



## NEWS

**FOR IMMEDIATE RELEASE**

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### **LUXURY GULF COAST CONDOS HIT RECORD SALES**

*The strategy of highlighting “Best Value at the Beach” is paying off for Emerald, Diamond Beach and Sapphire.*

**GALVESTON, Texas** – December 03, 2012 – Emerald and Diamond Beach in Galveston, and Sapphire on South Padre Island, all luxury living condominiums, have recorded record breaking sales for the season, according to Strategyst LLC, the sales and marketing team for the three properties owned by IBC Bank, Houston.

“By positioning Emerald, Diamond Beach and Sapphire as the best values in high-rise luxury living on the Islands, we were able to grab the attention of buyers. The result is sales of over 60 homes, representing more than \$20 million in revenue, for the season. And, all at near market value,” said Arnie Seitel, Strategyst LLC president.

According to Seitel, Galveston’s east end and west end and South Padre Island are all prime locations for new home sales with unmatched values on the Gulf Coast. Seitel credits the partnership between IBC Bank and the Strategyst sales team effort in finding the value proposition for the success to date. “We have brought together the most professional team of sales and marketing personnel, with years of experience in the national and international real estate marketplace, to create an active selling program resulting in sustainable sales.”

“IBC Bank is strongly committed to both the Galveston Island and South Padre Island communities and that commitment is reflected in our investment in all three properties,” said Jennifer Hoff, IBC Vice President. “We are extremely pleased with the progress made to date and look forward to continued success.”

IBC Bank was founded in 1966, and has assets in excess of \$12 billion making it one of Texas’ largest holding companies.

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**About Strategyst LLC** - Strategyst LLC specializes in accelerated and sustainable sales of residential real estate assets that are non-performing. Their experience and expertise crosses over a wide variety of markets including resort properties, urban, residential and distressed real estate, luxury high-rise, master planned communities and internationally branded properties such as The Ritz-Carlton, Orient-Express, Marriott and Starwood.  
[www.strategystllc.com](http://www.strategystllc.com)

**About IBC Bank** - Emerald, Diamond Beach and Sapphire are supported by one of the most trusted financial institutions in Texas. IBC (International Bancshares Corporation) was founded in 1966 to meet the needs of small businesses in Laredo, Texas. Today, IBC Bank serves as the flagship bank of International Bancshares Corporation. Since its opening, IBC has grown from less than \$1 million in assets to more than \$12 billion, making it one of Texas' largest holding companies. IBC now serves 88 communities throughout Texas and Oklahoma with 217 branches and more than 370 ATMs and provides full-service banking seven days a week. [www.IBC.com](http://www.IBC.com)