

WILLIAM MEANS REAL ESTATE

LUXURY INSIDER

SUMMER 2021



CHRISTIE'S
INTERNATIONAL REAL ESTATE



A COMPANY MILESTONE.

I am very pleased to announce that William Means Real Estate has achieved more than \$250 million in real estate sales during the first half of this year.

Our continued success is without a doubt due to our clients' loyalty to William Means. Year after year, our agents work nonstop to stay up-to-date on market trends while ensuring our clients are making the most informed real estate decisions in the Charleston market. It is a true testament to their hard work that William Means has achieved this level of success.

In one of the most unprecedented times in Charleston real estate, William Means has excelled like no other. Despite the issue of low inventory, we anticipate continued success in the local and luxury real estate markets as we look ahead to the remainder of 2021.

Let us share our wealth of knowledge with you. From the best neighborhoods, up-to-date real estate stats and the most luxurious properties on the market ... Don't just be a Charleston local – be a LUXURY INSIDER.

A handwritten signature in black ink that reads "Lyles Geer". The signature is written in a cursive, flowing style.

LYLES GEER | *President and Broker-in-Charge*



WE ARE CHARLESTON'S EXCLUSIVE AFFILIATE OF CHRISTIE'S INTERNATIONAL REAL ESTATE.

William Means Real Estate is Charleston's exclusive Affiliate of Christie's International Real Estate. We were hand-selected by this renowned brand, showcasing our specialization in marketing fine properties to discerning clients. This partnership affirms our long-standing record of first-rate service and extends our reach to luxury markets all over the world.



49
Countries

940
Offices

\$500 billion+
in luxury property sales
over the last five years

All data as of December 31, 2020

Learn more at
www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



Q2 MARKET REPORT

The second quarter of 2021 was record setting as William Means Real Estate achieved more than \$162 million in total sales for the quarter. Our average sales price of almost \$1.2 million was nearly \$200K more than any other company in Charleston. Incredibly, this record setting quarter came at a time when home inventory levels were at some of the lowest we have ever seen and demand is continuing to surge. We are extremely proud that William Means agents successfully navigated these unique market conditions to achieve record sales.

Currently, the third quarter is trending to be lower than the second quarter and many factors are contributing to the slow down. The demand is still high, but the third quarter in Charleston real estate is notorious for a slowing down as the weather heats up and many people shift their focus to vacations and summertime activities. The market is also seeing some price correcting. The demand is high, and inventory is low, but some have set extremely high list prices to see if they can find a buyer who can look passed what the data says the home should be worth. While these types of buyers were out there, it seems more are now saying that some pricing is just too high.

The housing market in Charleston over the last few quarters has been one of the most extraordinary we have ever witnessed. William Means agents have shown tremendous fortitude in keeping our clients informed to make the best housing decisions. The market will continue to be a roller coaster for the foreseeable future and we are ready.

DREW GROSSKLAUS | Sales Director/East Cooper Broker-in-Charge

MORE THAN
\$250M
 IN COMPANY
 WIDE SALES

#1

Boutique Firm For Home Sold
 For \$3M, \$4M & \$5M

54%

Sales Volume
 Increase From 2021

\$8.65M

Highest Sales Price



FROM THE BLOG

WILLIAM MEANS REACHES A QUARTER OF A BILLION IN SALES SO FAR THIS YEAR

No. 1 top-producing boutique firm for homes sold for \$3 million, \$4 million and \$5 million

We are pleased to announce that William Means Real Estate has achieved more than \$250 million in real estate sales during the first half of 2021. Of that significant achievement, \$162 million in sales was made during the second quarter alone, resulting in a 54 percent increase in sales volume over last year. An average sales price of \$1.114 million outpaced any firm with a sales total of more than \$176 million by more than \$227K.

