

WILLIAM MEANS REAL ESTATE

LUXURY INSIDER

SPRING 2022



CHRISTIE'S
INTERNATIONAL REAL ESTATE



WELCOME TO OUR NEW HOME.

Like moving into any new home, it is the start of a new chapter and many new beginnings. The same can be said for William Means Real Estate. I am proud to announce that our two newly renovated offices at 25 Broad Street and 353 N. Shelmore Boulevard are now open for business. Our agents cannot wait to share our new home with our clients and continue to assist them with buying and selling real estate all over the Charleston area. Special thanks to all who made this possible and be sure to keep reading for a sneak peek tour.

In more exciting news, William Means is coming to the small screen! On April 16th, tune into "Places and Spaces" on NECN. Produced by Maine Life Media, the TV show features host Erin Ovalle exploring different places as well as the architects, designers, builders and brokers who contribute to real estate and development. Watch as we tour our new office, popular Mount Pleasant neighborhoods and the stunning beaches on Isle of Palms. We can't wait to show you our little slice of Charleston.

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

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

~900
Offices

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

All data as of June 30, 2021

Learn more at
www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



Q1 MARKET REPORT

The first quarter of 2022 was quite a whirlwind. The Charleston real estate market continues to have strong demand with reduced inventory. A good place to look for statistical comparison is looking back to the first quarter of 2020.

The first three months of 2020 were before the changes we experienced in the world due to Covid. In March 2020 there were 5,485 available residential homes for sale in the Charleston MLS. With the number of sales occurring, this corresponded to an inventory level of 3.24 months. In March 2022 there were 1,214 available residential homes for sale in the Charleston MLS, corresponding to an inventory level of 0.58. That is a staggering 78% decrease in inventory.

It might be assumed that the number of sales between the first quarters of 2020 and 2022 would be quite different given the historically low inventory levels. In actuality, sales between the two time periods are quite similar. In some areas it is even significantly higher, including downtown Charleston where home sales have increased 60%. Overall, it is showing that the demand is high, and in relation to the first quarter of 2020, enough homes are entering the market to be purchased nearly as quickly as they are being offered for sale. Turn to the next page for more comparison details by area for 2022 and 2020 home sales and contracts.

William Means agents have navigated through this phase of supply and demand helping both buyer and seller clients achieve their desired outcomes. It is important to be fully armed with the knowledge to navigate both writing and negotiating contracts. This cycle of high demand and low inventory shows no sign of stopping in 2022. If it all seems a little crazy...it is. But having William Means by your side is the best way to navigate Charleston real estate.

