



CONTACT:

Matt Alexander
7227 Pineville-Matthews Rd.
Suite 300
Charlotte, NC 28226
704-644-7793
malexander@k2c-realty.com

FOR IMMEDIATE RELEASE:

K2C Real Estate Solutions Goes Back to Basics of Marketing

Charlotte, NC (August 13, 2008) – K2C Real Estate Solutions knows the key to selling homes in a down real estate market. Despite the major decrease in home sales over the past year, K2C Real Estate Solutions has maintained sales in the Charlotte area.

K2C Real Estate Solutions owes this to the location of their featured communities, Sheffingdell and Reverdy End, located in the suburbs of South Charlotte. These communities are located just minutes away from shopping, fine dining, golf courses, hospitals and premier school districts.

“It’s all about location,” says Jake Kent, President of K2C Real Estate Solutions. “Homeowners are looking for homes in great areas where they don’t have to drive far for their needs. They come to us looking for great schools and convenience to amenities, shopping and their jobs. We represent some of the best communities in the best locations.”

K2C represents several communities as the exclusive listing agent including Sheffingdell (www.sheffingdell.com) and Reverdy End (www.reverdyend.com), both in the southeastern vicinity of Charlotte. Both communities boast convenience to SouthPark, Ballantyne and Uptown; they also are served by some of the top schools in the area.

“We’ve found that we are able to sell these properties more easily than those located in areas further from the city or highway. Buyers are still out there, and we’ve been able to offer them what they are looking for - convenience,” adds Kent.

K2C Real Estate Solutions also represents two upcoming neighborhoods in premier locations, Cobblestone Row (www.cobblestonerow.com) in Ballantyne and the Cottages on Commonwealth (www.cottagesoncommonwealth.com). Both communities will be released for lot reservations this fall.

About K2C Real Estate Solutions

K2C Real Estate Solutions provides turnkey marketing and sales services to builders and developers. K2C's mission is to provide quality real estate consulting services that enable customers to enjoy efficient transactions while purchasing or selling a home or investment property. Focus areas include South Charlotte (Lancaster, Mecklenburg, Union and York Counties).

For more information, visit www.K2C-Realty.com.

#