

WILLIAM MEANS REAL ESTATE

LUXURY INSIDER

SPRING 2021



CHRISTIE'S
INTERNATIONAL REAL ESTATE



THE NEXT CHAPTER.

As the Spring season makes its appearance, the charm of Charleston becomes apparent all over again. From flowers blooming in downtown windowboxes to perfect-weather days spent at the beach or on the water, there really is no place like the Lowcountry. At William Means Real Estate, we love to show everyone what makes our city such a wonderful place to call home - and we know it well, after 87 years of buying and selling Charleston homes.

When my mother became the third owner of William Means, she had a vision and philosophy of integrity and clients coming first above all else. As the company's new President and Broker-in-Charge, I am honored to serve our clients and community with the same level of honesty and passion that marks William Means Real Estate' longstanding history as a top luxury firm. I look forward to carrying on these principles with our esteemed team of real estate agents for years 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.

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



Truly staggering numbers were witnessed in the first quarter of 2021. Real estate sales have increased 26% in the overall Charleston market continuing the trends that we saw across the luxury real estate world in 2020, and even more so at the start of this year. However, this increase comes with the number of homes on the market down 72% over the last 12-month period. With this huge gap in supply versus demand, the average time it takes to sell a property has been cut in half to 37 days and the median price increased by 14% from the first quarter of 2020.

William Means Real Estate was a leader in sales for luxury properties in Charleston for the first quarter of 2021. The company had \$82 million in overall sales during the first quarter, representing a whopping 84% increase from the first quarter of 2020. The average sales price of William Means transactions was \$1 Million, a 30% increase from last year.

Our clients once again came to us for the most important guidance in navigating one of the most distinctive real estate markets in years. William Means agents have worked harder than ever before to communicate with anyone who may have homes they are considering selling in order to meet the demand of our buyers. Our agents have also used negotiating tools to secure contracts for our buyer clients as multiple offer situations have become the norm in the current climate.

After this whirlwind first quarter I do not foresee things changing throughout 2021. The inventory decline is so substantial that it will take some time to recover. William Means Real Estate is ready to help you buy or sell your Charleston home and continue to give the best to our clients during exceptional times.

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

MORE THAN
\$82M
 IN COMPANY
 WIDE SALES

84%

Q1 SALES INCREASE
 FROM 2020

\$1M

AVERAGE
 SALES PRICE

30%

HIGHEST SALES PRICE
 INCREASE FROM 2020



FROM THE BLOG

CURB APPEAL UPDATES TO PREPARE FOR THE SPRING MARKET

The right exterior updates will make your home stand out above the rest

Spring is a wonderful time of year in Charleston, with warming temperatures, beautiful sunny days and a plethora of flowers and foliage coming into bloom. It's also the busiest time of year in real estate, and the perfect time to list your home for sale. Before you put your home on the market, you'll want to up your curb appeal game. Follow these tips to make your home the prettiest on the block.

Address Repairs. It's a good idea to have an inspection done on your home before putting it on the market so you can address repairs before your home is listed for sale. Address any exterior maintenance issues, big or small, so that potential buyers have a great first impression of your home before even stepping inside.

Consider Repainting. Fresh exterior paint, new siding, and updated or repainted shutters can make a huge impact on your home's curb appeal. Before making any significant updates and renovations, speak with your real estate agent and they'll be able to connect you with great local professionals.

Make Your Windows Sparkle. In addition to making your home look more polished from the outside, freshly-cleaned window panes also allow for the maximum amount of natural light to enter your home. Don't forget to power wash your screens and shutters, too!

Freshen Up Landscaping. Nothing is more inviting and charming than beautifully done landscaping. Clear away any dead plants and leaves leftover from winter and consider adding bright and cheerful blooms to make your home really stand out.

Focus On Your Entryway. Make your front entryway the focal point of your home's exterior. Consider a fresh coat of paint and new hardware on your front door as well as swapping out any outdated lighting fixtures. Make sure any outdoor furniture is clean and free of dirt and pollen, and keep seasonal decor subtle and tasteful so it doesn't distract from your home's features.

Read the full article at charlestonrealestate.com.



