

A coastal landscape at dusk. In the foreground, a wooden boardwalk leads through dunes covered in green grass. In the background, several houses are visible on a hill under a dark, cloudy sky. The sun is low on the horizon, creating a warm glow.

South Street Partners

2024-25 Performance & Strategy Report

2025-26 Reporting & Collaboration

- 1. Introductions & Session Overview**
- 2. Lead & Sales Performance** (Trailing 12 months w/ YoY comparisons)
- 3. Trend Identification & Discussion**
 - a. Key Initiatives in the last 12 months
 - b. Performance trends (Search & Display)
- 4. Competitive Analysis by Project**
- 5. What new factors have the greatest impact on Digital Visibility?**
 - a. EEAT as a filter for AI-based results inclusion
 - b. AI overviews (AIO) & AI contributions to Search
 - c. Social Media indexing by Google/Microsoft
- 6. What does all this mean for Digital Strategy going forward?**

Introductions - PHI Team

- **Glenn Harmon** - Partner at Pinckney Harmon and strategic lead on the SSP account for approx 5 years
- **Noelle Erikson** - Account Manager for all SSP projects
- **Shaina Kennedy** - Content lead for the SSP account
- **Dennis Chen** - Oversees Google Paid Media implementation and tactical analysis for all SSP projects

PHI Contributions to Digital Marketing for SSP

→ Paid Media and Organic Visibility Implementations

- ◆ Google and Social Media Advertising

→ Content Writing/Deployment

- ◆ Concepting, Writing, and Uploading Blog Content

→ Competitive Analysis & Reporting

- ◆ Monitoring and Analyzing Competition for Visibility

→ Digital Visibility & Content Strategy

- ◆ Performance Analysis ⇒ Assess Vulnerabilities/Opportunities ⇒ Propose Strategic Adjustments

→ Goal-based Analytics & Reporting

- ◆ Lead/Revenue-based Monthly Reporting

→ Consulting & Collaboration on top-level Digital Strategy

- ◆ Top-level Strategy Sessions based on both Performance & the Macro Economic and Digital Environments

Lead & Sales Performance

Trailing 12 months w/ YoY comparisons

Trailing 12 month Sales Activity

Aug 1, 2024 - July 31, 2025

PBL: Digital-only [Paid/SEO] Leads - YTD Comparison

Digital Leads	Phone/Email	Form Leads	Walk-ins	Transactions	Sum of Closed Price	% Total
1280	25	1255	0	31	\$82,024,986	32%
YoY 1561 ↓18%	YoY 27 ↓7%	YoY 1520 ↓8%	YoY 11↓	YoY 28 ↑11%	YoY \$50,262,720 ↑63%	22%

KIRE: Digital-only [Paid/SEO] Leads - YTD Comparison

Digital Leads	Phone/Email	Form Leads	Walk-ins	Transactions	Sum of Closed Price	% Total
916	107	801	5	27	\$82,746,170	13%
YoY 972 ↓5%	YoY 129 ↓17%	YoY 840 ↓4%	YoY 6 ↓16%	YoY 35 ↓22%	YoY \$100,699,100 ↓17%	13%

CLF: Digital-only [Paid/SEO] Leads - YTD Comparison

Digital Leads	Phone/Email	Form Leads	Walk-ins	Transactions	Sum of Closed Price	% Total
1865	286	1542	37	67	\$91,720,813	48%
YoY 2515 ↓25%	YoY 399 ↓28%	YoY 2074 ↓25%	YoY 39 ↓5%	YoY 73 ↓8%	YoY \$75,774,614 ↑21%	36%

