

WILLIAM MEANS REAL ESTATE

# LUXURY INSIDER

WINTER 2020



CHRISTIE'S  
INTERNATIONAL REAL ESTATE



## A NEW DECADE

2020 is here and with it brings a whole new decade for real estate in Charleston. We are proud to announce that William Means Real Estate achieved more than \$212M in sales in 2019, making it the second best year in our company's history. As one of the oldest real estate firms in the area, it is truly a tremendous testament to our experienced agents and our wonderful clients that we achieved a record year. Thank you for making our firm what it is today and we look forward to serving you for decades, and generations, to come.

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.

Helen 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.



*50*  
Countries

*1,000*  
Offices

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



Luxury real estate has its ups and downs in 2019 but in the end was extremely comparable to 2018. The year started off quite quickly with sales occurring earlier in the year than what we normally see. The quick shift however was followed by a slow down in Charleston real estate during the typically busy months of April, May and June. The market then finished strong in the months of October, November and December. The similarities to the luxury market of 2018 were across all areas of Charleston, and with 2018 being a strong year it was great to see.

Even with the adjusting market, William Means achieved more than \$212 million in sales resulting in our second highest sales year in company history. In changing markets, working with a professional real estate agent at a top firm is essential to having a smooth home buying or selling experience. At William Means we are continuously studying market trends, planning for the future and determining how to best meet the needs of our clients.

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

MORE THAN  
**\$212M**  
 IN COMPANY  
 WIDE SALES

**233** TOTAL  
 HOMES SOLD

**\$873K** AVERAGE SALES  
 PRICE

**\$63M** DOWNTOWN  
 CHARLESTON SALES



FROM THE BLOG

## A RECORD YEAR OF CHARLESTON HOME SALES

### *William Means Real Estate Looks Ahead to 2020*

As one of the oldest real estate firms in the area and an exclusive affiliate of Christie's International Real Estate, our company continues to remain at the forefront of the local luxury market. Last year, we sold more than \$212 million in Charleston real estate with an average home sales price of \$873,000, making 2019 one of the best years in our company's history.

We represented the sales of 233 homes with significant real estate transactions boosting sales, including:

