



*As a native of Kershaw County* and an avid outdoorsman, Philip Reames of Coldwell Banker Residential Brokerage in Camden, South Carolina, has a knack for finding his clients a home or piece of land with ease.

After working many years in his family's petroleum business, Philip knew it was time to move on to something new. "By 2005, the industry had changed so much and, quite frankly, I was just burned out," he says. "But I'd always been interested in real estate, so I figured it was as good a time as any to start."

Philip quickly found his passion for selling land. But when the market crashed just a few years into his new career, he found it necessary to switch things up a bit. Today, he proudly represents Great Southern Homes as they expand their reach in the area. Locally owned by Michael Nieri since 1993, Great Southern Homes recently experienced incredible growth. "In 2014, they

were ranked #100 out of the Top 100 Builders in the nation. In 2015, they were #74," Philip explains. "They are the sixth fastest-growing, privately-owned builder in the country and offer high quality construction, customer service, and a warranty which is second to none. They're also an energy-efficient builder, and guarantee homeowners' electric and gas bills will not exceed a certain dollar amount in a two-year period; and if they do, you'll be reimbursed the difference."

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Currently, Philip is working in two brand-new Elgin communities which boast all-brick construction on a minimum of half-acre lots. However, he's not just limited to handling new construction in these communities; he also works with home buyers and sellers throughout the midlands of South Carolina to make their real estate dreams a reality.

Philip credits his success to the core values and beliefs his parents instilled in him as he was growing up. "The way I was raised plays a large role in how I conduct my business. I'm very honest and I care about my clients' well-being. I will always tell them the truth and give them the facts upfront," he says. "They can teach you about ethics in real estate school, but if you didn't learn those things from the start, then you're probably not ever going to get it," he adds with a laugh.

It's that high standard of ethics that has helped him achieve great things in real estate quite early in his career. Philip received the Rising Star award in 2006, was named Rookie of the Year by the Kershaw County Board of REALTORS®, achieved the Coldwell Banker Real Estate President's Club in 2010 and 2011, and Chairman's Club every year since 2012. In addition, he received the Regal Award, which is given to new construction sales agents who meet industry standards via the South Carolina Builder's Association.



As grateful as he is for the industry recognition, Philip is equally driven by the repeat business and referrals he gets from past clients, many of whom have given glowing reviews, raving about the service he provided them. He is widely recognized for his industry knowledge and expertise, professionalism, and knack for putting anxious clients at ease. "I get a good amount of repeat clients and that means a lot to me. It tells me I've done my job well."

With the long hours he puts in at work, Philip prefers to wind down in the great outdoors as often as possible. "I like to go hunting and fishing, or mountain bike riding, but I work so hard and so many hours, even something as simple as taking my dog for a long walk is good for me," Philip says.

In the near future, Great Southern Homes will begin construction on several new communities in the area and



Philip looks forward to putting people into those new homes. "I've found that as my business grows, I need to ramp up my support staff and do a lot more marketing, so I've got plans to do that," he says. "Great Southern Homes has put a lot of trust in me to manage these new communities and I want to make sure I represent them — and my clients — well."

PHILIP REAMES

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