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PROPERTIES

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McKee Properties Expands Client Service With Addition of Award-Winning Marketing Director

Cashiers, NC (January 2020) — McKee Properties, LLC, the experts in luxury real estate in the Cashiers area of the Western North Carolina mountains, announced the addition of a full-time marketing director to its team.

A proven expert and accredited professional with more than 25 years of experience, Kara Addy has joined McKee Properties as the company's marketing director. Addy's career has included leadership roles with institutions of higher education as well as nonprofit organizations and marketing and public relations agencies. Additionally, she served as assistant vice president of branding and communications for Colonial Life, a Fortune 500 subsidiary, supporting a national sales force.

"McKee Properties has always put the needs of its clients first, and this investment in marketing is part of that philosophy," said Coleen Gottloeb, broker-in-charge. "We're thrilled to have Kara working to expand and deepen the engagement of McKee Properties across today's digital and traditional platforms and marketing the extraordinary properties and lifestyle in which we specialize."

Formed in 1977, McKee Properties' history and experience in high-end real estate is unmatched in the Cashiers and surrounding area. William McKee and his sister, Ann McKee Austin, in conjunction with McKee Properties helped develop the nationally-renowned Wade Hampton Golf Club, which inspired the luxury communities and clubs that the area is known for today.

The company and its brokers consistently have ranked among the top producers in the market. Within its MLS, McKee Properties was the no. 1 office in total dollar volume during the past decade.

An Atlanta native, Addy's work has garnered more than 20 statewide and regional awards and has been the focus of numerous presentations to marketing and communications professionals and students. She holds a bachelor of science in communications from Florida State University and the universal accreditation in public relations (APR).

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After exploring and vacationing in and around Cashiers for more than a decade, Addy and her family permanently located to the area from Columbia, SC in 2018. She and her husband, Mike Addy, are proud parents to two teenagers – a son and a daughter – who stay busy with music and theater activities. For many years, the Addys have enjoyed hiking and chasing waterfalls throughout Cashiers and Panthertown Valley and recreating on nearby Lake Glenville. In addition to hiking, Addy enjoys camping, snow skiing, taking part in group fitness classes and playing trivia.

“McKee is known in Cashiers and far beyond for its deep roots, its respect for the land and its loyal relationships with clients. So, being part of the McKee Properties family and working for their clients in the region I’ve grown to love is a dream come true,” said Addy. “I’m looking forward to utilizing modern marketing platforms and strategies to expand our reach and share the McKee story, success and stellar portfolio of properties with current and prospective buyers and sellers.”

For more information about McKee Properties, visit mckeeproperties.com and on Facebook @McKeePropertiesLLC.

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