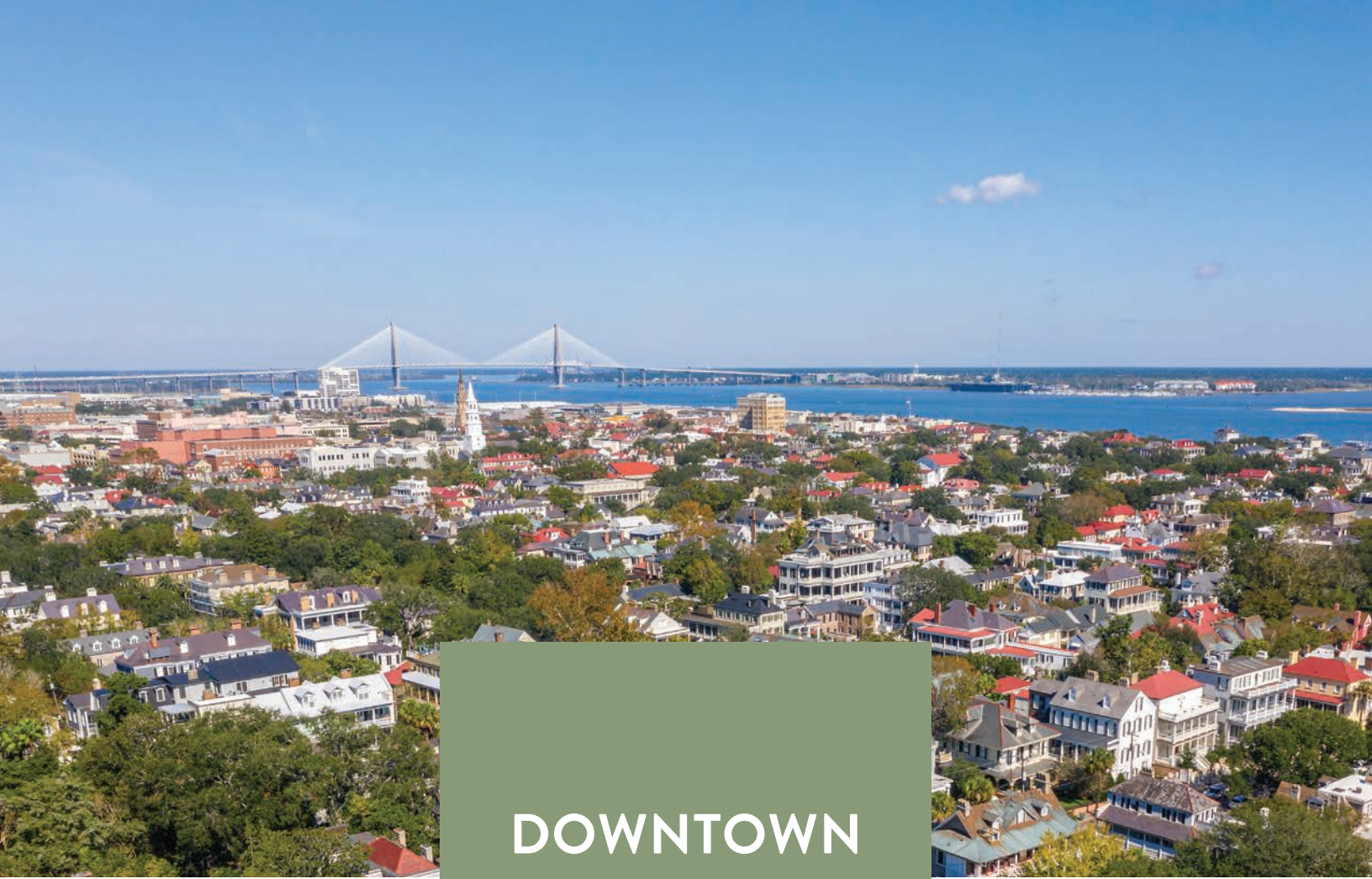
- 2 Concord Street – South of Broad - \$7,300,000
- 147 Stono Drive – James Island - \$4,250,000
- 202 McCants Drive – Mt. Pleasant - \$3,900,000
- 3404 Palm Boulevard – Isle of Palms - \$3,700,000
- 154 Hobcaw Drive – Mt. Pleasant - \$3,700,000

“According to the National Association of Realtors, Charleston is one of 10 markets to have home price appreciation that outpaces the rest of the country over the next three to five years,” said Helen Geer, President and Broker-in-Charge for William Means Real Estate.

“Our agents and company work diligently to stay on top of market trends while ensuring that clients are making the most informed decision for their lifestyle and family. Our clients' allegiance demonstrates our client-focused approach.”

Our agents work from offices in downtown Charleston and the l'On neighborhood of Mount Pleasant. We were the No. 1 top-producing boutique firm in l'On last year, making it our tenth consecutive year holding that distinction in the community. In addition to this success, we remain leaders and experts in historic homes with more than \$63 million alone in downtown Charleston sales last year.

“In the competitive Charleston market, it is a true testament to our strong team of agents that we achieved two back-to-back years of record sales,” said Drew Grossklaus, Director of Sales and East Cooper Broker-in-Charge for William Means Real Estate. “We anticipate continued success in the local and luxury real estate markets as we look ahead to 2020.”



DOWNTOWN  
CHARLESTON





## THE JAMES WATT HOUSE

26 Church Street

3 BR | 2.5 BA | 3,819 SF | South of Broad

Set on the corner of Church and Atlantic Streets, the circa 1794 James Watt House recently was completely renovated by the best specialists in historic Charleston including Tupper Builders, e. e. fava architects, and landscape architect Glen Gardner. In 2017, the house earned the Carolopolis Pro Merito award for maintaining the Charleston single's iconic character and patina while completely modernizing to the highest standards in electrical, plumbing, structural, and more. Complete with lock-and-leave convenience including automated smart-home features for remote access and security, a full-service property manager, and gated parking, 26 Church Street offers the best of downtown living. No expense was spared nor detail overlooked in joining the best of old and new.

