

Royal Pines Times

July - August 2017

Board of Directors

President

Karen Hardy

Vice President

VACANT

Secretary

Anna Duval

Treasurer

Dorothy Hodges

At Large Directors

Bob Hilsen

Bob Kiessling

Brenda Murphy

Gwen Taylor

Harvey Taylor

Editor

Karen Hardy

Website:

www.royalpineshomeowners.com

Email address:

royalpineshomeowners@yahoo.com

PLEASE MOW THE BERM

Summer is here and with the rains and lots of sun, grass and other green stuff is growing rapidly. The area between the ditch and the roadway is referred to as a "berm." While SCDOT supposedly mows that twice per year, even if they do so it is not enough. RPHOA pays a contractor to mow the berms in front of empty lots and vacant houses, but RPHOA cannot afford to pay to have every property mowed. We are asking that you mow this area when you mow your lawn or have your landscaper mow. This will help keep our community looking very good. **THANK YOU FOR YOUR HELP.** p.s. If you have a vacant lot next door, it will help if you could mow that too.

NOTES FROM THE PREZ

KAREN L. HARDY

A lot goes on in our community during the issuance of each publication, so I want to take a little time to just update our residents on some of the things that we have/or are in the process of doing.

**At the Board last meeting a motion was put before us that the Armed Forces Recognition Day should be cancelled this year. It was unanimously past. First, let me reiterate that we are extremely proud of ALL our service men and women be they active or retired. It was suggested that in lieu of Armed Forces Recognition Day that we ask our neighbors to help us finish the Royal Pines Blvd. We are asking for people to bring fast growing, blooming vines and plant them around the new fences that were installed. In addition, there is still a bit of debris that we need help hauling away. Your participation in this is greatly appreciated.

**We are in great need of manpower to help us put forth social events that we have scheduled or love to put on the calendar. At this moment we still have the Fall Community Yard Sale in September; Trunk & Treat in October; and, Santa coming to visit in December! We would LOVE to have a DINNER DANCE before Valentine's Day. As you know, your Board of Directors are all volunteers. We understand that everyone has a busy schedule, including us. Please consider helping with one of our committees. At present we seek volunteers for the, Social, Membership, Landscape, and Newsletter Distribution Committee. With the donation of a few hours of your time combined with that of the Board we can expand our plans to encompass more of what our community is seeking. If you are interested please send an email to royalpineshomeowners.com or contact one of the Board Members.

**Recently there was a real estate flyer mailed to some addresses in Royal Pines. One of our residents forwarded this flyer to the President of the Board showing that the realtor had listed, in multiple locations, that this home was in Royal Pines and had a great deal of incorrect information in the flyer. The Broker of that real estate company was contacted and has promised that the flyer will be pulled and redone. We want to say THANK YOU to the individual that brought this to our attention.

**The Board is often put in a difficult position of pointing out violations to members of our community. For those of you who correct those violations promptly WE THANK YOU. It is an honor to serve this community and I hope that you continue to communicate with us.

RPHOA BOARD MEETINGS

THURSDAY, JULY 13 @ 5:30 P.M.

THURSDAY, AUGUST 3 @ 5:30 P.M.

enjoy your summer!



HURRICANE SEASON IS HERE!

HURRICANE PREPAREDNESS - BE READY

Last year was a nightmare for many. Whether we like it or not, hurricane season is upon us. Now is the time to prepare. This article is composed of information obtained from both the state and federal information sites. We truly pray that we do not experience this again but hurricanes and weather in general can be extremely unpredictable.

>Know where to go. If you are ordered to evacuate, know the local hurricane evacuation route(s) to take and have a plan for where you can stay. Now is the time to gather this information, not the day of evacuation. Contact your local emergency management agency for more information.

>Put together a disaster supply kit, including a flashlight, batteries, cash, first aid supplies, and copies of your critical information if you need to evacuate

>If you are not in an area that is advised to evacuate and you decide to stay in your home, plan for adequate supplies in case you lose power and water for several days and you are not able to leave due to flooding or blocked roads.

>Make a family emergency communication plan.

>Many communities have text or email alerting systems for emergency notifications. To find out what alerts are available in your area, search the Internet with your town, city, or county name and the word "alerts."

PREPARE YOUR HOME

Hurricane winds can cause trees and branches to fall, so before hurricane season trim or remove damaged trees and limbs to keep you and your property safe. Sometimes you can't tell that a tree is sick, perhaps hire an arborist to check your trees out now.

