



ENTERPRISE BACKGROUND INFORMATION

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Destination Marketing Firm Erases Border, Co-Brands the Carolinas Unique Private/Public Alliance Promotes Carolina Lifestyle Tracks Economic, Social & Cultural Impact of In-migration Industry Partners with NC & SC Departments of Tourism to Distribute Relocation Guide

Columbia, S.C. – A 1986 SC Corporation, the Center For Carolina Living (CFCL) provides migration trend research, web/digital, database marketing and lead generation services for real estate, tourism, financial services and destination marketing organizations.

ROOT MISSION

B2C: Showcase the Carolinas to a motivated global audience as a great place to visit, live, grow, do business and retire... today and for the next 100 years.

B2B: Serve Carolina tourism destinations, residential communities, homebuilder and green home brands with a stream of impressions, clicks and motivated customer prospects.

RESEARCH YIELDS PSYCHO/DEMO PROFILES

Co-founded by Patrick and Leyla Mason, the Center gathers and compiles Carolina in-migration trend research for public and private organizations wanting to attract affluent families with motivations to visit, relocate, launch businesses and/or acquire second home real estate.

CFCL maintains these demographic and psychographic profile trends by way of the Carolina Lifestyle Survey™, a perpetual 26-question instrument that is completed by 2,000 families annually. Research data has been evaluated by Clemson University demographic scientists as carrying a 93% confidence level.

Since 1986, more than 15,000 business leaders have attended a CFCL produced [Carolina In-migration Research Briefing...cashing in on tourism](#). (More...)

TARGET MARKETING TOOLS

Living up to its mantra, "Informing People on the Move," CFCL produces the 400 page, www.CarolinaLiving.com, as a resource for the estimated eight million annual Carolina visitors (of the 80 million total), [Turbo-Tourists™](#) in the process of investing in a primary/second home, land or business ventures. The digital media platform includes the COMPASS eNews that goes to 25,000 opt-in people twice a month. These consumer resources offer fresh premium content to help families make an informed decision and an easier transition.

"SUNRISE INDUSTRY" IMPORTS CASH, CREATES A NEW ECONOMY

Based on US Census data and conservative studies by UNCA, Clemson and USC, Mr. Mason is forecasting [in normal years] the In-Migration Industry to generate nearly 500,000 (gross-in) new residents creating \$30.21 billion in economic out put impact and 135,000 new jobs in the Carolinas 2015-16 IRS Migration Tracking Data reports Adjusted Gross Income for these new families: NC \$63,528; SC \$70,157. (NC receives twice as many as SC, gets double the economic impact.)

In-migration is estimated to be growing across both Carolinas by 5%, a geometric trend that demographers predict will continue over the next 25 years. This, thanks to the affluent, mobile and highly educated, 74 million Boomer generation coming forward in search of the attractive geographic/lifestyle values that exist in the Carolinas. More than 85 million Millennials represent a part of the demand curve.

CFCL Carolina Lifestyle Survey™ research confirms, 63% of these in-migrants are over age 50, likely in some phase of pre-retirement. "Retirees are an industry in themselves," explains Dr. Frank Hefner, who worked on an exhaustive \$53,000 economic impact study on the retirement industry for the S.C. Tourism Department. Moreover, according to a Department of Agriculture study on southern rural counties, it takes 3.7 new manufacturing jobs to equal the long-term economic impact output of one new affluent retiree household in a rural county setting.

Similar to the incubation of our Carolina tourism industry in the 1970's, in-migration is considered our "sunrise industry" of the 21st century... what Mr. Mason calls "clean, sustainable new architecture" in our economy.

Leyla and Patrick Mason direct the Center For Carolina Living from their "electronic cottage" home based headquarters in Columbia. Five associates "tele-commute" at their home offices.

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