MLS 19024748

Lyles Geer

**\$4,190,000**

843.793.9800





### TOWNHOME WITH PRIVATE ROOFTOP

18 S Adgers Wharf

3 BR | 3.5 BA | 2,740 SF | South of Broad

MLS 19030491

Harrison Gilchrist

**\$2,250,000**

843.209.4658



### THE THOMAS BANNISTER SEABROOK HOUSE

104 Rutledge Avenue

4 BR | 4.5 BA | 5,500 SF | Harleston Village

MLS 19003559

Helen Geer

**\$1,995,000**

843.224.7767



### EXQUISITE SOUTH OF BROAD CONDO

3 Chisolm Street unit 107

2 BR | 2 BA | 2,117 SF | South of Broad

MLS 19015386

Lyles Geer

**\$1,995,000**

843.793.9800



### ELEGANT TOWNHOME WITH GARDEN

59 1/2 South Battery

3 BR | 2.5 BA | 1,980 SF | South of Broad

MLS 20000707

Helen Geer

**\$1,550,000**

843.224.7767





### UPGRADED DOWNTOWN HOME

201 Wentworth Street

4 BR | 3.5 BA | 2,600 SF | Harleston Village

MLS 19029949

Georgia Bell

**\$1,250,000**

843.568.1601



### CHARLESTON-SINGLE STYLE HOME

14 Gadsden Street

4 BR | 3.5 BA | 3,597 SF | Harleston Village

MLS 20002114

Martha Freshley

**\$1,230,000**

843.297.7530



### HISTORIC CARRIAGE HOUSE

42 Montagu Street

3 BR | 2.5 BA | 2,434 SF | Harleston Village

MLS 19029949

Grace Perry Huddleston & Leize Gaillard

**\$1,149,000**

843.224.6262



### HISTORIC CONDO WITH EXPOSED BRICK

109 E Bay Street #1G

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

MLS 19030540

Lyles Geer

**\$895,000**

843.793.9800

DOWNTOWN CHARLESTON

Learn more at [www.charlestonrealestate.com](http://www.charlestonrealestate.com)



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## FITZSIMONS TOWNHOUSE

2 1/2 Colonial Street

3 BR | 2.5 BA | 1,810 SF | South of Broad

MLS 20001497

Beverly Burris

**\$845,000**  
843.343.1791



## SOUTH OF BROAD ELEVATED HOME

156-A Tradd Street

4 BR | 4 BA | 2,309 SF | South of Broad

MLS 19025664

Lyles Geer

**\$795,000**  
843.793.9800



## FROM THE BLOG

# 5 REASONS TO SPEND THE WINTER IN CHARLESTON

## *History, Beaches and Legendary Cuisine*

Rich history, beautiful beaches, and legendary cuisine are just a few reasons why people love to visit and live in Charleston. Our beautiful city welcomes thousands of visitors each summer, but there are many great reasons to spend the winter months here, too.

### **MILD TEMPERATURES**

With average temperatures hovering around 60 degrees Fahrenheit during the winter months, it's the perfect time to enjoy outdoor activities like biking, walking and jogging. Charleston's beaches are much less crowded in the winter, too, offering a serene place to sit and read or stroll and admire the water views.

### **HOTELS AT LOWER PRICES**

Winter is typically a slower time of the year in regards to tourism, so many hotels offer lower prices. Invite friends and relatives to come visit throughout the winter months. They'll be wowed by the exquisite design and outstanding service at Charleston's best hotels.

### **WINTER EVENTS**

In February, the Southeastern Wildlife Expo celebrates wildlife and nature through fine art, conservation education and sporting demonstration.

### **OUTSTANDING CUISINE**

Southern comfort food is arguably the best winter diet, from fresh seafood to biscuits to decadent desserts. Enjoy Charleston's abundance of fine dining throughout the winter, and you won't want to miss Charleston Restaurant Week in January when numerous casual and high-end restaurants offer special prices.

### **SHOPPING**

Browse specials and sales at pop-up shops, boutiques, and more at Second Sundays on King Street. For unique, locally-made gifts for family and friends visit the Marion Square Holiday Market.

Come see why we love to spend the winter in Charleston!