DOWNTOWN
CHARLESTON





LUXURY WATERFRONT HOME ON THE BATTERY

106 Murray Boulevard

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

Enjoy unobstructed views of the Ashley River in this move-in ready home on prestigious Murray Boulevard and the newly elevated and improved Battery seawall and boardwalk. Complete with a chef's kitchen, open floor plan, breezy porches and elegant garden, this immaculate property is perfect for entertaining or relaxing with family and friends. The ground floor opens seamlessly into the garden, and is equipped with an elevator off the driveway's vestibule entry for easy grocery and luggage delivery to each floor. Come take advantage of this exceptionally built home in historic downtown where no detail has been overlooked.

MLS 21006777

Lyles Geer

\$5,750,000

843.793.9800





GRAND RENOVATED PROPERTY

80 Rutledge Avenue

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

MLS 21007576

Lyles Geer

\$4,250,000

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

\$3,250,000

843.793.9800



LUXURIOUS WATERFRONT CONDO

36 Prioleau Street unit P

2 BR | 2.5 BA | 2,154 SF | French Quarter

MLS 21010546

Lyles Geer

\$2,600,000

843.793.9800



TRADITIONAL CHARLESTON SINGLE

17 Anson Street

3 BR | 2.5 BA | 1,840 SF | Ansonborough

MLS 21006025

Farrah Follmann

\$1,145,000

843.860.3425

DOWNTOWN CHARLESTON

Learn more at www.charlestonrealestate.com



CHRISTIE'S
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HISTORIC CHARLESTON SINGLE

10 Clifford Street

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

MLS 20028579

Jane Dowd

\$997,000

843.224.2788



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



CHARMING CONDO WITH EXPOSED BRICK

109 E Bay Street #1G

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

MLS 19030540

Lyles Geer

\$795,000

843.793.9800



GORGEOUS TWO-STORY CONDO

3 Chisolm Street unit 203

1 BR | 1.5 BA | 1,280 SF | South of Broad

MLS 20031711

Georgia Bell

\$775,000

843.568.1601

DOWNTOWN CHARLESTON

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CHRISTIE'S
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CHRISTIE'S SPOTLIGHT: ASHEVILLE, NORTH CAROLINA

Ivester Jackson Blackstream

Nestled in a thermal valley of North Carolina's Blue Ridge Mountains lies Asheville. Not far from the French Broad and Swannanoa Rivers, this verdant paradise is home to the oldest mountain range in the world. At an elevation of 2,500 feet, the moderate climate, four distinct seasons, and unique culture make this mountain setting the perfect place to enjoy year-round.

The city of Asheville offers visitors and residents alike a thriving art scene, numerous outdoor adventures, exceptional cuisine, and around 30 craft breweries. With small-town features and a big city atmosphere, Asheville continues to find its spot on travel bucket lists from Forbes to Travel + Leisure.

If art piques your interest, the River Arts District is home to hundreds of local artists and galleries, featuring everything from handmade jewelry and quilts to ceramics and photography. Venture by the Asheville Art Museum in downtown or check out the murals adorning buildings around the area.

Downtown Asheville is also host to a thriving night life scene, locally owned restaurants, eclectic shops and boutiques, and numerous live music venues. Head further south to visit North America's largest private home, the Biltmore Estate.

For outdoor enthusiasts, Asheville claims some of Western North Carolina's most stunning views of the Blue Ridge Mountains. Miles of scenic hiking trails, waterfall scouting, French Broad River tubing, and zip lining are just a few of the outdoor adventures you can take full advantage of here. Asheville and its surrounding areas offer the ideal escape for those looking to slow down and reconnect with nature.

IVESTER JACKSON BLACKSTREAM

Ivester Jackson Blackstream is Western North Carolina's leading boutique luxury residential brokerage, headquartered

in Downtown Asheville. Its sister company, Ivester Jackson Distinctive Properties, also has offices in Cornelius, Mooresville, Charlotte, and soon in Wilmington on the North Carolina coast. Ivester Jackson Blackstream boasts over 30 luxury brokerage specialists, who are experts at marketing, negotiating, navigating special appraisal situations, and locating the best lifestyle properties for their clients.

