



# Competitors form unique alliance to strengthen Real Estate Market

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*A group comprised of leading Whatcom County visionaries, developers, builders, bankers and real estate experts has joined together to form an unprecedented alliance at a time when most in the Real Estate business are becoming increasingly competitive.*

PR9.NET October 05, 2006 - Birch Bay, WA, USA - A group comprised of leading Whatcom County visionaries, developers, builders, bankers and real estate experts has joined together to form an unprecedented alliance at a time when most in the Real Estate business are becoming increasingly competitive.

The "Rising Tide Marketing Group" created by companies such as Homestead Northwest, Trillium Corporation, Bank of the Pacific along with individuals including Ken Imus, Mike Kent, Gary Nelson, and Bill Grant have been meeting since June to mount a joint marketing campaign that will help introduce growing numbers of Canadian buyers to the areas of Blaine, Semiahmoo and Birch Bay.

The group's Marketing Chair, Gina Weigum with Terrell Creek Landing, states, " We've seen a noticeable increase in Canadian buyer activity and we realized that we could be most effective by combining our experience, resources and talents, knowing that if one of us succeeds, we all succeed." Hence the name "Rising Tide Marketing Group (Rising tide raises all boats).

The group has just launched an informative website [www.UndiscoveredWaterfront.com](http://www.UndiscoveredWaterfront.com) which is geared to introduce Canadians to the region while helping to guide potential buyers of second homes and condominiums to a myriad of new products while demonstrating how simple it is for Canadians to invest in and own property in Whatcom County.

Canadian ownership is not a new concept to the Blaine and Birch Bay area, in fact during the 1960's many neighborhoods were predominantly Canadian owned. What's different and new is that today's direct competitors have recognized that they can accomplish far more by working together and sharing marketing ideas and strategies in luring Canadians south. But most important is educating Canadians on how accessible and affordable real estate is in Whatcom County compared to British Columbia and Alberta.

A media campaign to attract consumers to [www.UndiscoveredWaterfront.com](http://www.UndiscoveredWaterfront.com) will begin in the Lower Mainland of British Columbia over the coming weeks and plans are already being made to expand their reach to Edmonton and Calgary. According to Rising Tide Marketing Group Spokesperson, Mike Kent, "Our neighbors to the north see real value in looking to Birch Bay, Blaine and Semiahmoo as their second home." The Canadian recreational market is becoming increasingly expensive and difficult to access, whether it be waiting for a ferry to Victoria or driving for hours to reach the traditional vacation areas of the Okanogan in places like Kelowna or Penticton.

By limiting Membership at this time to 12 Members, the group is highly productive in creating and implementing their plan. The board alone is represented by more than 200 combined years of real estate and marketing experience. The only thing that surpasses the group's collective knowledge is their mutual enthusiasm for Whatcom County's Northwest Corner of Blaine Birch Bay and Semiahmoo.

To learn more visit [www.Undiscovered Waterfront.com](http://www.UndiscoveredWaterfront.com)

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## About UndiscoveredWaterfront.com

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