Read the full article at [charlestonrealestate.com](http://charlestonrealestate.com).



MOUNT  
PLEASANT





## GORGEOUS MOUNT PLEASANT HOME

982 CLIFFWOOD DRIVE

5 BR | 4.5 BA | 4,206 SF | The Groves

Welcome to this custom-built home located in the desirable Groves neighborhood. This home truly exudes southern charm. Outside, you'll be greeted by a grand oak and a spacious southern porch. This sprawling home provides space without comprising the feeling of coziness. Throughout the interior are Caribbean heart pine floors, neutral paint colors and 9-foot ceilings. Enjoy entertaining in the large kitchen equipped with Wolf, Sub-Zero and Miele appliances. A private master suite is on the main floor and situated away from the other rooms. The upstairs bedrooms are plentiful with great closet space and bright, big windows. This is a rare find in one of the most sought-after neighborhoods in Mount Pleasant.

MLS 20001615  
Krystine Edwards

**\$1,600,000**  
843.805.7895





### SPECTACULAR VIEWS ON SHEM CREEK

982 Sea Gull Drive  
4 BR | 4 BA | 3,700 SF | Shemwood II

MLS 20001946  
Kalyn Smythe

\$1,495,000  
843.708.3353



### MOUNT PLEASANT CHARMER

54 Sanibel Street  
4 BR | 4.5 BA | 3,037 SF | I'On

MLS 19023821  
Michelle McQuillan

\$1,085,000  
843.814.4201



### STUNNING LAKEFRONT HOME

44 Rialto Road  
4 BR | 4.5 BA | 2,778 SF | I'On

MLS 19022231  
Bonnie Geer

\$999,000  
843.870.0521

MOUNT PLEASANT

Learn more at [www.charlestonrealestate.com](http://www.charlestonrealestate.com)



CHRISTIE'S  
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## FROM THE BLOG

## 2020 HOME DESIGN TRENDS

### *Ring In The New Decade With Fresh Decor*

From blended, multi-functional living spaces to eclectic powder room wallpaper, there are so many fresh design ideas to implement in your home this year. Come with us as we explore a few of our favorite 2020 design trends.

### **EARTH TONES**

Earth tones like brown, wine, olive and yellow ochre are making their reappearance, adding warmth and depth to interior spaces. Try it out with a paint color if you're feeling bold, or keep it simple with accent furniture, throw pillows or wall art.

### **LAYERING OLD & NEW**

In the new decade we will see interior design moving away from extremely minimal spaces, still celebrating sleek modern design but also holding space for the past. Pairing antique light fixtures and framed art with modern furniture is an effortless way to achieve an eclectic yet attractive aesthetic.

### **FUN BATHROOM DESIGN**

Bathrooms are the perfect spaces to make a design statement without changing the overall look of your home's interior. From boldly patterned wallpaper to a unique mirror, have fun with colors, textures and

patterns to add interest to your bathroom spaces.

### **MULTI-FUNCTIONAL SPACES**

Flexible, multi-functional spaces are in as homeowners seek to utilize space more efficiently. From workspaces in the kitchen or guest room to a combined playroom and media room, there are endless possibilities for making each room in your home more functional.

### **BRASS FIXTURES & ACCENTS**

Like earth tones, brass adds warmth to a space as well as visual interest. In 2020, brass accents will be slightly more muted with more patina and "wear" than in the past. Try it out with sink and bath fixtures, door knobs or lighting.

However you decide to refresh your home's interior this year, we hope you enjoy making each space your own!

Read the full article at [charlestonrealestate.com](http://charlestonrealestate.com).



EXPLORE  
MORE OF THE  
LOWCOUNTRY







## SULLIVAN'S ISLAND DREAM OPPORTUNITY

**2525 Atlantic Avenue**

4 BR | 2 BA | 1,476 SF | Sullivan's Island

Set in the charming, coastal town of Sullivan's Island and just 15 minutes from downtown Charleston, this spacious 0.51 acre oceanfront lot offers the perfect opportunity to build your dream home on the beach. Imagine living in this terrific location near Station 26 and experiencing the Lowcountry lifestyle on this exclusive beach, well-known for kite-surfing. Enjoy living a short walk to the incredible restaurants and shopping on the island and convenient location just minutes to downtown Charleston. It is rare to have two structures currently situated on the property.