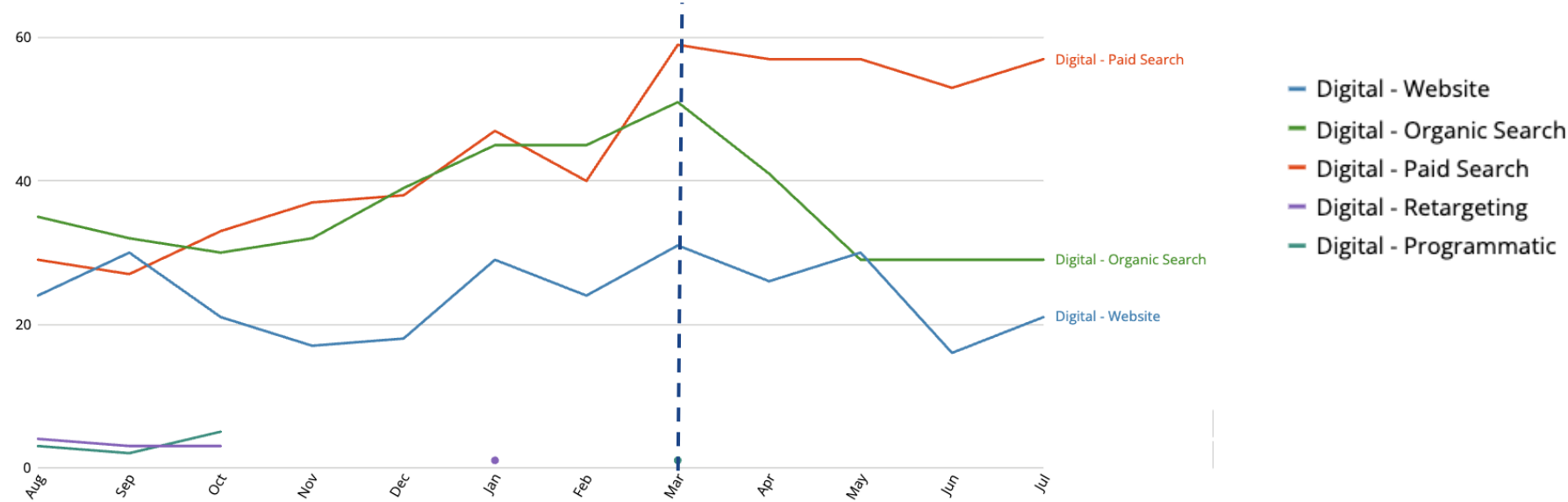
82% of TTL
in both
periods

PBL Digitally-driven Sales Activity - Trailing 12 months

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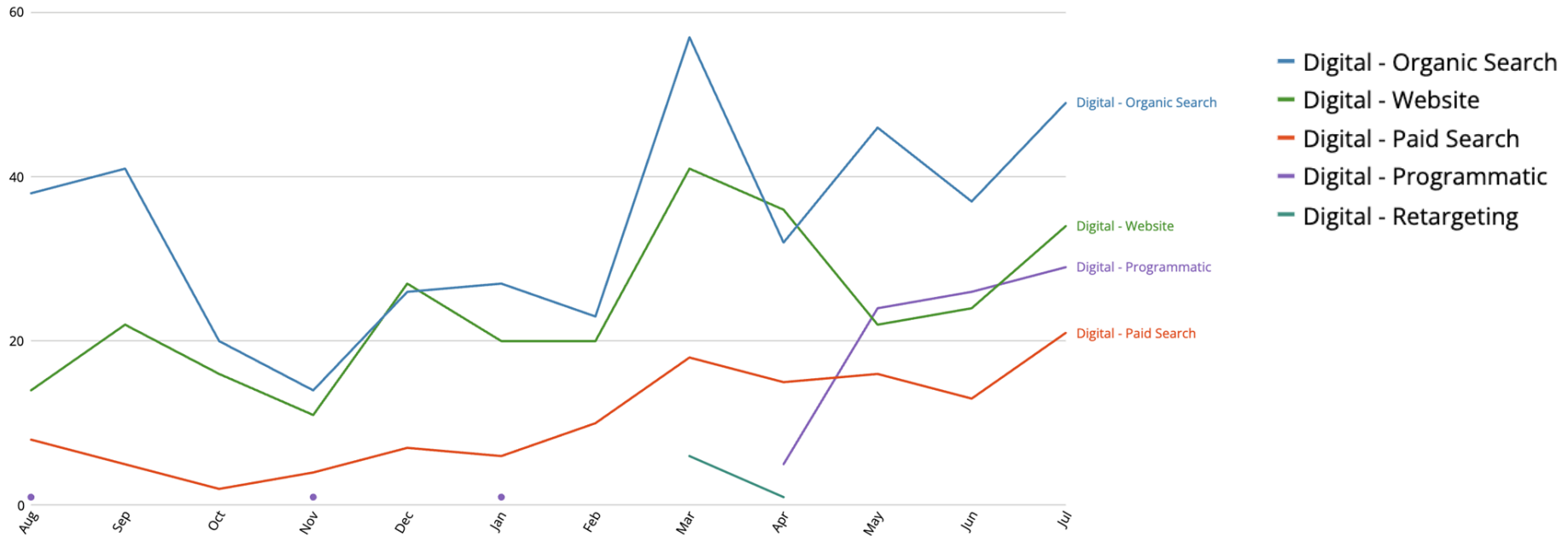


