



COMPANY BACKGROUND INFORMATION

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Division of American Lodging Resources, Inc.*

UNIQUE PRIVATE/PUBLIC ALLIANCE PROMOTES THE CAROLINA LIFESTYLE

First Destination Marketing Firm to Co-Brand the Carolinas
Tracks Economic, Social & Cultural Impact of the In-migration Industry

CELEBRATING 25 YEARS

Columbia, SC - The Center For Carolina Living (CFCL) is a division of American Lodging Resources, Inc. The enterprise, will celebrate its 25th anniversary in 2011, publishes the semi-annual *CarolinaLiving* Guide and produces the 315-page original content Website, CarolinaLiving.com.

ROOT MISSIONS

B2C: Promote the Carolinas to a national audience as a first class place to visit, live, grow, do business and retire ... today and for the next 100 years.

B2B: Serve Carolina tourism destinations and attractions, financial services firms, residential communities, homebuilders and Green Home brands with a stream of high quality buyer prospects.

RESEARCH YIELDS HOMEBUYER PSYCHOGRAPHIC PROFILES

Co-founded in 1986 by spouses Patrick and Leyla Mason, the Center for Carolina Living gathers and compiles Carolina in-migration trend research for public and private organizations wanting to attract affluent families with motivations to visit and acquire high-end primary or second home real estate.

The Center generates these demographic and psychographic profile trends by way of the Carolina Lifestyle Survey™, a perpetual 26-question instrument that is completed by 4,000 families annually. Research data has been evaluated by Clemson University social scientists as carrying a 93% confidence level.

TARGET MARKETING

Living up to its motto, "Informing People on the Move," the Center creates, markets and fulfills the *CarolinaLiving* Guide to Relocation & Retirement. It targets information to the estimated six million annual visitors to the Carolinas (of the 66 million total), "Turbo-Tourists" in the process of investing in a primary/second home, land or business ventures. *(More...)*

Updated twice a year, the *CarolinaLiving* Guide enjoys an annual printed circulation of 60,000 and a combined annual browser/reader audience of 500,000 people. As its slogan, "Exploring the options ... feeling good about the move" suggests, the information-rich Guide and Website offers objective articles and comprehensive resources to help families – planning their retirement, changing careers, relocating near family, or starting a business – to make an informed decision and an easier transition.

“SUNRISE INDUSTRY” IMPORTS CASH, CREATES A NEW ECONOMY

Based on US Census data and conservative studies by UNCA, Wake Forest, Clemson, Coastal Carolina, College of Charleston and USC, Mr. Mason is forecasting the In-Migration Industry to generate an estimated 465,000 (gross-in) new residents in 2010, creating \$33.1 billion in economic output impact and 86,000 new jobs in the Carolinas (North Carolina receives twice as many as South Carolina and gets double the economic impact). Surveying 4,000 in-bound families a year, the Center reports median household income at \$119,000.

In-migration is estimated to be growing across both Carolinas (in normal years) by 3% per year, a geometric trend that demographers say will continue over the next 25 years. This, thanks to the affluent, mobile and highly educated Baby Boomer generation (74 million strong) coming forward in search of the attractive geographic and lifestyle values that exist in the Carolinas. Similar to the incubation of our Carolina tourism industry in the 1970s, in-migration is considered our "sunrise industry" of the 21st century ... what Mr. Mason calls "new clean architecture" in our economy.

CarolinaLiving.com survey research confirms that today, 41% of these in-migrants are over age 50, likely in some phase of pre-retirement. "Retirees are an industry in themselves," explains Dr. Frank Hefner, Economics Professor at College of Charleston who worked on an exhaustive \$53,000 economic impact study on the retirement industry for the SC Tourism Department. Moreover, according to a 1992 Department of Agriculture study, it takes 3.7 new manufacturing jobs to equal the long-term economic impact output of one new affluent retiree household in a rural county setting.

PUBLIC-PRIVATE PARTNERSHIP

The *CarolinaLiving* Guide is included among periodicals sanctioned for distribution in official NC and SC Department of Tourism Welcome Centers. Updated twice annually, it's also sold (\$6.95) on newsstands and bookstores in key origin markets.

Leyla and Patrick Mason direct the Center for Carolina Living from their "electronic cottage" home based headquarters in Columbia, SC. Seven associates "tele-commute" at their home offices.

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