**MLS 20000435**

Grace Perry Huddleston

**\$4,250,000**

843.224.6262





## HOOPSTICK ISLAND

2068 Hoopstick Island Road  
156 AC | Johns Island

MLS 16020937  
Lyles Geer

**\$7,750,000**  
843.793.9800



## KIAWAH ISLAND RETREAT

29 Rhett's Bluff Road  
5 BR | 5/2 BA | 4,412 SF | Kiawah Island

MLS 17000730  
Sarah Vineyard

**\$4,349,000**  
843.709.1167



## MID-CENTURY HOME IN THE CRESCENT

15 Johnson Road  
5 BR | 4.5 BA | 5,300 SF | West Ashley

MLS 20000729  
Jane Dowd

**\$2,795,000**  
843.224.2788



## LUXURIOUS BEACH-SIDE GETAWAY

3612 Beachcomber Run  
4 BR | 4/2 BA | 5,152 SF | Seabrook Island

MLS 20001816  
Lyles Geer

**\$2,095,000**  
843.793.9800

LOWCOUNTRY LIVING

Learn more at [www.charlestonrealestate.com](http://www.charlestonrealestate.com)



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### CLASSIC BEACH HOME

2314 Middle Street

6 BR | 4/4 BA | 3,506 SF | Sullivan's Island

MLS 19032457

Sam Moore

**\$1,790,000**

843.200.2930



### PICTURESQUE ISLAND HOME

1952 Long Creek Road

3 BR | 4.5 BA | 4,385 SF | Wadmalaw Island

MLS 17020255

Helen Geer

**\$1,625,000**

843.224.7767



### MOVE-IN READY WATERFRONT HOME

1564 Spinnaker Lane

4 BR | 3/2 BA | 4,659 SF | Ashley Harbor

MLS 17025318

Lyles Geer

**\$1,275,000**

843.793.9800



### RENOVATED HOME IN WILD DUNES

36 Fairway Oaks Lane

4 BR | 3.5 BA | 3,784 SF | Isle of Palms

MLS 19008409

Krystine Edwards

**\$1,095,000**

843.805.7895



## FROM THE BLOG

# WILLAM MEANS GUIDE TO SULLIVAN'S ISLAND

## *Coastal Beach Town Rich in History*

A beautiful, unspoiled barrier island just 15 minutes from downtown Charleston, Sullivan's Island offers the best of coastal living with incredible local restaurants, panoramic water views and majestic beach homes.

### **LAID-BACK ATMOSPHERE**

Home to just 2,000 residents, the island offers a leisurely lifestyle not found elsewhere in the greater Charleston region. From strolling on the beach to biking on quiet residential streets to kayaking and boating on the Intracoastal Waterway, there is no shortage of activities on Sullivan's Island.

### **BEACHFRONT LIVING**

Pristine beaches draw visitors from all over the Charleston area – you'll find sunbathers, sailboaters, kite-flyers, and runners alike on the wide beachfront. The beach also offers panoramic views of the Atlantic Ocean, Fort Sumter and Charleston Harbor.

### **ELEGANT HOMES**

Spacious beachfront homes with sparkling pools, wide screened porches and stunning architecture take advantage of all aspects of island living, while charming cottages offer an escape from busy everyday life.

### **UNIQUE EATERIES**

From Southern barbecue at Fiery Ron's HomeTeam to burgers at Poe's Tavern to seafood and pasta at The Obstinate Daughter, the island has something to tantalize every palate. Don't forget about Republic Ice Cream after an afternoon on the beach!

### **RICH HISTORY**

Incorporated in 1870 as Moultrieville, the island has a long military history of protecting the Charleston Harbor. On the southern end of the island, restored Fort Moultrie offers an incredible opportunity to learn about seacoast defense through World War II.

Come discover why the Lowcountry is enamored with Sullivan's Island.

Read the full article at [charlestonrealestate.com](http://charlestonrealestate.com).



## EXCLUSIVE ACCESS STARTS HERE.

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