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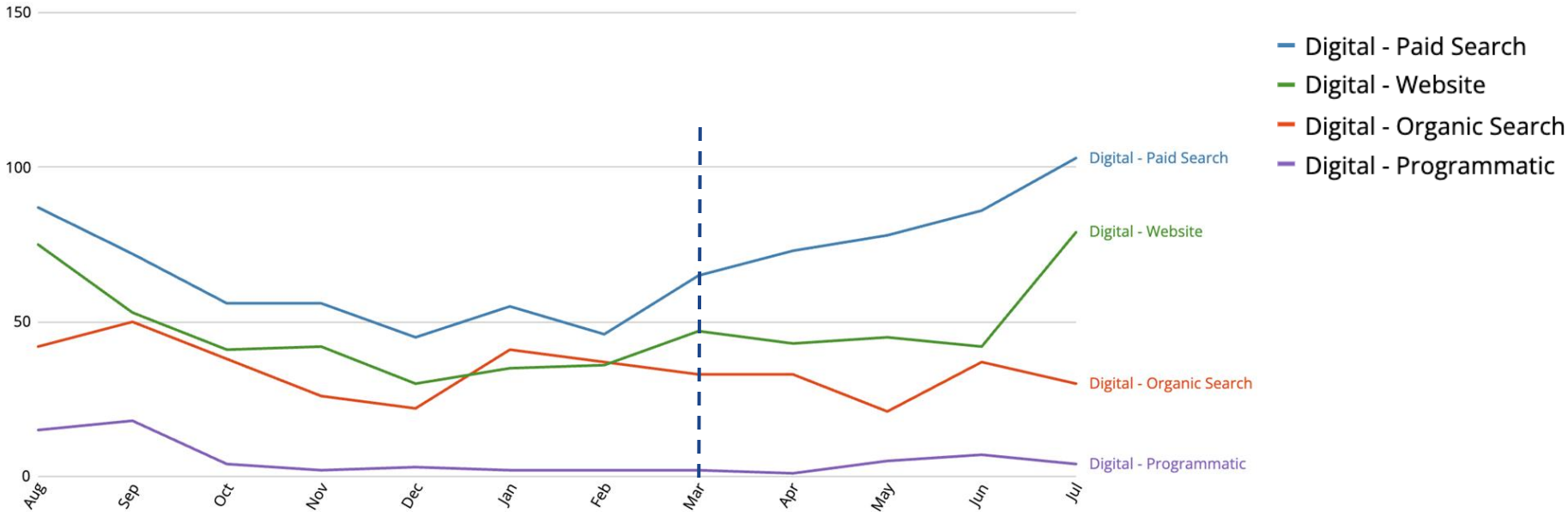


CLF Digitally-driven Sales Activity - Trailing 12 months

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YTD Sales Activity

Jan 1 - July 31, 2025

Community	YTD Leads	YTD Closings	YTD Sum of Closed Price	Avg Closed Price / Txn	Lead→Sale Rate	Notes
Palmetto Bluff (PBL)	819	12	\$26,994,000	\$2,249,500	1.47%	From July YTD panel. Source: PBL Sales Activity YTD, July report.
Kiawah Island (KIRE)	682	16	\$59,415,170	\$3,713,448	2.35%	From July YTD panel. Source: KIRE Sales Activity YTD, July report.
The Cliffs (CLF)	999	16	\$52,258,500	\$3,266,156	1.60%	CLF notes 74% of sales from digital YTD. Sources: CLF Sales Activity YTD, July report.