Secure loose rain gutters and downspouts and clear any clogged areas or debris to prevent water damage to your property.

Reduce property damage by retrofitting to secure and reinforce the roof, windows and doors, including the garage doors.

Purchase a portable generator or install a generator for use during power outages. Remember to keep generators and other alternate power/heat sources outside, at least 20 feet away from windows and doors and protected from moisture; and NEVER try to power the house wiring by plugging a generator into a wall outlet.

BASIC DISASTER SUPPLIES KIT

.A basic emergency supply kit could include the following recommended items:

*Important family documents such as copies of insurance policies, mortgage or lease, medical records, identification and bank account records in a waterproof, portable container

*Cash or traveler's checks and change

*Water, one gallon of water per person per day for at least three days, for drinking and sanitation

*Food, at least a three-day supply of non-perishable food

*Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries
Flashlight and extra batteries

*First aid kit

*Whistle to signal for help

*Dust mask to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place

*Moist towelettes, garbage bags and plastic ties for personal sanitation

*Wrench or pliers to turn off utilities

*Manual can opener for food

*Local maps

*Cell phone with chargers, inverter or solar charger

*Prescription medications and glasses

*Infant formula and diapers

*Pet food and extra water for your pet

*Emergency reference material such as a first aid book

*Sleeping bag or warm blanket for each person.

*Complete change of clothing including a long sleeved shirt, long pants and sturdy shoes.

*Consider additional clothing if you live in a cold-weather climate.

*Household chlorine bleach and medicine dropper – When diluted nine parts water

to one part bleach, bleach can be used as a disinfectant. Or in an emergency, you can use it to

treat water by using 16 drops of regular household liquid bleach per gallon of water. Do not

use scented, color safe or bleaches with added cleaners.

*Fire Extinguisher

* Matches in a waterproof container

*Feminine supplies and personal hygiene items

*mess kits, paper cups, plates and plastic utensils, paper towels

*Paper and pencil, Books, games, puzzles or other activities for children

Decide what you are taking, prepare it in advance, store what needs to be kept dry in strong plastic, ziplock type bags. Consider packing everything in sturdy plastic bins and have everything ready to grab and go.

WHAT IS DIGITAL MARKETING, SOCIAL MEDIA MANAGEMENT, VIDEOGRAPHY AND WHY DO I NEED IT FOR MY BUSINESS?

By Kelly Chelten, Lowcountry Spotlight, LLC

It's no secret that things have changed drastically over the years when it comes to marketing your business. Today, Digital Marketing is used to reach more consumers faster and less expensive than traditional print, radio and television marketing. The "television commercials" we once knew, are quickly being replaced by broadcasting "advertisements" on Social Media platforms such as YouTube, Vimeo, Facebook, Instagram, Vine, Snapchat, etc., rather than on the radio and television. In fact, Facebook has become the new "Yellow Pages". So, what exactly is Digital Marketing?

Simply put, Digital Marketing is any form of marketing products or services that involves electronic devices. We will be discussing two of the most popular forms of Digital Marketing: Social Media Management and Video Marketing.

What does this mean to you, as a business owner? Digital Marketing allows businesses to reach a broader audience, in an attractive and affordable way. Facebook is one of the most powerful social platforms in the world, with over 1 billion users, it is the world's largest networking site. With over 2.5 billion user shares, why wouldn't you want to take advantage of this kind of exposure?

Social Media for businesses is no longer an "option". As mentioned earlier, Facebook is the new Yellow Pages. If consumers cannot find you, they will move on to your competitor, who is using Social Media and therefore easier to find. Consumers want to know everything about your business within 60 seconds from inquiring about it. So, what are the benefits to you as the business owner, to utilize Social Media? Here are some key points on how Social Media can benefit your business: Increased Knowledge of Overall Business/Service Offered, Improved Customer Service, Better Communication, Customer Loyalty, Brand Equity, Increased Sales, Better Feedback, Faster Problem Resolution Times, Increased Website Traffic, Faster Content Sharing Time, Ability to Reach More Customers, Track Competitors, Easy & Affordable Ad Campaigns, Build Long Lasting Relationships and much, much more!

That sounds great, right? Unfortunately, it is not as easy as it looks. This is where hiring a Social Media Management company or specialist, can be useful. Social Media experts are knowledgeable on new Social Media trends, apps, consumer needs, analytics as well as helping you develop a strategy that will work for your business, product or service while marketing on any Social Media platform.

