



*New Community Finder helps buyers tour and research communities online*

## **Greenwood Communities and Resorts Launches New, Interactive Corporate Website**

**GREENWOOD, S.C. (January 5, 2009)** – Greenwood Communities and Resorts, Inc., a recognized leader in the design, management and operation of fine resorts and communities across the Southeast, began the new year by announcing the launch of a new corporate website – [www.greenwoodcr.com](http://www.greenwoodcr.com). The innovative website showcases the company’s new brand, as well as its premier residential communities and resorts.

“We wanted a website that reflects our new brand, which was developed this past year during our 30<sup>th</sup> anniversary” said Cathy Anthony, Greenwood’s Director of Corporate Marketing. “This new site showcases both the resort and residential community aspects of our company, as well as highlights the philosophy that continues to make Greenwood a success. But most important for our customers, it gives them one-stop, easy access to the information they need for finding a new home or vacation destination.”

The just-launched website was designed by RTP (Resort Technology Partners) of Colorado. RTP was selected by Greenwood because of their industry expertise, talented design team and interactive product offerings. Their Content Management System allows Greenwood to update the site quickly and easily, giving users access to special offers and news highlights as soon as they become available.

One of the most anticipated features of the site is a new interactive Community Finder that helps potential buyers tour the communities online so they can find the community and the home that is right for them. The site serves as a portal for the company’s new communities, so potential buyers and homeowners can easily navigate to additional information about each community and the company.

Greenwood’s current residential communities, including The Ponds, The Reserve at Lake Keowee, and Big Canoe, as well as their premier destination resort, Palmetto Dunes, which was recently ranked the # 1 Family Resort in the United States by *Travel + Leisure Family* magazine, are all featured on the website. A multimedia gallery loaded with photos and videos give online visitors

**Page 2/Greenwood Launches New Corporate Website**

another way to experience Greenwood's residential communities and resorts.

In 2008, Greenwood Communities and Resorts celebrated its 30-year anniversary, marking three decades of successfully developing some of the nation's leading upscale resorts and residential communities. The company's philosophy has remained the same since its inception: Exceed the expectations of its homeowners and its resort guests on every level.

Headquartered in Greenwood, S.C., Greenwood Communities and Resorts combines an unparalleled depth of experience, stable management and an accomplished leadership team. Greenwood excels at balancing the latest resort and residential community trends with proven ideas, techniques and strategies.

The company first chartered a successful development strategy for Palmetto Dunes Oceanfront Resort, an award-winning resort located on Hilton Head Island, S.C., in 1979. Over the years, Palmetto Dunes has earned accolades from *Golf*, *Tennis*, *Forbes* and ABC's Good Morning America. Most recently, Palmetto Dunes was named as one of the "World's Best Golf Resorts" by *Travel + Leisure Golf*. Greenwood has evolved from the community builder of Palmetto Dunes to the resort operator of award-winning amenities, managing the entire vacation experience for its guests—from accommodations to golf and tennis to bike rentals and surf casting lessons.

For more information about Greenwood Resorts and Communities, call 843-785- 1106 or visit <http://www.greenwoodcr.com>.

For more information about RTP, visit [www.rtp.com](http://www.rtp.com).

###