Trend Identification & Discussion

Aug 1, 2024 - July 31, 2025

- **PBL Google Ads Account Rebuild**

- Started November 1st, 2024
 - Complete revamp of strategy
 - Budget reallocation
 - Location targeting
 - Landing pages switched to conversion pages
 - Result
 - Increase of CTR (account stands around 10%)
 - Decrease in CPC
 - Conversion quality up after removing micro-conversions

- **Kiawah Island Programmatic Ad Testing (StackAdapt)**

- Describe StackAdapt & programmatic in general...
 - The prospect of more efficient/flexible targeting
 - Finer control of strategy & dynamic creative assistance
- Display moved back in late Feb/Mar; responsive display outperforms static assets

- **Sitelink project launched**

- Roughly 65% of all Ad traffic comes through Sitelink clicks
- Sitelinks were reviewed and limited to the strongest CTA's

- **Freshfields Meta Ads (Walk-ins)**

- Meta Ads targeting Kiawah visitors and focused on driving walk-in traffic to the Freshfields real estate office - ***Proof of Concept***

Sales from digital are up

Despite softer lead counts (seen repeatedly in Jan–Apr decks, e.g., SSP YTD pages where closed price outpaced 2024 while leads were flat/down). Example: PBL YTD closed price up while leads were down; CLF also showed closed price strength with fewer leads. Sales cycles are volatile/longer — monthly leads ↔ sales fluctuate; **nurturing matters**

Paid media inflation & efficiency drift

Paid media inflation; efficiency drift. CPCs up and CTR softening where budgets scaled—e.g., PBL Jan→Jun CPC rose to \$2.70 and CTR fell to 8.94% as spend climbed.

Display's mixed impact

CTR typically drops when display scales, but it can still convert (e.g., KIRE: 60 of ~183 July conversions from display; SAL CTR dropped when display launched—expected).

Organic visibility up; CTR under pressure

Impressions and rankings are trending up while CTR dips as reach widens—PBL (p.7), KIRE (p.17), CLF (p.26). Also, **AI Overviews** and new SERP features are an opportunity.

Report Needed: impressions, clicks, CTR, avg position by **topic/landing page**, plus **AIO session share**.

Fewer leads, bigger deals, sales rebound

Lead and transaction counts are softer, but closed volume is up: PBL YTD closed price **+17%** with fewer leads/txns (pp.5–6); CLF closed price **+53%** YTD with leads down and **74% of sales from digital** (pp.21–22).

Report Needed: Average sale price by channel and lead→sale conversion.

External Factors to Consider

Revisit PMax. Performance Max campaigns now have better **controls** (brand exclusions), **directional inputs** (search themes, page feeds), and **reporting**—which makes it viable as a complement to Search rather than a black-box replacement. We would need to use strict guardrails to avoid brand cannibalization and to keep it pointed at **community/regime/sub-community** and **comparison** intent.

Top-of-funnel is changing. Google is expanding **ads inside AI Overviews** and AI Mode; we can't target these explicitly, so **the way to “win” is to have high-quality Search/PMax/Demand Gen** that are eligible to surface in those placements.

Housing ad rules still constrain targeting on Google & Meta; we comply (no zip/age/gender in the U.S./CA) and lean on **first-party signals + value-based bidding**.

Meta “Real Estate” vertical: Meta now treats real estate as a separate vertical within their Advantage+ Catalog Ads. This vertical setup means that real estate listings can be promoted at scale without manually crafting each ad—and Meta's system automates matching listings to likely interested audiences.

Competitive Analysis by Project

Competition for Visibility

- **Portals (*Zillow, Realtor.com, etc*):** On generic “homes for sale” queries, portals often outrank brand sites—defend brand + community exalts with light paid coverage.
- **Local RE players (*Pam Harrington, Justin Winters, etc*):** Generic and mid-funnel queries (e.g., “Cliffs at Walnut Cove homes for sale,” “Keowee Springs homes for sale,” “Lake Keowee homes”) are targeted by specialist regional brokerages.
- **Adjacents (*Kiawah Island Resort, Reynolds Lake Oconee, etc*):** While not competitors in the business sense, these are competitors for visibility for generic and mid-funnel queries

PBL Digital Visibility - Competitive Strategy

Area	Our Position	Who Wins Today	What We Do Next (Priority)
Where we win	Destination-class brand, on-property sales, large social reach; robust “Live” hub + search	—	Turn village pages (Moreland, Wilson, River Road, Anson) into Buyer Guides
Where visibility is contested	Head generics (“PB homes”); comparisons vs Sea Pines/Berkeley/Colleton; village discovery	Portals on head terms; nearby clubs on discovery; media on comparisons	Publish “ PB vs Sea Pines/Berkeley/Colleton ” (neutral, cited) with tables, drive-times, STR/membership basics
SERP/AIO ownership (now)	Brand visible on brandables; limited rich FAQs on village/comparison; no canonical HTML market report	Third parties own snippets/PAA; portals own carousels	Add FAQPage + Breadcrumb + Article + Org/LocalBusiness schema ; ship Quarterly HTML market report (+ PDF)
Competitor set	—	Sea Pines (Resort/RE), Berkeley Hall, Colleton River; portals; aspirational peers (Reynolds)	Interlink guides from “Live” & search; defend brand exacts
Social position	Category-leading IG (plus Montage)	—	Convert reach: Reels → Guides/Market Report ; measure outbound CTR & assisted conversions

