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Official US Sales Center Promoting Bahamas Real Estate

April 8, 2010 4:05 AM EDT

Miami, FL - The Paradise Is Mine Company today opened the first "Official US Sales Center" location which will exclusively market Bahamas properties. The sales center, located within the trendy South Beach section of Miami Beach, is the first of its kind and is individually branded to specifically market the real estate of another country. Paradise Is Mine, the developer of innovative online marketing tools for the real estate sector, launched the first location in Miami, Florida as part of a global marketing strategy to promote Bahamas real estate. Additional international locations are forthcoming.

"The Bahamas Government has taken a tremendously innovative approach in the way they market travel and tourism for their country. Bahamas.com is quickly becoming one of the most recognizable web properties and brands in the world. Their marketing and brand recognition is ingenious. The logo is catchy and it's everywhere you look online," according to Lou Winthorpe, a renowned international real estate and travel analyst. "The Bahamas Government is truly at the forefront of the way governments should market themselves on the Internet," Winthorpe further added.

Paradise Is Mine is parlaying the global appeal of The Bahamas travel with the fact that The Bahamas real estate market, for the most part, has not been affected by the global economy. "This is a tremendous market opportunity for us," stated James Witherspoon Jr., Director of Operations for Paradise Is Mine which is currently highlighting the island of Rum Cay. Who wouldn't want oceanfront property and a second home in a spectacular tropical paradise? At the end of the day this is not really a hard sale," Witherspoon went on to say.

The Bahamian government which has travel and tourism offices in London, Toronto, New York and South Florida has recently consolidated offices in Atlanta, Houston and Dallas in order to focus on the development of their online presence. This strategy is viewed by industry analysts as being at the forefront of governmental global marketing. Bahamas.com has aggressively marketed travel and tourism online most recently partnered with the NFL to sponsor numerous events including the Superbowl and Pro Bowl which were held in South Florida in 2010.

South Florida, just 50 miles off the coast of the Bahamas, provides people interested in Bahamas real estate a perfect launching point to get a feel for what the Bahamas has to offer without travelling far from the United States. "There are millions of tourists who visit Miami Beach every year and we feel that this is a perfect locale to promote the Bahamas" Witherspoon further opined.

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