

# *Lasting Impressions*

SPRING, 2018



DATAW  
ISLAND

HISTORICAL CHARM.  
NATURAL BEAUTY.

*Extraordinary Living*

# Lasting Impressions

## Editor's Letter

Here we are at the beginning of March (already!). Most years, I am still writing the past year's date well into the first quarter, but for some reason I was really excited for 2018 and have embraced it fully.

Perhaps it's that we are having such a busy real estate season. Or perhaps it's because - through the use of our CRM - I am so much more connected to our prospects now than in the past that I can feel their excitement. There is an energy in the air and on the island that is contagious!

Traveling to three real estate markets this winter with representatives from ERA, Lowcountry, and Logan Homes, it is clear that the energy is being felt "up North" as well. Prospects in Connecticut and New Jersey are looking forward to lower tax bills (especially given that the new tax laws have reduced deductions by about \$10,000 for many of these folks) and the prospects in Philadelphia were just plain ready to be

somewhere warm so they can enjoy themselves year-round. (Hey, they've got a "Ring" now, so why stay in the snow?)

We've been busy in the Marketing & Communications department honing in our digital marketing; working with writers and media; refreshing our print ads; building social media campaigns and email campaigns to keep in touch with prospects; traveling to shows; gearing up for the on-site event season; educating new Realtors (and refreshing others); and so, so, much more.

As you can see, 2018 is already off to an energetic start for us. Here's wishing you all an equally happy and prosperous year as well!

*Laura Q. McCarthy*  
Laura Q. McCarthy



## FEATURES

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*on the cover...*

“Canna Lily from Trudy  
Tresky’s Garden”

Color Photograph  
by Dick Golobic



## COVER CONTEST

Would you like YOUR art to be featured in the next edition of Lasting Impressions? Each quarter, we will announce a theme and accept submissions for member art to be featured.

Images will be selected based on how well they meet the theme that month, along with how well they capture the beauty, history, and charm of Dataw.

SUMMER THEME: *The Spirit of Dataw*

Please submit images at a minimum of 1 mb and a maximum of 10 mb to [datawmarketing@islc.net](mailto:datawmarketing@islc.net).

Include your name as you would want it credited, as well as the title and medium of the art. *Submitting a piece for inclusion implies consent for Dataw Marketing to use your image in our marketing materials.*

Please note that all submissions will be acknowledged by reply email as “received” within two business days. If you do not receive a return email confirming your submission, please call (843) 379-3056.

Interested in contributing to Lasting Impressions?  
Please contact Laura McCarthy at (843) 379-3056  
or at [datawmarketing@islc.net](mailto:datawmarketing@islc.net).

# PREPARING YOUR HOME FOR SALE

*Eight tips that will help you sell your home faster and without the headaches*

by Becky Sprecher & Joan Gilchrist

Much as we all love living on Dataw, there will come a time to sell our homes and move on to the next adventure. Before you begin talking to Realtors, consider the following tips to help you prepare.

**1. Be realistic:** The real estate market on Dataw is a pre-retirement/retirement market. Most buyers are going to want a home that is in move-in condition, rather than facing an extensive renovation. They will factor in the cost of any updates, and subtract it from your asking price. Properties that remain on the market too long tend to become stale, so a well-maintained home is essential to help it move more quickly.





**2. Don't rely too much on your view:** When you first came to Dataw, your view probably played a major part in the lot you selected. But your buyer is going to be buying both the view **and** a house, so a beautiful view won't necessarily offset a lot of deferred maintenance. Additionally, there may be homes with views similar to yours that are on the market at the same time.

**3. Plan ahead:** If you can, start your planning process five to seven years ahead of when you think you might sell so you can spread out the cost of your projects. Contractors and landscapers are really busy now, and expect to book your renovations six months to one year out. Allow plenty of time; usually a project will take twice as long as the contractor says. Also consider replacing any aging appliances over a period of years.

**4. Get advice:** There are professionals who will, for an hourly fee, conduct a walk-through of your home and advise you as to what needs to be done. Why redo your kitchen or a bath when just painting and new countertops will suffice? On the other hand, if a large project is necessary, they will be able to tell you what buyers are looking for. A good example would be opening up your kitchen to the living room to create the popular "open floor plan." Some updates can enable you to recover your money in the form of a higher purchase price.