QUICK FACTS

- Asheville is the largest city in Western NC
- The Asheville Regional Airport offers non-stop service to Atlanta, Charlotte, New York, Chicago, Denver, Washington, D.C. and more
- Forbes Travel Guide listed Asheville as one of the "18 Top Destinations" of 2018
- The Biltmore Estate, a 250-room mansion built by George W. Vanderbilt in 1895, is the largest private residence in North America
- Asheville's diverse food scene includes 250+ independent restaurants, 14 farmers markets, and 30+ craft breweries
- Asheville has a rich variety of architecture styles, including Victorian, Art Deco, French Chateau, English Manor, Neoclassical, Colonial Revival, Tudor, and Modern

IVESTER JACKSON BLACKSTREAM

18 S Pack Square | Asheville, North Carolina
828.367.9001 | ijbproperties.com

IVESTER JACKSON
BLACKSTREAM

CHRISTIE'S
INTERNATIONAL REAL ESTATE



181 ARDMION PARK

5 BR | 5 BA | 2,823 SF | Ardmiion Park

MLS 3683834

Betsy Gudger

\$1,925,000

828.279.5789



101 CRESTWOOD ROAD

5 BR | 4 BA | 6,712 SF | Sunset Mountain

MLS 3623558

Laura Livaudais
Betsy Gudger

\$1,950,000

828.712.5445
828.279.5789



1 SUNSET PARKWAY

4 BR | 5 BA | 6,423 SF | Grove Park

MLS 3648235

Ellen Browne McGuire
Laura Livaudais

\$1,350,000

828.551.7027
828.712.5445



565 SOUTHCLIFF PARKWAY

3 BR | 4 BA | 3,990 SF | Southcliff

MLS 3550827

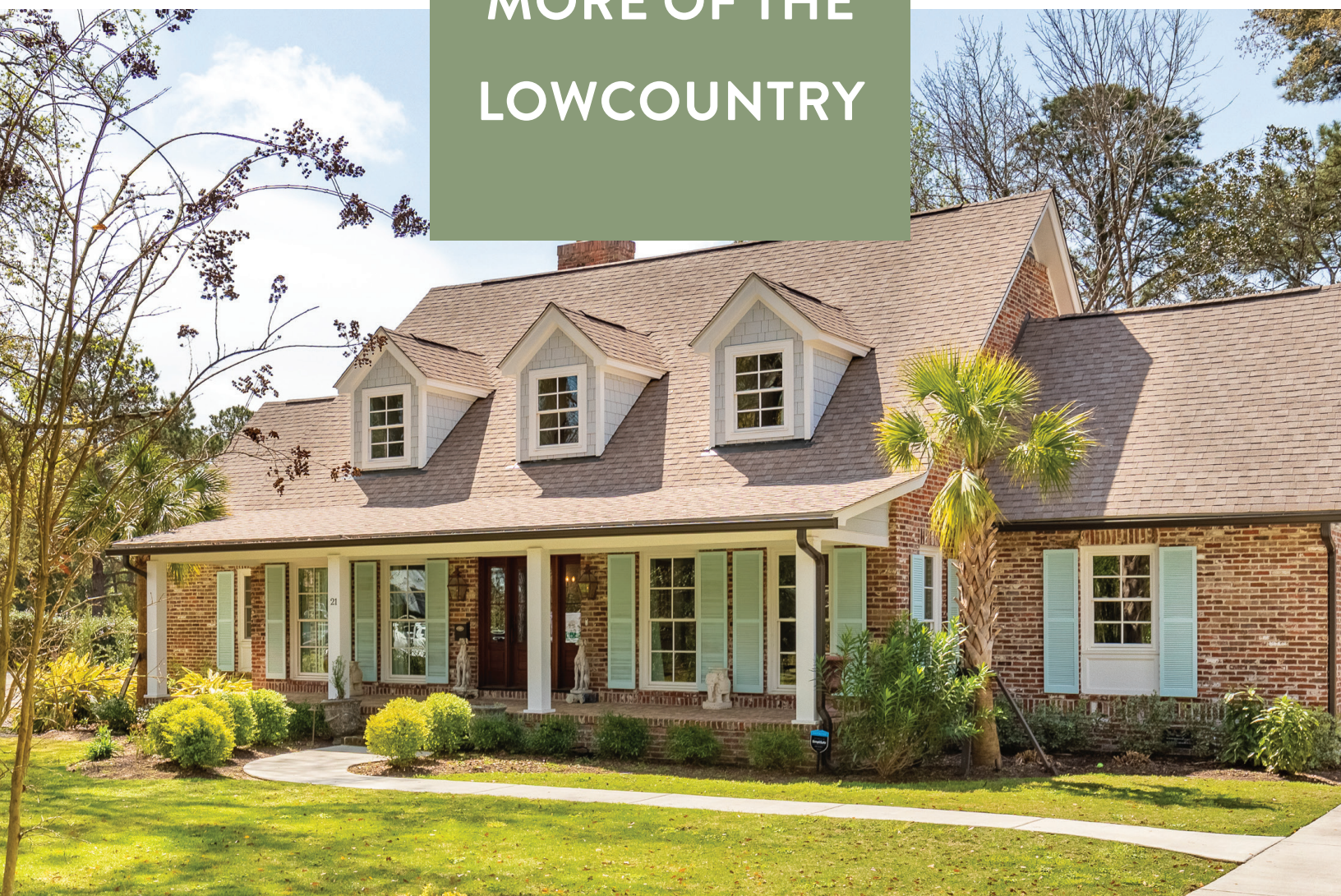
Jonathan Hunter
Mike Zboyovski II

\$2,443,000

828.606.4160
828.337.7600



EXPLORE
MORE OF THE
LOWCOUNTRY





RENOVATED OLD VILLAGE HOME

107 Bennett Street

5 BR | 4 BA | 3,415 SF | Old Village

Situated in the heart of the Old Village on one of its most desirable streets, this beautifully renovated historic home and picturesque lot is an absolute standout. The property offers five bedrooms, classic double porches and a newly installed saltwater pool. Experience the highly sought-after lifestyle of the Old Village located minutes from Sullivan's Island and Isle of Palms beaches and a short drive to downtown Charleston. Walk or bike ride to Shem Creek restaurants, Alhambra Hall and Park, Pitt Street shops, Pitt Street Bridge and the Mount Pleasant Farmers' Market. This impeccable property truly embodies all of the contemporary conveniences while highlighting its historic charm and paying homage to its past.