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

MORE THAN
\$103M
 IN Q1 COMPANY
 WIDE SALES

#1

Boutique Firm In
 Mount Pleasant

#2

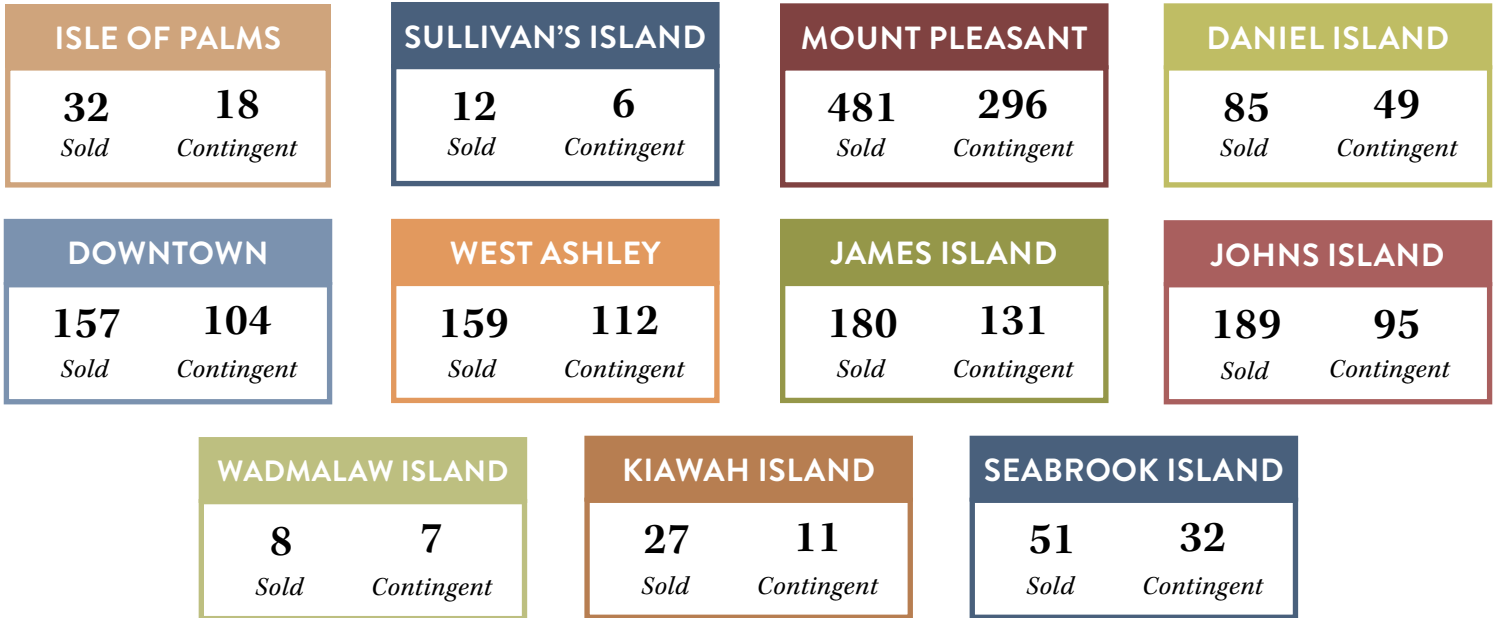
Boutique Firm
 Downtown

\$1.3M

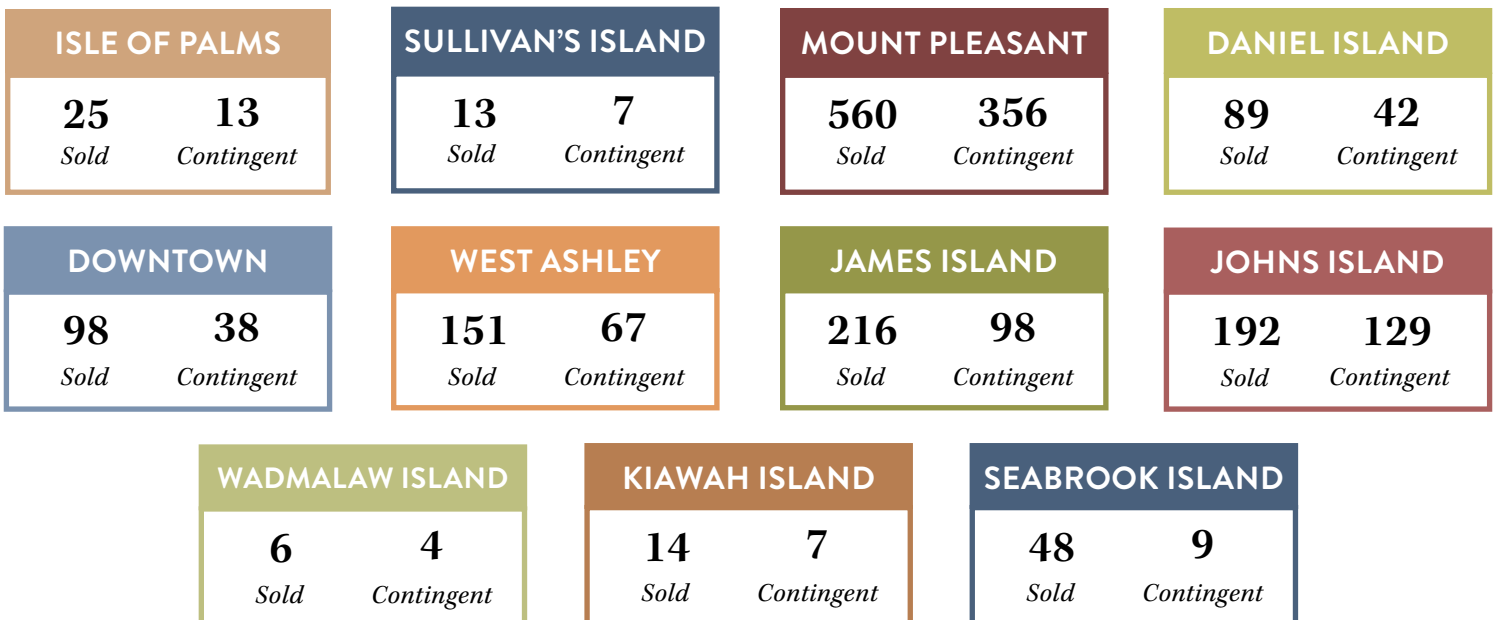
Average
 Sales Price

Q1 RESIDENTIAL HOME SALES & CONTINGENCIES

2022



2020





FROM THE BLOG

WILLIAM MEANS FEATURED ON TV SHOW

Places & Spaces airs on Saturday, April 16th and reaches 3.8M households

We are excited to announce that William Means Real Estate will be featured on the show “Places and Spaces” airing on Saturday April 16th on New England Cable News (NECN), the largest 24-hour regional news network with a reach of 3.8 million households in six states.

Produced by Maine Life Media, the show features host Erin Ovalle and co-host Julie Rogers as they explore different places as well as the architects, designers, builders and brokers who contribute to real estate and development.

“People are now choosing where they want to live based on desired location and quality of life; not just proximity to work,” said Lyles Geer, President and Broker-in-Charge of William Means Real Estate. “We were thrilled to have been asked to contribute to “Places and Spaces” by telling the stories of the Charleston area to that audience.”

William Means Real Estate explores Mount Pleasant and the Isle of Palms on the fourth “Places and Spaces” episode of the season.

The 30-minute program features Geer as he shares the appeal of several Mount Pleasant neighborhoods including l’On and the Old Village, along with homes and local activities. William Means Agent, Bonnie Geer also appears on the show revealing more about the Isle of Palms area and the draw of downtown Charleston.