**5. Curb appeal matters:** As Dataw approaches full build out, you will want to take steps to make your home stand out. Unique landscaping is one way, and there are many talented landscape designers around to help you create something distinctive. Certain architectural refinements can go a long way toward perking up a tired exterior as well. A few examples: altering rooflines to more traditional rural southern architecture, such as a

shed roof; eliminating dated bay windows and installing French doors; or painting the trim a contrasting color.

**6. Get organized now:** Create a binder or a file box with all of the information on your appliances, HVAC systems, irrigation maps, etc. Include a schedule of all of the updates you have made and when they were done, such as painting the exterior or putting on a new roof. Clean the garage and the attic as your schedule permits. Purge the interior of unnecessary contents. It takes time to pull all these activities together, and you don't want to be doing it in the middle of a renovation.

**7. Make a list of the carrying cost of your property,** including a factor for "getting on with your life." This should help you with pricing when you talk to your Realtor. If you price your home too high, for example, it could sit on the market for a couple of years, during which time you will no doubt have lowered the price to stimulate activity. When you factor in your carrying costs, you could wind up spending more than you would if you had priced your home correctly in the first place.

**8. Stage your home for showings:** When you've completed your updates, ask your Realtor to make a final evaluation and tell you what you need to do to help your home show its best. Your goal is to try to eliminate any reason for your buyer to say "no." The first moments are critical, and it's when they need to get that "Wow!" feeling. If you've got too much artwork, furniture or objects d'art crammed in together, your buyer cannot truly experience your view, nor can they imagine their own possessions in the home. If you and your Realtor are unsure of what needs to be done, there are professional stagers who can advise you and "stage" your home for you.

If for some reason you don't have a lot of time to do renovations or updates, you should follow your Realtor's recommendations for pricing your home accordingly. There are other aggressive techniques for selling your home quickly, such as a seller-financed mortgage, but you should discuss options of this nature with your attorney well ahead of placing your home on the market.

*According to the Real Estate Staging Association, homes which are staged before going on the market sell 73% faster, on average, than their non-staged counterparts.*

# HOW DOES YOUR GARDEN GROW?

Mary, Mary, quite contrary,  
How does your garden grow?  
With silver bells, and cockle shells,  
And pretty maids all in a row.

So how DOES her garden grow? This popular nursery rhyme is one most of us have heard many times, but few have taken the time to dissect it. Luckily for us, a dedicated group of fact-finders put together an enlightening Wikipedia explanation.

Like many nursery rhymes, it has acquired various historical explanations. These include:

- That it is a religious allegory of Catholicism, with Mary being Mary, the mother of Jesus, bells representing the sanctus bells, the cockleshells the badges of the pilgrims to the shrine of Saint James in Spain (Santiago de Compostela) and pretty maids are nuns, but even within this strand of thought there are differences of opinion as to whether it is lament for the reinstatement of Catholicism or for its persecution.
- Another theory sees the rhyme as connected to Mary, Queen of Scots (1542–1587), with “how does your garden grow” referring to her reign over her realm, “silver bells” referring to (Catholic) cathedral bells, “cockle shells” insinuating that her husband was not faithful to her, and “pretty maids all

in a row” referring to her ladies-in-waiting – “The four Maries”. In Disney’s *The Truth About Mother Goose* the “silver bells” are said to “refer to the elaborate decoration on her dresses,” the “cockle shells” to her love of exotic food such as cockles, with the “pretty maids all in a row” referring to her ladies-in-waiting.

- Mary has also been identified with Mary I of England (1516–1558) with “How does your garden grow?” said to refer to her lack of heirs, or to the common idea that England had become a Catholic vassal or “branch” of Spain and the Habsburgs. It is also said to be a punning reference to her chief minister, Stephen Gardiner. “Quite contrary” is said to be a reference to her unsuccessful attempt to reverse ecclesiastical changes effected by her father Henry VIII and her brother Edward VI. The “pretty maids all in a row” is speculated to be a reference to miscarriages or her execution of Lady Jane Grey. “Rows and rows” is said to refer to her executions of Protestants.

Who knew it had such religious undertones!

# QUICK TIPS



Invest time now: save money later

In humid environments, the caulk around the trim of a home can start to break down after 5-6 years. This allows moisture to enter and can lead to wood rot and expensive repairs. Although most of us have used hardi plank for siding, there is caulking around the wood framing, windows and doors. You should have it inspected from time to time.