KIRE Digital Visibility - Competitive Strategy

Area	Our Position	Who Wins Today	What We Do Next (Priority)
Where we win	Developer authority; deep community inventory; quality content & imagery	—	Codify authority into regime/sub-community Buyer Guides and neutral comparison hubs
Where visibility is contested	Mid-tail (community/regime/sub-community + “homes”); “Kiawah vs Seabrook/Kiawah River”	Portals on head terms; SIRE, Pam Harrington, Akers Ellis in mid-tail; Kiawah River on lifestyle	Launch 8–12 regime/sub-community pages (fees/STR/pets/parking) + “ Kiawah vs ____ ” hubs with tables & maps
SERP/AIO ownership (now)	Brand ranks on core brand queries; weak on regime/sub-community/comparison FAQs; few featured FAQs	PAA/snippets often go to brokers/media	Add FAQPage + Breadcrumb + Article + Org/LocalBusiness schema on guides; answer-first blocks
Competitor set	—	SIRE, Pam Harrington, Akers Ellis, Daniel Ravenel SIR; portals (Zillow/Realtor/Redfin); Kiawah River (adj.)	Build intent-pure pages that interlink to filtered search; defend with light brand+community exacts
Social position	Leads local brokers on IG; trails “place brands” for lifestyle reach	Kiawah River drives discovery; brokers steady	Run Reels + carousels tied to guides/“vs.” pages; retarget viewers to ownership

CLF Digital Visibility - Competitive Strategy

Area	Our Position	Who Wins Today	What We Do Next (Priority)
Where we win	Multi-community scale, on-domain magazine, on-site brokerage (Cliffs Realty), new amenities (freshness)	—	Convert scale into community Buyer Guides + regime-level depth (esp. Keowee)
Where visibility is contested	Community queries (Walnut Cove, Keowee Springs/Valley); “Lake Keowee homes”	Portals; specialist brokers (Justin Winter, Walnut Cove Realty), Keowee teams	Ship Walnut Cove Buyer Guide ; 5 Keowee regime pages; map-driven summaries + FAQPage schema
SERP/AIO ownership (now)	Brand shows on brandables; limited FAQ/snippet presence on buyer questions	Brokers/portals/media own PAA/snippets; editorial wins comparisons	Launch “ Cliffs vs Old Edwards/Balsam ” hubs (neutral, cited); add dated amenity changelogs
Competitor set	—	Old Edwards Reserve, Balsam Mountain Preserve, Walnut Cove Realty , Justin Winter; portals; aspirational: Palmetto Bluff, Reynolds	Buyer-decision content with bylines, dates, schema ; interlink from Communities & New Releases
Social position	Solid vs local peers; trails destination giants	PB/Reynolds command larger audiences shaping expectations	Reels + collabs (lake, Sports Pavilion, “7 clubs, one membership”) → link to guides/new releases

RSM Digital Visibility - Competitive Strategy

Area	Our Position	Who Wins Today	What We Do Next (Priority)
Where we win	Focused inventory/geo; nimble content	—	Concentrate on 2–3 highest-intent pages ; keep funnel tight
Where visibility is contested	Generics and local “homes” queries	Portals; 1–2 local specialists	Launch Buyer Guide(s) + one “ vs. ” page; exact/phrase NB search; minimal brand defense
SERP/AIO ownership (now)	Sparse structured FAQs; low snippet eligibility	Brokers/media/portals	Add FAQPage schema and answer-first blocks; bylines + dates
Competitor set	—	Local brokerage leaders; portals; nearest destination peer(s)	Monitor competitors’ pages; replicate winning patterns in owned guides
Social position	Limited audience; can still qualify efficiently	Larger local pages dominate	Run SAC-compliant Reels/Carousel to guides ; remarket; kill what doesn’t convert in 14–21 days

Factors Affecting Digital Visibility

Which are likely to have greatest impact going forward?

What is E-E-A-T?

