for their new Myrtle Beach property, Water's Edge. S&A worked with RCDI marketing and property development personnel to design a plan to reach emerging wealth accumulating families within a specified geographic region (approximately 10 hours driving time to Myrtle Beach). The end result was a marketing program focused on families seeking beach front vacation resort living with easy access to the beach and all its amenities.

Condo owners were empowered with sales tools to attract high season renters to their ocean front condominiums. The result was a marketing success story – owners were shown how attractive the facility had become and it became a destination resort in Myrtle Beach, South Carolina.

SERVICES:

- Sales tool kit
- Brochures
- Direct mail

“We were amazed as to the response we received and the speed in which our reservation requests were filled. Salter & Associates made the project a team effort, helping with condo sales way ahead of our original plans.”

— James Cochran,
 CEO, RCDI

ON THE BEACH!
 Customers will find themselves in paradise...
 Save this number: **1-800-255-5554**
 For 15% discounts

Brochure

Present this coupon for 10% Off these rates at Water's Edge

1989-90 Dates	Family Suite		Grand Suite		Master Suite	
	Daily	Weekly	Daily	Weekly	Daily	Weekly
Mar 4 - 1989 - May 19	\$60	\$552	\$75	\$648	\$90	\$552
May 20 - June 9	\$90	\$490	\$110	\$658	\$150	\$798
June 10 - Aug 18	\$110	\$644	\$150	\$806	\$190	\$1148
Aug 19 - Sept 5	\$175	\$448	\$100	\$602	\$125	\$742
Sept 6 - Oct 27	\$55	\$294	\$70	\$420	\$85	\$490
Oct 28 - Mar 2, 1990	\$40	\$210	\$55	\$294	\$70	\$350

Indoor and Outdoor Pools and Spas • All Suites Oceanfront, Totally Furnished (Includes Linens) • 2 Full Baths, Washer and Dryer in Every Unit • Complete Kitchen • Lounge and Deli, Game Room, and Gift Shop.
1-800-255-5554 In SC: 1-803-651-0002

Sales Tool Kit / Direct Mail