Organize your drawers

Make your life easier when you get organized in the kitchen! No more digging for the pizza wheel or unjamming spatulas when you organize your drawers smartly. The one shown here is by Drawer Decor.



They send a non-slip base mat, which you cut to fit. Then you just arrange your utensils and place the guides at strategic locations—they adhere without any adhesive. Voila!

When to powerwash?

For those of us from “up North” it can seem that Mother Nature confuses spring and fall, with leaves just now dropping. The best time to get your gutters cleaned and to powerwash your home is after the leaves and pollen have dropped, which is usually by around the end of March.



# Low Maintenance Landscaping

by Laura McCarthy

Some of us find toiling in the yard for hours a relaxing and even spiritual experience. Others, however, prefer a low-maintenance landscape. (If that sounds like you, you'll want to check out the side bar for some excellent low-maintenance plant options!)

I recently sat down with Dataw Island's Director of Landscape Maintenance, Christi Henry, who is responsible for all of the gorgeous landscaping that you see around the island, and she had some great tips to share.

"When you're first building your home, or making major landscape updates, be sure to find a reputable landscaper who really knows the area," Henry said. "They will know what plants will thrive here." She also emphasized the importance of having a knowledgeable landscape maintenance company so that your yard remains beautiful for years to come.

"One of the most common mistakes people make is over planting. When a homeowner overpacks their yard with plants for instant cover, in three years they're pulling them out." A waste of time, and a waste of money.

Another tip she offered is to have your soil tested. Clemson Extension offers this service in our area, and the small amount of time and cost that it takes up front will pay off in the long run. Knowing your soil type will help you know what plants will do best, and if you need to amend your soil before laying sod or installing plants.

"There are also some plants you may want to avoid or at least plant with caution. Carolina jessamine is one I'm asked about frequently. It grows wild and although it is pretty, it will weaken your trees." She explained, "It naturally grows tall toward the sun and will run up your trees, drop its leaves and seeds, and produce more vines."

# Seasons of the South

If you just must have a vining plant like jessamine, Confederate jessamine, or wisteria?

“Plant it away from your house and away from trees and trim it frequently,” Henry advises.

Although vines can cause damage to trees and homes, generally speaking, plants that are native to our region (palms, grasses, Live Oaks) are great choices, as they tend to be climate-appropriate and more resilient to coastal conditions than non-native

plants. Just because a plant grows in the wild doesn't mean it should be relegated to “weed” status and discounted as an option. After all, as my husband likes to quote “A weed is any plant growing where you don't want it!”



## Some very attractive plants that do well in our area and require very little maintenance include:

- Crape Myrtles - Available in white, pink, or fuchsia
- Loropetalum - Grows in a shrub-like manner if not trained otherwise, and produces small dark pink flowers
- Palm trees - Some varieties are “self-pruning” but most will require a yearly trim
- Grasses - Muhly grasses can “flower” pink or tan; Miscanthus grasses are fast-growing and can provide a nice natural “screen”
- Gardenia - “Gardenia Frostproof” can withstand full sun or part sun and is slow-growing; plant gardenias around your trash can and enjoy the plant's scent
- Asiatic Jasmine - Very popular as a ground cover
- Lecothe - Comes in both upright and dwarf, this slow-growing shrub has small white flowers and does not require frequent trimming
- Illicium – Commonly known as Anise (the Miss Scarlet variety is popular; it has a licorice-scent and uniquely-shaped flowers)
- Azalea – the Formosa varietal is particularly deer-resistant



## Property Lines

2017 was another very good year for home sales on Dataw Island.

In 2017, we had a total of 71 closings, 57 of which were homes. The median sales price was \$317,500. Although this represents a 14% decrease in number of home sales and a 6.7% decrease in median price from 2016, 2016 was a banner year that will be hard to beat. That said, 2018 is off to such a strong start that we may just get there!

We have already had 15 closings this year (10 of which were homes, and 5 of which were lots); in the first two months of 2017 we had 5 closings (4 homes and 1 lot) and 2016 saw 11 closings (8 homes and 3 lots.) There are currently 14 homes under contract, plus others that are being built by Logan Homes for new members.