In addition to hiring a Social Media Management company for daily, weekly and/or monthly Social Media Management and maintenance, Video Marketing is now one of the most popular forms of Digital Marketing being used today.

You have probably noticed that videos have become quite popular when it comes to posts on Social Media, both by consumers and businesses. As a business owner, you may ask why "videos"?

Simple. It's the ease of access and engagement for the viewer. Videos can easily be viewed and shared to an audience on any mobile device. Per Social Media Today, video posts have 135% greater organic reach than photo posts. It's proving to be the most influential medium for creating credibility, forming relationships, and converting fans to customers.

Most of us know how to shoot a video from our phone and upload it to Social Media. However, according to Visible Measures, 20% of viewers will click away from a video in 10 seconds or less. The drop rate increases as the video plays longer. The key is developing a Video Marketing strategy that works best for your business and brand. The problem is that many businesses lack video editing software, strategic creativity, resources and time, to develop effective videos and Social Media content that will attract more viewers and create more engagement. Again, this is where hiring a Digital Marketing expert can help grow your online presence, putting you in the spotlight.

The information above is clear, businesses need Social Media Management and Digital Marketing to stay up to speed with consumer needs and wants. So, it makes sense to find a reliable, affordable and experienced Digital Marketing and Social Media Management company to create effective Social Media posts and videos for your business that will keep more viewers watching, liking and following your company's Social Media page. More "followers" and "likes" leads to more potential sales.

Contact Lowcountry Spotlight for more information on Social Media Management, Digital Marketing and Videography for your business. We help grow your online presence and transform leads into sales, without breaking the bank!

Kelly Chelten.

www.lowcountryspotlight.com

Kelly@lowcountryspotlight.com 843-812-5026

ROYAL PINES BOUNDARIES

Which homes (lots) are really in Royal Pines.

I am the first to admit that when I moved into the community I could not understand why some homes had 6' fences but I could go no higher than 4". It was at this point that I discovered that homes that are part of Royal Pines are built adjacent to both golf courses in the community. Naturally, there are a few exceptions but this applies to less than 5 homes. That is why one side of the street is Royal Pines and the other side is not. The list below is a bit out of date, due to the number of new homes that have been built. It should, however give you a better understanding of the layout of our community.

Street Name	Approximate # of Houses	Street Name	Approximate # of Houses
Brickyard Point S	10 (even 170, 180-190,202, 202, 222, 228)	Moultrie	11
Calhoun	4	Mullet	1
Croaker	2	Neddlerush	8
Egret	22	Pickens*	23
F Marion	28 (odd#s plus 130, 132, 134)	Rivers	18
Fiddler	24 (even only)	RP Blvd	31
Gator	9	Sams Point	60 (odd, 465-697 only)
Hidden	2	Seagull	40
J Byrnes	46 (odd only)	Thomas Sumter	64
Jasper	16	Turtle	9
Marsh	24 (odd only)	Wade Hampton	96
Meadowlark	9	Winthrop	0 (included in Pickens)
Middle	20 (odd, 83-159 an even 138-160)	Woods	7
		*includes homes at corner of Wade H and RP Blvd as RP Blvd)	

LET'S PLAY TRIVIA

Send your answers to our email: royal-pineshomeowners@yahoo.com. Top 3 individuals will be listed in next week's game. If there is a tie, the win goes to the first 3 to answer. Looking forward to hearing from you.

Q1. If you experience synchronous diaphragmatic flutters, then what medical condition do you have?

- A. Flatulence B. Hiccups C. Belching D. Fainting

Q2 Which retired professional basketball player also has had a career in law enforcement?

- A. Karl Malone B. Shaquille O'Neal
C. Christian Laettner D. Scottie Pippen

Q3 Through what part of the body do dogs sweat?

- A. Belly B. Ears C. Mouth D. Paws

REMEMBER!

ALL ADDITIONS OF THE RP TIMES ARE AVAILABLE ON THE
RPHOA WEBSITE IN COLOR

www.royalpineshomeowners.com

Royal Pines Home Sale Mid Year Market Report

This report reflects sales activity in Royal Pines from January 1, 2017 through June 30, 2017.