“When thinking about who I could partner with to show me what it’s like to really live like a local, and view some of the best properties and neighborhoods in Charleston, I was referred to William Means Real Estate,” said Erin Ovalle, Executive Producer of Maine Life Media and host of the show. “They have an amazing reputation in the luxury market, but just as important, they have a passion for the people and places they represent. Their roots also run deep, they are experts in their industry, have strong ties to the community and are as friendly as they come!”

Tune into the “Places and Spaces” episode on Saturday, April 16th on NECN at 9:30 am and 7:30 pm and again Saturday, May 7th at 8:30 am and 7 pm.

Read the full article at charlestonrealestate.com.







FROM THE BLOG

WILLIAM MEANS OPENS TWO NEW OFFICE SPACES

Take a tour of our offices on historic Broad Street and Mount Pleasant's I'On neighborhood

Since 1933, William Means Real Estate has been one of the leading real estate firms in Charleston. We are pleased to announce that we recently moved into our new Mount Pleasant headquarters and that our second location at 25 Broad Street is now open.

Our new offices were reimagined by design and hospitality firm, Basic Projects alongside Willis Hagood Construction and architect, Rhett Morgan. Basic Projects has led the design of residential and commercial properties, including an athletic club and restaurants: Basic Kitchen, Post House and forthcoming Sullivan's Fish Camp.

"All of the experts we worked with on the renovations delivered high-quality work and on-time delivery. We wanted to create a fun and inspiring place to work and meet with clients and I think we have accomplished that," said Lyles Geer, President and Broker-in-Charge of William Means Real Estate.

Our brand-new Mount Pleasant location is in the I'On community and officially opened its doors in the fourth quarter of 2021. As the only real estate firm permitted to have a street front presence in I'On, Geer purchased the space at 353 N. Shelmore Boulevard at the end of 2020 and began a complete renovation soon after.