Agents continue to hold Open Houses upon request and approval, the process for which has been streamlined. There has also been activity on the island hosted by individual real estate companies for their agents (at least two so far this year) and a large "Dataw University" hosted by Dataw Marketing for about 10 agents.

Showings on the island by "off-island agents" are also up significantly. Year over year, in January 2016 we had 28 visits, in 2017 we had 42, and 2018 saw 65. In February 2016 we had 39 visits, in 2017 we had 60, and this year 83. As you can see, this is about a 50% increase each year. (This reflects the number of visits as tracked by the security gate agents. Also, we do not track showings by the on-island agents, but all signs point to an extremely active winter season on their part as well.)

Website visitors were also up in 2017. For the year, the public side of the site had 47,436 unique

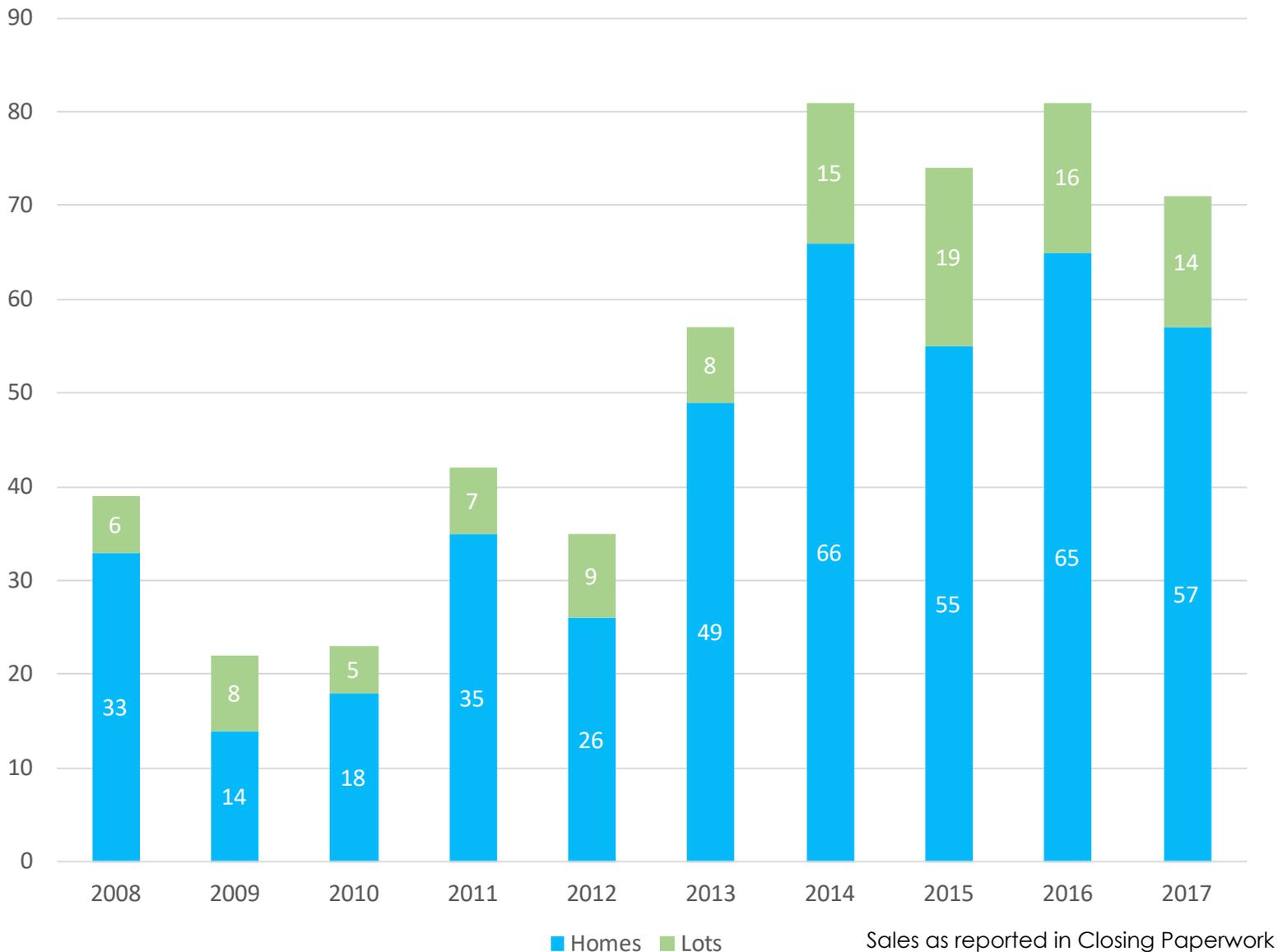
# Sales Report

visitors in 2016, and 50,905 in 2017. In addition to the increase in website traffic was a decrease in bounce rate by almost 100%, which is a fantastic improvement. Our website visitors also skewed a little younger, and we saw an increase in the 55-64 age group, which is in line with our marketing demographics.

Dataw's marketing and outreach will continue with a shifted focus more towards digital and use of the CRM, and continues to include print campaigns, ideal-LIVING shows, events marketing, and public relations.

All in all, working with our partners at Lowcountry, ERA, and Logan Homes, as well as other local agencies, we see a very busy market with lots of great things stirring!

## Number of Home and Lot Sales, Year Over Year



# Springtime Fun - Calendar of Events

Having friends or family visit this Spring?  
Here are some great events that they may enjoy!



## The Beaufort Charities Oyster Roast

March 3, 1:00 pm - 10:00 pm

In its 14th year The Beaufort Charities Oyster Roast is the premiere oyster roast in Beaufort County. With an annual attendance of over 800, our event generates over \$20,000 NET proceeds for local need organizations in Northern Beaufort County. Pre-Sale tickets for \$35 offers each attendee: ALL you can eat oysters, Free Kids Zone with free pizza for kids 5-12 years of age, 2 Live Auctions, the sounds of "CHAIRMEN OF THE BOARD" from 4-7 pm and "Steel Rail Express" from 8-10 pm, Micro-Brew Tasting for \$10 and Bottomless Beverage cups and tumblers.

## 2018 Hilton Head Wine and Food Festival

March 7th - 11th