	<u>Average Price</u>	<u>High Price</u>	<u>Low Price</u>
Sold Homes: 20	\$262,420	\$370,000	\$150,000
Pending Sales: 11	\$285,500	\$389,000	\$186,000
Active for Sale: 13	\$287,815	\$399,000	\$179,900

The table above depicts statistics from January 1, 2017 through June 30, 2017. Compared to the same dates for 2016, 28 homes sold, making this year's sales just under last year's sales. However, the average price of this year's sold homes is approximately 5% higher, with last year's homes averaging only \$250,039 per sale, increasing property values in the community. The lowest price of a home this year versus last year has stayed at \$150,000. This time last year, the highest price of a home sold was \$525,000.

These statistics were aggregated from the Beaufort Multiple Listing Service. It is deemed to be reliable but not guaranteed to be accurate.

Article Provided by Greg Bennett Broker in Charge of Beaufort Realty Consultants

MENU OF THE MONTH

HIGH FIBER CARROT MUFFINS

INGREDIENTS

- 1 cup hot multi grain cereal, uncooked
- 1 cup all-purpose flour
- 1/2 cup brown sugar
- 1/2 cup sugar
- 2 tsp. baking powder
- 3/4 tsp. ground cinnamon
- 1/4 tsp. ground ginger
- 1/2 cup shredded carrots
- 1 cup crushed pineapple
- 3/4 cup raisins

- 2 eggs
- 6 oz. vanilla yogurt
- 1 tsp. vanilla extract

DIRECTIONS:

Combine cereal, flour, sugars, baking powder, cinnamon, and ginger. Stir in carrots and raisins. In a separate bowl combine undrained pineapple, eggs, yogurt, and vanilla. Stir into dry ingredients until just moistened. Spoon into muffin tins sprayed with cooking spray. Bake 20-25 minutes in 375 degree oven. Turn out on rack to cool.



PLEASE JOIN TODAY

Annual Membership: \$75

Unimproved Lot: \$40

Complete the form below and include it with your remittance or bring it to the meeting. Make checks payable to RPHOA and mail to: RPHOA, PO Box 1763, Beaufort, SC 29901. If you do not choose to join, please consider making a contribution to cover Association costs. The Association's sole reason for existing is to create an environment that helps maintain the value of our homes and fosters a sense of community.

Name:

Royal Pines Property Address:

Email Address:

Phone #:

Mailing Address (if different from property address):

MARY KAY[®]
Enriching Women's LivesSM



**AN EYE CATCHING SALE!
DON'T YOUR EYES DESERVE THE BEST?**

**ALL MARY KAY MASCARA AT A
15% DISCOUNT.**

THIS "EYE CATCHING SALE" IS OFFERED BY ME
AND NO OTHER CONSULTANT IS OBLIGATED TO
PARTICIPATE IN THIS OFFER.

**CALL OR TEXT 843-441-1204
TO PLACE YOUR ORDER TODAY.**

STOCK UP SO YOU DON'T RUN OUT. REMEMBER,
MASCARA IS ONLY GOOD FOR

3 MONTHS FROM DATE OF OPENING!

P.S. CALL ME ABOUT MY FREEBIE FRIDAY SPECIALS.

For more information contact

Karen Hardy-Farrar at 843-441-1204.

If you already have a Mary Kay consultant please
contact her/him for more information.

REMAX 1st Advantage Real Estate
Chris and Maria Skrip Broker-Owners
As residents we support Royal Pines
Call Us at 843-252-4218



Royal Pines

Real Estate Advisor



“Greg **SOLD** my Royal Pines home in **2 days!!** He had a great marketing plan, kept us informed throughout the selling process and made the entire process enjoyable and **easy**.

If you want a professional realtor,
call **Greg** today.”
----Pat Doller



BEAUFORT REALTY CONSULTANTS

Real Estate Sales



GREG BENNETT
Broker/Owner

Cell: (843) 812-0623

Greg@BeaufortRealtyConsultants.com

Thinking of Selling?

Find out what your home is worth

“Free Over-the-Net Home Valuation”

Just Visit

www.BeaufortRealtyConsultants.com

(843) 812-0623

Beaufort's First Choice in Property Management



SEA ISLAND RENTALS

Property Management

- Residential
- Vacation
- Commercial

Serving Beaufort, Ladys Island, and Port Royal

Property Management & Rentals

910 Charles Street, Beaufort, SC 29902

843-521-1942

www.VisitSeaIslandRentals.com