E-E-A-T is Google's quality framework for evaluating the trustworthiness and authority of content. It stands for:

- **Experience** – Firsthand knowledge, lived experience, or practical use demonstrated in content.
- **Expertise** – The author's subject-matter knowledge, credentials, or demonstrable skill.
- **Authoritativeness** – How respected the author/brand/site is in its field (citations, backlinks, mentions).
- **Trustworthiness** – Transparency, accuracy, and reliability of the content and site (e.g., citing sources, secure domains, clear authorship).

Why It's More Relevant Than Ever

AI Overviews (AIO) & Generative Search

- AI summarizers select sources they *trust*.
- Pages demonstrating E-E-A-T signals are more likely to be pulled into AI-generated answers, making trustworthiness a gatekeeper to visibility.

Explosion of AI-generated Content

- The web is now flooded with auto-written articles.
- Google prioritizes **human signals of trust and authority** to separate reliable sources from generic AI text.

Shift Toward Entity-based Search

- Search engines are connecting **people, brands, and organizations as entities**.
Strong author bios, LinkedIn profiles, and authoritative mentions reinforce credibility and boost rankings.

Social Media Indexing & UGC Influence

- Reddit, TikTok, and LinkedIn posts are being surfaced in SERPs.
- Lived **experience (the new “E”)** gives social posts weight, making authenticity a competitive edge.

YMYL (“Your Money or Your Life”) Content Scrutiny

- YMYL pages are those that could impact a person's health, financial stability, safety, or overall well-being if the information is inaccurate, misleading, or deceptive.
- Brands in these areas must demonstrate credentials and accuracy more explicitly than ever.

Digital Visibility is Now a Multi-Signal Ecosystem

AI-driven search results are reshaping visibility (AI Overviews, Microsoft Copilot answers).

Entity authority (brands, people, organizations) is more important than keywords alone.

Content freshness + multimedia (video, social snippets, structured data) increasingly influence discovery.

User engagement signals (dwell time, CTR, shares) feed algorithms beyond classic SEO.

Cross-channel reinforcement (ads, PR, social, influencers) strengthens brand presence in AI-generated summaries.

AI is Re-defining What “Ranking” Means

AI Overviews (AIO): Google summarizes top sources; visibility depends on inclusion in those summaries, not just blue links.

Source selection favors: authority, structured content, freshness, and entity clarity.

Microsoft Copilot/Bing Chat: integrating multiple sources into conversational answers.

Implication: Content must be optimized for **answerability** (clear, concise, structured) not just SERP rank.

Opportunity: Brands positioned as “trusted sources” get amplified in AI responses.

Social Media Indexing by Google & Microsoft

Google and Bing now surface social posts (Reddit, LinkedIn, TikTok, YouTube Shorts, Instagram).

Community content often outranks brand websites for “real experience” queries.

User-generated content is increasingly indexed and prioritized for “authenticity.”

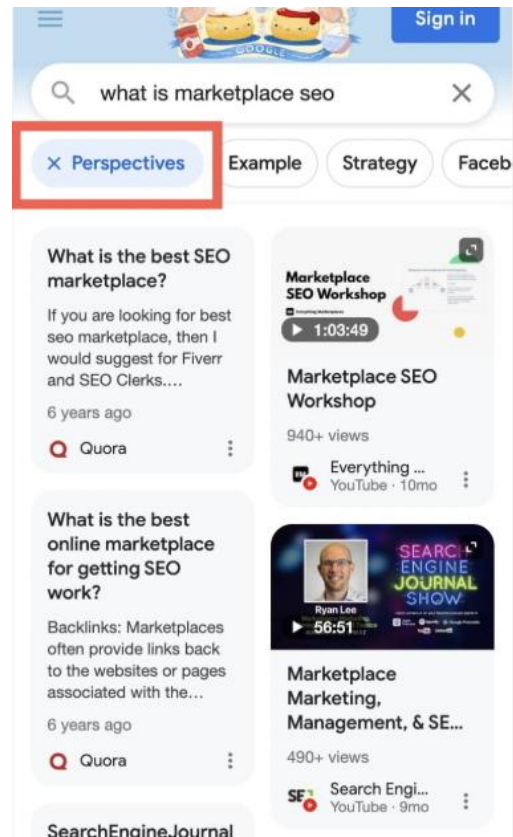
Implication: *Social strategies directly influence search visibility*, not just engagement.