MLS 21006024
Kalyn Smythe

\$3,200,000
843.708.3353





STUNNING WATERFRONT PROPERTY

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

MLS 20013025
Alex Brener

\$3,350,000
843.729.3098



PRIVATE GATED RETREAT

2126 Sewee Indian Court
4 BR | 4.5 BA | 8,062 SF | Dunes West

MLS 21002461
Martha Freshley

\$1,895,000
843.297.7530



GORGEOUS JOHNS ISLAND HOME

1614 Regimental Lane
5 BR | 3 BA | 2,952 SF | Headquarters Plantation

MLS 21000589
Alex Brener

\$979,000
843.729.3098

LOWCOUNTRY LIVING

Learn more at www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



FROM THE BLOG

HOW TO CHOOSE THE RIGHT REAL ESTATE AGENT

Choosing the right real estate agent is key for a successful home sale or purchase

Buying or selling your home is one of the biggest decisions you'll make in life, and it's not something to take lightly. Choosing the right real estate agent is key for a successful home sale or purchase, and William Means Real Estate is proud to have so many wonderful agents within our company who are knowledgeable, hard-working and dedicated to their clients. Follow these tips to help find the real estate agent that is the right fit for you.

FOR SELLERS

Choose the person, not the experience. Remember that it's the person behind the experience that matters the most. Choose an agent that you have good chemistry with and could see yourself enjoying working with throughout the process of selling your home.

Look for strong core values. Selling your home can be a daunting process from start to finish. It's key to choose an agent who displays honesty, integrity, and a strong work ethic in addition to having good marketing and communication skills to ensure that the sale of your home goes as smoothly as possible.