We are also ranked as the No. 1 top-producing boutique firm for homes sold for \$3 million, \$4 million and \$5 million, further solidifying our standing as a top luxury firm in the area. We had an 131% increase in year over year sales, which was the highest increase for a company with sales totaling more than \$150 million.

“Our continued success is without a doubt due to our clients’ loyalty to William Means,” said Lyles Geer, President and Broker-in-Charge for William Means Real Estate. “Year after year, our agents work nonstop to stay up-to-date on market trends while ensuring our clients are making the most informed real estate decisions in the Charleston market. It is a true testament to their hard work that William Means has achieved this level of success.”

We have closed on several significant transactions in the Charleston area so far this year, representing a total of

221 buyers and sellers in the sale of properties or homes. Our firm sold \$43 million in South of Broad sales with an average sale price of \$1.865 million. Helen Geer, our firm’s Executive Broker, represented the buyer of the highest sales price in South Mount Pleasant at \$8.65 million. The second and third highest home sales in West Ashley and the third highest Sullivan’s Island home were also represented by our agents.

In South Mount Pleasant, we ranked as the top boutique company for residential real estate located East of the Cooper with more than \$77 million sold so far this year with an average sales price of \$1.077 million. In the award-winning I’On community, we are the overall top-producing firm, generating more than \$28.7 million in sales. Of the 50 homes sold in I’On so far this year, we represented 24 sides in I’On transactions, the most of any firm.

“In one of the most unprecedented times in Charleston real estate, William Means has excelled like no other,” said Drew Grossklaus, Director of Sales and East Cooper Broker-in-Charge for William Means Real Estate. “Despite the issue of low inventory, we anticipate continued success in the local and luxury real estate markets as we look ahead to the remainder of 2021.”

Read the full article at charlestonrealestate.com.



DOWNTOWN
CHARLESTON





GRAND RENOVATED PROPERTY

80 Rutledge Avenue

5 BR | 3/2 BA | 5,525 SF | Harleston Village

This grand downtown property underwent an extensive multi-year renovation by architect Glenn Keyes. Complete with soaring 12-foot ceilings, beautiful historic detailing, an updated kitchen, bathrooms and master suite, this home includes ample space and top-of-the-line finishes. The spacious floor plan includes a formal living room, formal dining room and study. The expansive family room with a gas fireplace and eat-in kitchen are perfect for entertaining. Enjoy the beautiful Charleston weather from one of the piazzas, the rooftop deck, the brand new pool and cabana or the sprawling backyard and front garden. This gorgeous home is ideal for the family wanting to be downtown with plenty of room and many different living areas, both inside and outside.

