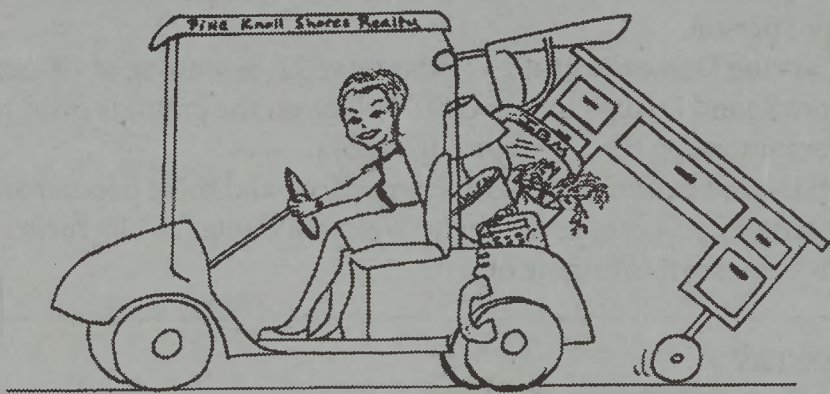


Real Estate News

Happy Anniversary, Pine Knoll Shores Realty

In 1998, the world was teetering on a technological revolution. Bill Clinton was President of the United States, Google was founded and Hurricane Bonnie hit North Carolina and the Crystal Coast with winds up to 115 miles per hour. Marian Goetzinger was a relatively new realtor with a dream. That was the year she founded Pine Knoll Shores Realty.



Pine Knoll Shores Realty's first ad was hand drawn by Marian because Clip Art was not readily available as it is now.—Photos courtesy of Amy Hahn

When Marian opened the doors of Pine Knoll Shores Realty 20 years ago, her telephone was connected to the wall, and she thumbed through the telephone directory to find the addresses and phone numbers of the people in Pine Knoll Shores she planned to contact. Very few people owned cell phones at that time. Marian designed the first mailer for Pine Knoll Shores Realty by cutting and pasting—not on a computer screen, but with scissors and glue.

The Multiple Listing Service (MLS) provided a directory of properties every two weeks and tax records had to be found by either going to the county courthouse to dig through files or by flipping through giant-sized tax books that most real estate firms purchased for their offices. Of course, by the time the MLS books or the tax records were printed, they were already out of date.

In 1998, Carteret County real estate agents did not have the luxury of lock boxes, computerized MLS records, tax records online or centralized showing services, and smart phones were a science fiction idea. Scheduling showings, processing listings and preparing forms was much more time-consuming than it is today.

Pine Knoll Shores Realty started out as a small, family business with a focus on community, and has remained so for 20 years. Many things change, but the basics stay the same. Real estate is local—always has been, always will be. It is about the land and property ownership and rights that go with owning property in America. The folks at Pine Knoll Shores Realty have had many opportunities to become part of “Big Box” companies, but have chosen to remain committed to Pine Knoll Shores where they live, work and play. Technology changes and the laws and the rules change, but the basics of any business are relationships. Marian and her colleagues at Pine Knoll

Shores Realty are involved in all aspects of our town. They are members of the country club, the Women's Club, the Garden Club, and the HOAs. The support and loyalty of the citizens of Pine Knoll Shores has consistently made them successful and vital members of the town.

Congratulations, Pine Knoll Shores Realty and Marian Goetzinger, on 20 years.



Marian Goetzinger in 1998 (left) and in 2018

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