Join us for the 33rd year of the Hilton Head Wine and Food Festival during the week of March 7th - 11th. As always, there will be the Grand Tasting (Friday night) and Public Tasting (Saturday). In addition to these long time favorites, there will be the Sip and Stroll on Thursday, wine tasting/ educational events and many wine dinners around the island throughout the week.

[hiltonheadwineandfood.com](http://hiltonheadwineandfood.com)



## St. Patrick's Day Festival at Beaufort Town Center

March 17, 12:00 pm - 4:00 pm

Area restaurants and food trucks will be selling food and drinks and there will be live entertainment including a bagpipe player, a local musician, and dances by Revolution Ballroom. This family-fun event will also have activities for children, including a bounce house, face painting, a costume contest, and a mini-parade.

[facebook.com/events](https://facebook.com/events)

# Springtime Fun - Calendar of Events

## Quilt Festival 2018

March 23 – 25

Quilt Festival 2018 is our 14th biennial Quilt Show, featuring a display of over 150 quilts, and a quilt competition, judged by a nationally-certified judge. A Boutique of handcrafted items, Vintage Marketplace, Silent Auction, and thirteen vendors offer visitors an array of shopping opportunities. Our 2018 Raffle Quilt, Floral Splendor, was made by 22 Guild members, and highlights both applique and paper piecing techniques. It will be awarded to the lucky winner on the third day of the Show. (The ticket holder need not be present to win).

[www.palmettoquiltguild.org](http://www.palmettoquiltguild.org)

## The Great Helicopter Egg Drop

March 31, 10:00 am - 2:00 pm

In what is certain to be a day to remember, Beaufort's new community-wide Easter celebration will have a festival atmosphere with two separate egg drops from a helicopter over the BA football field. You heard that right – a helicopter. At the festival, kids will enjoy unlimited time having fun in bounce houses for a small fee, a live DJ, photos with the Easter Bunny, face painting and vendor booths; with hot dogs & goodies available from school clubs and also from Cookies by Charlotte, Kona Ice and Crave Cupcake Boutique.



<https://www.eventbrite.com/e/the-great-helicopter-easter-egg-drop-tickets-43203802737>

## Easter Sunrise Service - All Faith's Chapel on Fripp Island

April 1, 7:00 am

All faiths are welcome to attend this sunrise service on Fripp Island. Come early, as seats go fast at this popular celebration of Easter. (Let the security officer at Fripp's gate know your destination; no pass needed.)