MLS 21007576

Lyles Geer

\$4,250,000

843.793.9800





LUXURY WATERFRONT HOME

106 Murray Boulevard

4 BR | 4/2 BA | 6,550 SF | South of Broad

MLS 21006777

Lyles Geer

\$5,750,000

843.793.9800



COMMERCIAL BUILDING WITH PARKING

41 Broad Street

4,860 SF | Includes 9 Private Parking Spaces | South of Broad

MLS 21004578

Lyles Geer

\$3,095,000

843.793.9800



SPECTACULAR WATERFRONT HOME

16 Murray Boulevard

3 BR | 3.5 BA | 2,508 SF | South of Broad

MLS 21012547

Georgia Bell

\$2,800,000

843.568.1601



JOHN RUDOLPH SWITZER HOUSE

6 Montagu Street

8 BR | 8 BA | 5,223 SF | Harleston Village

MLS 21018281

Lyles Geer

\$2,800,000

843.793.9800



QUINTESSENTIAL SOUTH OF BROAD HOME

192 Tradd Street

3 BR | 3.5 BA | 2,520 SF | South of Broad

MLS 21013866

Georgia Bell
Mary Cutler

\$1,800,000

843.568.1601
843.343.4858



QUAINT RENOVATED COTTAGE

125 1/2 Queen Street

2 BR | 2.5 BA | 1,200 SF | Crafts House

MLS 21003324

Michelle McQuillan

\$929,000

843.814.4201



HISTORIC CHARLESTON SINGLE

10 Clifford Street

2 BR | 2.5 BA | 1,544 SF | Harleston Village

MLS 20028579

Jane Dowd

\$897,000

843.224.2788



CHARMING CONDO WITH EXPOSED BRICK

109 E Bay Street unit 1G

2 BR | 2.5 BA | 1,640 SF | South of Broad

MLS 19030540

Lyles Geer

\$795,000

843.793.9800

DOWNTOWN CHARLESTON

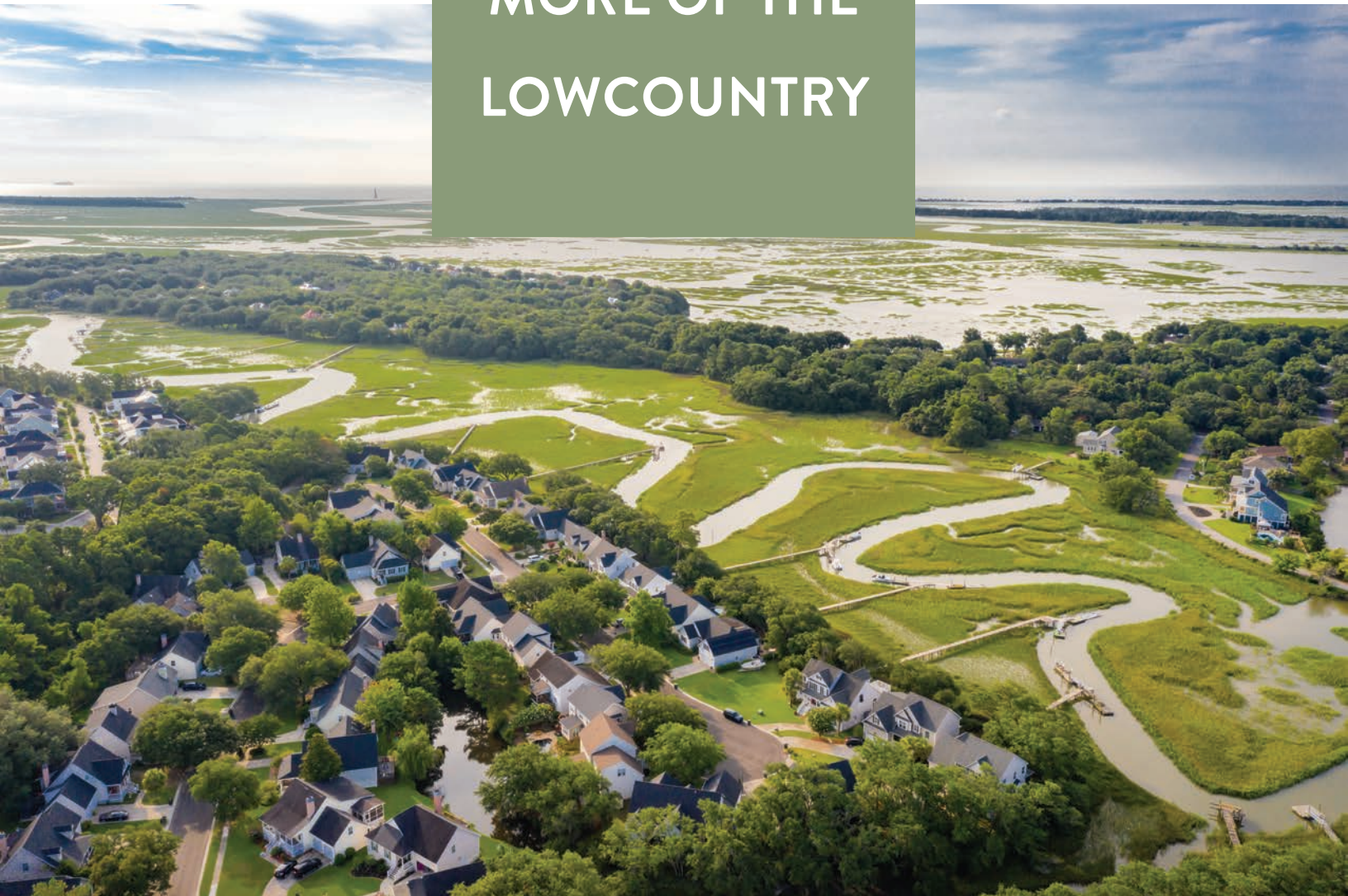
Learn more at www.charlestonrealestate.com



