

Hamrick sells, firm takes on new name

FOR THE JOURNAL

SENECA — John Hamrick has announced the sale of Lake Keowee Real Estate to Andy Lee.

Lee has been an associate with Hamrick's company for 15 years, working both in the field of development and marketing.

"It is time for a change, and Andy brings with him the experience and expertise to make that happen," Hamrick said.

Lee said he will use the name "Lake Keowee Real Estate" because of its dominant Internet presence and search engine optimization.

He will continue to use the

name "John Hamrick" as founder.

Hamrick has agreed to stay with the firm as an associate handling clients such as Crescent Communities, which Lake Keowee Real Estate will continue to partner with in development and marketing.

Lee believes success in

today's market lies in new technologies and Internet marketing strategies.

"The future business model of Real Estate demands a new philosophy, dedication and an embracing of innovative technology," he said. "Lake Keowee Real Estate is the next generation of Real Estate."