Ask about their marketing plan. You'll want to have confidence that your home is being shown to as many potential buyers as possible. By working with a William Means agent, you can rest assured that your property is being shown to potential buyers across a variety of online and social media platforms including one of the top real estate websites in the area.

FOR BUYERS

Find someone who has your best interests at heart. An agent with your best interests in mind will work hard to check off everything on your "must-have" list while respecting your budget, and they'll be honest with you about pros and cons of each home you consider.

Look for local market knowledge. Many William Means agents are long-time Charleston area residents with an in-depth knowledge of the unique features of each neighborhood. This knowledge, as well as their connections with other agents, service providers and vendors are all advantageous when it comes to assisting you in your home search.

Consider chemistry. You'll be spending a considerable amount of time with your real estate agent from initial meetings to home showings to numerous phone conversations. Be sure to choose an agent that you get along easily with and that you trust.

Read the full article at charlestonrealestate.com.

GET TO KNOW OUR AGENTS.



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843.793.9800



Helen Geer
843.224.7767



Leslie Anderson
843.749.3987



Georgia Bell
843.568.1601



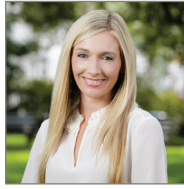
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Helen Butler
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Etta Connolly
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**Anne Merrill
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Mary Cutler
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Will Dammeyer
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Ann Daughtridge
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Susan Davis
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Jane Dowd
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Leize Gaillard
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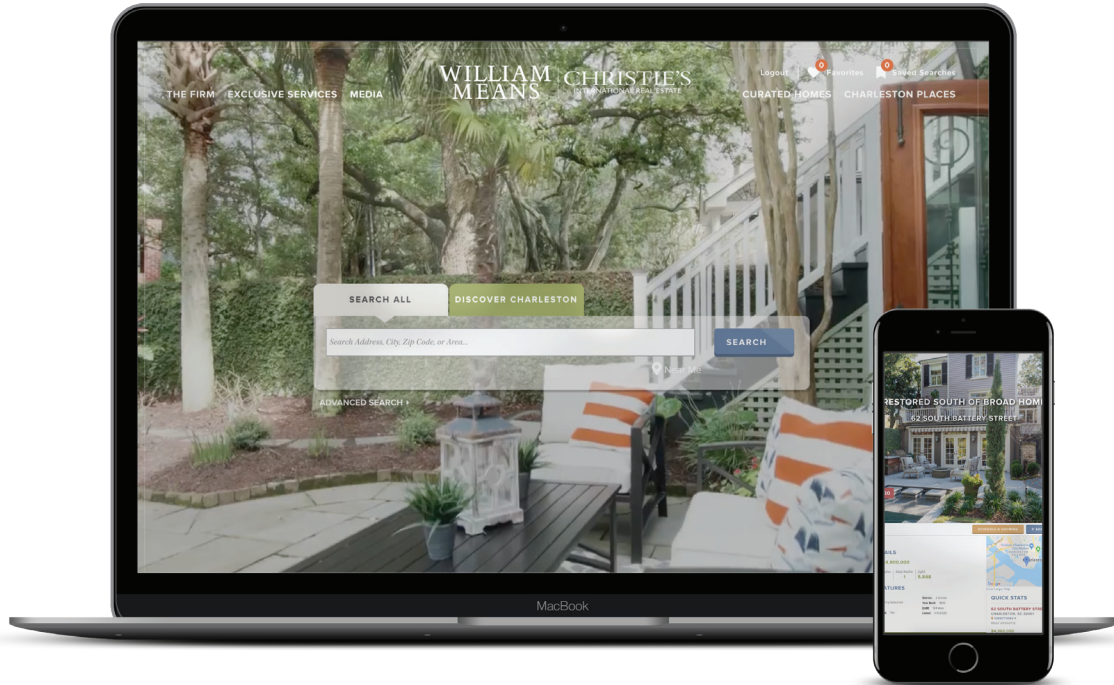
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Paula Yorke
704.345.7474



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- Know at-a-glance if a property is just listed, under contract, or recently reduced

DOWNTOWN CHARLESTON | 41 Broad Street | 843.577.6651
MOUNT PLEASANT | 159 Civitas Street, Suite 100 | 843.375.4800



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