

Veteran Real Estate Professional Alysia Stern Launches 'Rendezvous with Alysia' YouTube Series

MYRTLE BEACH, SC, UNITED STATES, July 9, 2025 /EINPresswire.com/ -- Alysia Stern, a real estate professional with over 15 years in media and storytelling, today announced the launch of "Rendezvous with Alysia," a new YouTube series that combines real estate market insights with personal narratives and community features. The [content platform](#) represents a significant expansion of Stern's brand beyond traditional real estate services.



Rendezvous With Alysia

Stern, who serves as a Broker at Northshore Properties Realty in New York and a Realtor at Innovate Real Estate in the Myrtle Beach and Florida areas, brings an unusual combination of credentials to the real estate industry. As a published author and former web-television personality, she has hosted TV segments and appeared on prime-time shows while building her reputation as a social media strategist over the past decade.

The new series aims to capture real stories and inspiring interviews delivered through an authentic lens. Each episode blends practical real estate guidance with broader lifestyle content, reflecting Stern's multifaceted background as both a Marine mom and entrepreneur.

This expansion into digital content creation comes at a time when real estate professionals are increasingly looking to differentiate themselves in competitive markets. By leveraging her extensive media experience, Stern is positioning herself as more than a traditional broker, instead cultivating a brand that encompasses her interests in the arts and community engagement.

The [Myrtle Beach-based real estate professional](#) has spent more than a decade building digital credibility, which she now channels into creating content that resonates with audiences seeking both property expertise and authentic storytelling. Her approach incorporates humor and

honesty into discussions about the real estate market, aiming to make complex topics more accessible to viewers.

Through "Rendezvous with Alysia," viewers can expect a mix of market analysis, community spotlights, and personal stories that draw from Stern's diverse professional background. The series represents her vision of modern real estate practice—one that acknowledges the importance of digital presence and authentic engagement in building lasting business relationships.

The rebranding effort reflects a broader trend in the real estate industry where professionals are expanding their service offerings and public personas to create deeper connections with clients and communities. For Stern, this means showcasing the full scope of her entrepreneurial ventures while maintaining her core real estate practice.

As the South Carolina real estate market continues to evolve, professionals like Stern are demonstrating that success in the industry increasingly depends on the ability to connect with audiences across multiple platforms while maintaining expertise in core services.

Stern is also preparing for the relaunch of her book, "I Wish I Could Go Where You Go," which will be available in stores worldwide.

About Rendezvous With Alysia

Rendezvous With Alysia is a YouTube series and content platform created by Alysia Stern, a real estate professional with over 15 years of experience in media and storytelling. Stern serves as a Broker at Northshore Properties Realty in New York and a Realtor at Innovate Real Estate in the Myrtle Beach and Florida areas. A published author, former web-television personality, and social media strategist, Stern combines her real estate expertise with lifestyle programming to create authentic content that resonates with audiences seeking property guidance and inspiring stories.

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