



**WILLIAM MEANS**  
Exclusive Affiliate of  
**CHRISTIE'S GREAT ESTATES**

News Release

## For Immediate Release

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## William Means to Provide Sales and Marketing Services for I'On Homes and the Coastal Living Idea Home

[I'On Group](#) advancing its pioneering placemaking

**February 26, 2009 – Mt. Pleasant, SC** - Today, Vincent Graham, Founder of The I'On Company, and Helen Geer, owner of William Means Real Estate, announced that I'On Realty is engaging William Means in a collaboration to enhance sales and marketing services for lot and home listings in the I'On neighborhood.

I'On Realty's new marketing relationship with William Means represents an exciting opportunity for both organizations. William Means is the exclusive affiliate of Christie's Great Estates in the region, representing some of the area's most beautiful, quality homes. The arrangement will expand I'On's exposure and quality sales representation. I'On Company will focus its energies on finishing out the final phases of the I'On neighborhood. I'On Group will remain dedicated to its core mission of planning and developing great urban neighborhoods.

I'On was one of the first neighborhoods in the nation to revive the traditional mixed use, walkable urban design. 660 of the 762 planned homes in the 243-acre neighborhood have been completed as well as numerous shops and office space, a church, Charter School, and other civic uses. In addition to its current I'On resale portfolio, William Means will assist The I'On Company and I'On Realty with the sale of its remaining lots, new homes built by the members of the I'On Guild, and the [2009 Coastal Living Idea Home](#).

Vince Graham remarked, "Over the course of a decade, I'On Realty has welcomed homeowners who have shaped the neighborhood into a place of exceptional character. We're honored to extend the reach of I'On to a broader audience with William Means – a company with deep local roots and the highest reputation for integrity and service."



Commenting on the opportunities ahead for William Means, Helen Geer said “We are very excited about this new sales and marketing relationship with I’On. Although we have had a presence in the neighborhood for many years, this sales and marketing arrangement with I’On Realty will allow us to connect to this celebrated neighborhood on a more personal level. Several of our agents are I’On residents with extensive sales experience and first-hand knowledge of what it means to live there. We are committed to making this new relationship successful and one that will benefit current and future residents.”

*William Means Real Estate was founded in 1933 and is one of the oldest real estate firms in the region. As a Christie’s Great Estates affiliate, William Means is able to showcase Charleston’s luxury homes through Christie’s web site, the Wall Street Journal web site, national and international publications, and the extensive network of other affiliates. This exposure – combined with the firm’s local efforts – will provide a unique platform for marketing I’On properties to the most qualified buyers around the world.*

*Helen Geer has over 35 years of experience in the real estate business, acting as the broker-in-charge at Williams Means Real Estate since 1993. The firm currently has offices in the Historic District and in Mt. Pleasant.*

*I’On Realty was founded a decade ago at the inception of the I’On neighborhood. As the leading company representing buyers and sellers in I’On, I’On Realty deals exclusively with the sale of I’On’s homes and homesites. I’On Realty is also actively committed to the social and cultural enrichment of I’On and closely partnering with the I’On Trust, an organization that promotes such activities in the East Cooper area.*

*Vince Graham, along with his father, Tom and brother, Geoff are the Founders and owners of The I’On Company. Vince also operates I’On Group - a development services company responsible for the development of I’On, as well as Morris Square in downtown Charleston and Mixson in the Park Circle area of North Charleston*

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