CHRISTIE'S
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EXPLORE
MORE OF THE
LOWCOUNTRY





THE ELIZABETH ARDEN HOUSE

208 Sumter Avenue

5 BR | 6.5 BA | 7,453 SF | Historic Summerville

The Elizabeth Arden House is a truly exquisite property located in the historic district of downtown Summerville. World-renowned businesswoman, Elizabeth Arden purchased the southern Victorian-style estate as a summer home and sold the property in 1954 while creating her cosmetic empire. This home features twelve foot ceilings, original heart pine floors, hand-carved moldings, six fireplaces, two laundry rooms, an elevator, and a spacious study on the first level. The kitchen is equipped with custom cabinetry, a Viking range and a spacious pantry. A picturesque exterior accentuates the manicured grounds, pool house with kitchen and three separate cottages. Privately situated on the area's most coveted street, the Elizabeth Arden House is within walking distance to the town square, popular restaurants, shops and tennis courts.

MLS 21011285
Kalyn Smythe

\$2,295,000
843.708.3353





STUNNING WATERFRONT PROPERTY

1521 Robin Rooke Way
4 BR | 4 BA | 5,860 SF | Grimball Farms

MLS 20013025
Alex Brener

\$3,200,000
843.729.3098



CONTEMPORARY COASTAL COTTAGE

1106 Simmons Street
4 BR | 3 BA | 3,200 SF | Old Mount Pleasant

MLS 21018658
Tim Schneider

\$1,895,000
843.834.2441



GORGEOUS PROPOSED CONSTRUCTION

1143 St. Elizabeth Court
5 BR | 3.5 BA | 3,328 SF | Shemwood

MLS 21013725
Kalyn Smythe

\$1,665,000
843.708.3353



CHARMING I'ON COTTAGE

19 Prescient Street
2 BR | 2 BA | 1,148 SF | I'On

MLS 21018681
Michelle McQuillan

\$778,000
843.814.4201



FROM THE BLOG

GUIDE TO LOWCOUNTRY BEACHES

Some of Charleston's most sacred resources are its iconic beaches

South Carolina's Lowcountry is known for its serene landscapes, meandering waterways and expansive marsh views. With several nearby beaches to choose from, it can be hard to decide which one to visit. In this William Means Guide to Lowcountry Beaches we've curated unique, off the beaten path destinations that are must do's for your summer bucket list!

Morris Island – Located on the southern entrance of the Charleston Harbor is Morris Island. This 840-acre island is only accessible through aquatic transportation. It is the site of the Morris Island Light, a red and white striped lighthouse that was built in 1876 and is the tallest of its kind in the state. If boat access is not an option, you can view this once lived on island and historic landmark from afar at the North edge of Folly Beach.

Breach Inlet – Separating Isle of Palms from Sullivan's Island is the scenic Breach Inlet. This historic landmark was once the site of a Revolutionary War battle where Colonel William Thompson stopped British troops from invading the neighboring islands. Catch a sunset or beautiful sunrise from Breach Inlet while watching the dolphins swim by!