Action: Optimize posts for discovery — keywords in captions, alt text, hashtags, and ensure brand voice is consistent across platforms.

Social Media Strategy Changes

Social Media is becoming more integrated with search:

- Google crawls social media platforms, treating them like websites, to find and index content based on keywords, themes, and user intent.
- When a user searches for something, *Google may display relevant social media content alongside traditional website results.*
- Google has introduced a "Perspectives" filter in search results, which can include social media content, especially for queries where users are looking for personal experiences and opinions.
- While Google doesn't explicitly state that social signals are a direct ranking factor, *social media engagement can indirectly influence SEO performance* by indicating content relevance and driving traffic.



Social Media Competitor Snapshots

Brand/competitor social snapshots (approx., platform-reported today):

- **KIRE:** IG ≈14K; FB ≈5.7K likes. [InstagramFacebook](#)
Akers Ellis: IG ≈6.2K; FB ≈4.2K followers / 3.8K likes. [InstagramFacebook](#)
Pam Harrington: IG ≈1.9K; FB ≈17K followers. [InstagramFacebook](#)
Daniel Ravenel SIR: IG ≈6.6K. [Instagram](#)
- **The Cliffs:** IG ≈11K; FB ≈8.7K followers. [InstagramFacebook](#)
Old Edwards Reserve at Lake Keowee: IG ≈7K; (rebrand confirmed). [InstagramThe Reserve at Lake Keowee](#)
Balsam Mountain Preserve: IG ≈4.1K; FB ≈5.5K followers. [InstagramFacebook](#)
Justin Winter & Associates (FGP): IG ≈2.3K. [Instagram](#)
- **Palmetto Bluff:** IG ≈56K; FB ≈34K followers.
Sea Pines Resort: IG ≈37K; FB ≈130K followers.
Berkeley Hall Club: IG ≈2.8K; FB ≈3.2K followers. [Facebook](#)
Colleton River Club: IG ≈3.1K; FB ≈7.6K followers (7.2K likes).

Digital Strategy Recommendations

What does all this mean for Digital Strategy going forward?

Paid Media Strategy Recommendations - Channels

- **Search – Brand Defense:** Minimal, monitored (2–3%).
- **Search – Non-Brand:** High-intent themes (regime/sub-community, village, “vs.” comparisons).
- **PMax (guard-railed):** Asset groups mapped to **community/regime/sub-community/village** URL sets using **page feeds**, steered by **search themes**, with **brand exclusions** on.
- **Demand Gen (replaced Discovery) + YouTube:** Mid-funnel creation with Shorts/in-feed + lead optimizations—new 2025 controls make this practical to scale.
- **Display:** Retargeting (golf, luxury travel, WSJ/Bloomberg-type inventory)
- **Paid Social (Meta):** Run under **Special Ad Category—Housing** with Advantage+ placements, broad location radius, creative that pre-qualifies, and CRM-powered remarketing (no lookalikes).
- **Microsoft Advertising (pilot):** 5–10% of **non-brand Search** to capture incremental demand and **ads showing in Copilot experiences**

We can hold an **additional 40% contingency** per project and release it in waves when CPA/lead-quality and **Search Impression Share (lost to rank)** show headroom

PBL (Palmetto Bluff) — \$264,000 baseline - Contingency (\$105,600)

Search NB: “Moreland/Wilson/River Road/Anson homes”, “PB vs Sea Pines/Berkeley/Colleton,” “STR rules,” “membership basics.”

PMax: Asset groups per **village Buyer Guide + comparisons**; **page feeds** limit to those URLs; **search themes** echo key questions; value-based bidding to tours.

Demand Gen/YouTube: Lifestyle storytelling in Shorts + in-feed; 2025 controls allow **channel/placement curation** (e.g., Shorts-first).

Paid Social: PB + Montage collabs to **Buyer Guides & Market Report**; server-side leads; SAC rules.

(This mirrors the high-reach social → guide conversion loop we’ve proven on similar hospitality/real-estate work.)

Channel	%	Annual Target
Brand	2%	\$5,280
Non-Brand	28%	\$73,920
PMax	22%	\$58,080
Demand Gen / YouTube	22%	\$58,080
Display	10%	\$26,400
Paid Social	14%	\$36,960
Experiments (MSFT, etc)	2%	\$5,280

KWH (Kiawah) — \$185,000 baseline - Contingency (\$74,000)

Search NB: exact/phrase for *regime/sub-community fees / STR rules / pets / parking* and “**Kiawah vs Seabrook/Kiawah River.**”

PMax: Asset groups: *Ocean Park, Cassique, East/West Beach, Vanderhorst*; **page feed** with those Buyer Guide URLs; **brand exclusions**; **search themes** = the above queries.