## Easter Egg Hunt and Games

April 1, 11:00 am

Bring the kids and grandkids and prepare to see them squeal with joy as they hunt for treasure-filled eggs behind the Dataw Island Clubhouse. Meet the Easter Bunny, too!



# Springtime Fun - Calendar of Events



## Semi-Toned A Capella Sensation from the UK

April 12, 7:30 pm, 9:00 pm

Based at Exeter University in the South West of England is now fourteen men strong and in April 2015 earned the title of national champions, having won the Voice Festival UK. Praised for their creativity, uniqueness and vocal acrobatics the group embraces music of a variety of genres to ensure there really is something for everyone in any of their shows and, of course, performed in the group's trademark witty and engaging style.

[uscbcenterforthearts.com](http://uscbcenterforthearts.com)

## 15th Annual Soft Shell Crab Festival

April 21, 11:00 am - 5:00 pm

Port Royal goes nuts over soft shell crabs and the Annual Soft Shell Crab Festival will be full of them (yes, crabs and nuts). The opportunity for soft shell crab is quick. It only comes once a year and the fun community festival offers a day of food and enjoyment, and a fantastic opportunity to savor one of our Lowcountry delicacies.

[oldvillageportroyal.com](http://oldvillageportroyal.com)



## Kiwanis Rib Burn Off

May 12, 11:30 am - 3:30 pm

Join local chefs and South Carolina Barbecue Association teams from around the state to enjoy the 2018 kiwanis rib burn-off of Hilton Head island at Shelter Cove Community Park. Advanced tickets are \$15 or \$20 day of the event and include entry and sampling of 7 barbecue tastings. Additional sampling tickets are available for sale at the festival. Enjoy live music, kids zone and local beer vendors selling craft beer. Proceeds from the event benefit the many local children's charities in Hilton Head and Bluffton.

[hiltonheadribburnoff.com](http://hiltonheadribburnoff.com)



## Willy Wonka Jr. - Beaufort's Junior Theatre at USCB Center for the Arts

May 18-20, 7:00 pm, 3:00 pm

Roald Dahl's Willy Wonka JR. follows enigmatic candy manufacturer Willy Wonka as he stages a contest by hiding golden tickets in five of his scrumptious candy bars. Whomever comes up with these tickets will win a free tour of the Wonka factory, as well as a lifetime supply of candy. Four of the five winning children are insufferable brats, but the fifth is a likeable young lad named Charlie Bucket, who takes the tour in the company of his equally amiable grandfather. The children must learn to follow Mr. Wonka's rules in the factory – or suffer the consequences.



# Springtime Fun - Calendar of Events

## The Beaufort Charities Invitational Golf Tournament

May 18 - 20



The annual Spring tournament is the premiere golf event in South Carolina and is played on the weekend following Mothers Day at Fripp Island, South Carolina. Celebrating its 43rd year, The Beaufort Charities Invitational is the oldest golf tournament of its kind in South Carolina and the 2nd oldest in the nation. Since our inaugural event in 1976, we have raised over \$850,000 in NET proceeds for our local need organizations with 100% of the monies staying in Northern Beaufort County.

<https://www.beaufortcharities.org/>

## 12th Annual Beaufort River Swim

May 19

The competitive event is now set as a 3.2-Mile Open water swim along the shoreline of Beaufort, highlighting the natural beauty of the area. And back again is the 1-Mile 'Fun Swim' which will start at the Beaufort Memorial Hospital dock. This is a great opportunity to experience what swimming in open water is like or just kick back and enjoy the scenic view of Beaufort from the water!

<http://www.beaufortriverswim.com/>



## Spoletto Festival

May 25 - June 10

For 17 days and nights each spring, Spoleto Festival USA fills Charleston, South Carolinas historic theaters, churches, and outdoor spaces with over 120 performances by renowned artists as well as emerging performers in disciplines ranging from opera, theater, music theater, dance, and chamber, symphonic, choral, and even artists talks.

[www.spolettoUSA.org](http://www.spolettoUSA.org)

Know of an exciting off-island Summer event being held in June, July or August? Please email [DataawMarketing@islc.net](mailto:DataawMarketing@islc.net) for consideration for inclusion.