Bulls Island – Commonly referred to as "Bone-Yard Beach," Bulls Island is one of several barrier islands located within the Cape Romain National Wildlife Refuge. Cape Romain

was established in 1932 as a migratory bird refuge and comprises a 22-mile stretch along the Atlantic Coast. This 66,267-acre preserve can only be accessed through aquatic transportation. If you are looking for a unique nature experience, Bulls Island at Cape Romain is the ultimate, day filled adventure.

Botany Bay Plantation – Pack a picnic and head South to one of our absolute favorite Lowcountry destinations. Managed by South Carolina's Department of Natural Resources, with admissions covered from annual hunting permits, Botany Bay is the perfect outdoor retreat. Upon entering the nature preserve, you are greeted by a breathtaking Oak Alley lined road that sets the scene for this quintessential Southern landscape. Botany Bay is abundant in wildlife as it is rich in picturesque views and totally worth the short drive out of town.

Sullivan's Island, Kiawah Island, Folly Beach and Isle of Palms are well-known local beaches in the Charleston area. If you are looking for more of a beach town atmosphere, these areas offer the convenience of local shops and restaurants all in their own unique way. We hope our William Means summer guide will lead you on a quest to explore the Lowcountry and all the beautiful beaches it has to offer.

Read the full article at charlestonrealestate.com.

GET TO KNOW OUR AGENTS.



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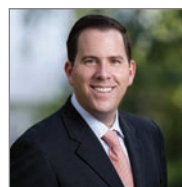
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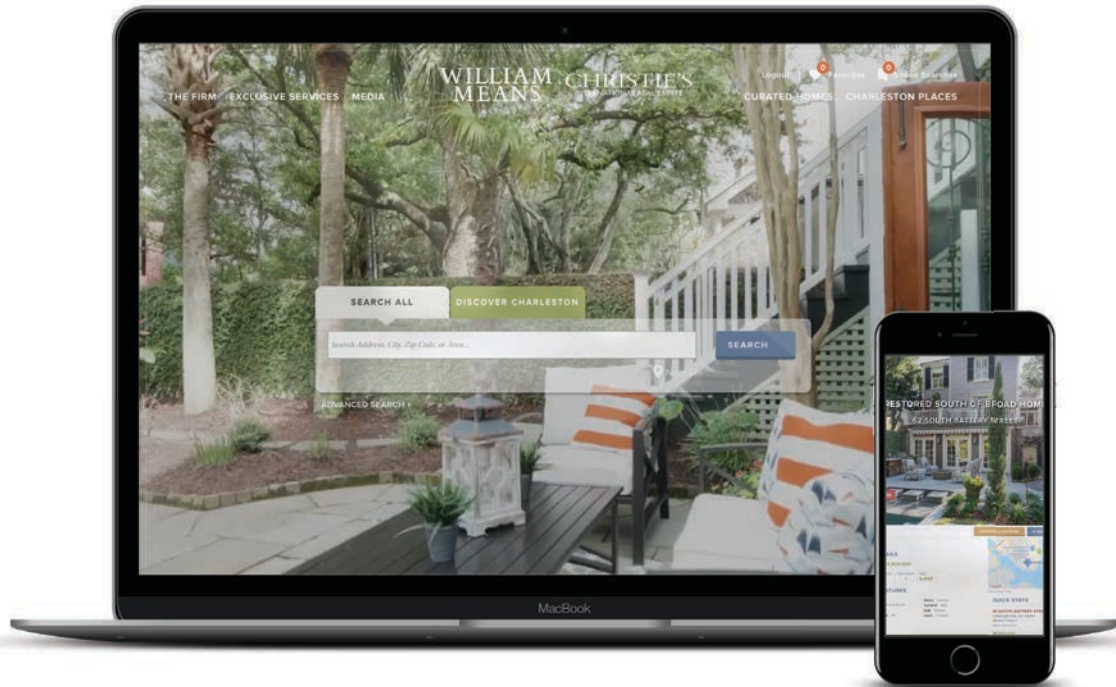
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