Demand Gen/YouTube: Reels-style vertical video (“Which community fits me?”); Shorts-only splits available in 2025 updates.

Display: Retargeting (guide readers, comparison readers) with **FAQ snippets** in creatives.

Paid Social: SAC-compliant Reels to Buyer Guides; test Instant Forms for **tour/appointment**; CRM pass-back to Ads.

Channel	%	Annual Target
Search – Brand	3%	\$5,550
Search – Non-Brand	35%	\$64,750
PMax (guard-railed)	18%	\$33,300
Demand Gen / YouTube	17%	\$31,450
Display (retargeting/prospecting)	10%	\$18,500
Paid Social (Meta)	15%	\$27,750
Experiments (MSFT Ads, social, etc)	2%	\$3,700

CLF (The Cliffs) — \$166,500 baseline - Contingency (\$66,600)

Search NB: *“Cliffs at Walnut Cove homes”, “Keowee Springs homes”, “Cliffs Valley homes,” “best golf communities Asheville/Greenville”.*

PMax: Asset groups: *Walnut Cove, Keowee Springs, Valley, Membership*, plus “Cliffs vs Old Edwards/Balsam” comparisons; **page feed** locked to guides; value-based bidding (tour set > brochure download).

Demand Gen/YouTube: Sequences featuring **Sports Pavilion**, “7 clubs, one membership,” and lake lifestyle; retarget to **New Releases**.

Paid Social: Reels + carousels; “Which Cliffs community fits me?” quiz ad.
(*Competitor context: Walnut Cove Realty & Keowee specialists appear on priority queries—hence the focus on community guides.*)

Channel	%	Annual Target
Brand	2%	\$3,330
Non-Brand	32%	\$53,280
PMax	20%	\$33,300
Demand Gen / YouTube	18%	\$29,970
Display	10%	\$16,650
Paid Social	16%	\$26,640
Experiments	2%	\$3,330

RSM — \$36,000 baseline - Contingency (\$14,400)

Search NB first (+ brand defense); **PMax page-feed pilot** on the two highest-value pages; **remarketing** only on Display & Social until CPA stabilizes.

Hold top-of-funnel until unit-level inventory or a defensible “vs.” page exists.

Channel	%	Annual Target
Brand	3%	\$1,080
Non-Brand	45%	\$16,200
PMax	15%	\$5,400
Demand Gen / YouTube	10%	\$3,600
Display	7%	\$2,520
Paid Social	15%	\$5,400
Experiments	5%	\$1,800

Positioning for AI-Driven & Multi-Signal Search

Optimize for AI Overviews (AIO):

- Structure content for *answerability* (clear Q&A, schema markup, concise summaries).
- Prioritize freshness and authority signals to increase likelihood of inclusion.

Strengthen EEAT:

- Showcase author credentials and lived experience.
- Publish transparent, sourced, and accurate content.

Target Entity Authority:

- Ensure consistent brand/person profiles across web, LinkedIn, press.
- Use structured data to reinforce entity recognition.

Broaden Signal Mix:

- Integrate video, imagery, and user-generated content to capture diverse ranking factors.

Leveraging Social Indexing & Navigating YMYL Standards

Social Visibility Optimization:

- Treat social posts as SEO assets — use clear keywords, captions, and hashtags.
- Encourage user-generated reviews/testimonials to boost authenticity signals.

Mitigate Inventory Filter Risks (Meta):

- Manually set brand-safe inventory filters (Moderate/Limited vs Expanded).

YMYL Scrutiny Response:

- For real estate compliance: highlight expertise and cite reputable sources.
- Include author bios, credentials, and transparent sourcing on all high-stakes content.

Cross-Channel Reinforcement:

- Use PR, ads, and influencer engagement to strengthen trust and authority across search + social ecosystems.

A coastal landscape at dusk. In the background, a large, multi-story house with a blue roof sits atop a grassy dune. A wooden boardwalk leads from the foreground through the dunes towards the house. The sky is a deep blue, and the sun is low on the horizon, creating a warm glow. The text "Thank You" is overlaid in the center in a white, elegant serif font.

Thank You