A welcoming café feel was the inspiration for the Mount Pleasant space. The renovated office includes a bright, welcoming and inviting atmosphere for clients and William Means agents.

Its impressive ground floor features an open designer kitchen, café window seating and private, soundproof conference rooms. The upstairs provides open workspaces and offices with state-of-the-art technology for agents and staff.

"William Means has represented generations of home buyers and sellers all across the Charleston area – from historic downtown, West of the Ashley, surrounding islands, Mount Pleasant and beyond," said Geer. "We recognize how agents conduct business is changing. While they don't have to come into the office to assist their clients, we have created an environment where camaraderie and shared goals are at the forefront of our every day. Creating that atmosphere was important to us, and I think that comes through in these new spaces."

Read the full article at charlestonrealestate.com.



DOWNTOWN
CHARLESTON





THE JAMES J. IGOE HOUSE

9 New Street

4 BR | 2.5 BA | 3,140 SF | South of Broad

This charming 1890's two-story home is situated on a lovely tree-lined street in the highly coveted South of Broad neighborhood. The James J. Igoe House is a modified Charleston Single home with traditional light-filled rooms and a spacious and flowing floor plan. Entering the home up stone steps flanked by a wrought iron railing, you will be immediately welcomed by open formal living spaces with outdoor access to the first-floor piazza. A bright, updated kitchen is equipped with a center island, stainless-steel appliances and a convenient butler's pantry. Outside, double piazzas and a hidden brick patio and garden make this home ideal for both relaxing and entertaining. There is also off-street parking for two cars. Enjoy living just minutes from the conveniences of historic Charleston including shopping, restaurants and popular Colonial Lake.

MLS 22008255

Mary Cutler

\$3,500,000

843.343.4858





NEWLY UPDATED DOWNTOWN HOME

62 Alberta Avenue

3 BR | 2.5 BA | 1,810 SF | Longborough

MLS 22007335

Beverly Burris

Under Contract

843.343.1791



STUNNING CONDOMINIUM

10 Logan Street unit 5

2 BR | 2 BA | 1,420 SF | South of Broad

MLS 22004558

Grace Perry Huddleston

Under Contract

843.224.6262



INCREDIBLE INVESTMENT OPPORTUNITY

22 Percy Street

6 BR | 4 BA | 1,855 SF | Elliotborough

MLS 22007354

Alex Brener

Under Contract

843.729.3098



UPDATED CRAFTSMAN STYLE HOME

52 Oswego Street

3 BR | 2 BA | 1,196 SF | North Central

MLS 22007733

Kalyn Smythe

Leize Gaillard

Under Contract

843.708.3353

843.696.5934

DOWNTOWN CHARLESTON

Learn more at www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



GRAND RENOVATED TOWNHOME

78 East Bay Street

4 BR | 4.5 BA | 5,204 SF | South of Broad

Recently renovated with a two-car garage and Charleston harbor views, 78 East Bay is situated on the prominent corner of Vanderhorst Wharf and right behind the pleasant city park, Hazel Parker. This extraordinary central townhome was designed in the Neoclassical style and boasts historic character including impressive brick work and marble detailing. The home features beautiful hardwood floors throughout, impressive moldings, custom built-ins and soaring ceilings. Open the French doors and step onto the terrace, perfect for grilling out and entertaining. Just beyond the manicured garden is a spacious two-car garage and two separate masonry storage buildings. 78 East Bay truly exudes great historical significance paired with modern day conveniences.

MLS 21023198
Lyles Geer

Under Contract
843.793.9800





MOUNT
PLEASANT





CONTEMPORARY WATERFRONT BEAUTY

345 Coinbow Drive

5 BR | 5.5 BA | 6,477 SF | Hobcaw Point

MLS 22006549

Farrah Follmann

Under Contract

843.860.3425



PROPOSED CONSTRUCTION ON THE MARSH

704 Remley Lane

4 BR | 4/2 BA | 5,179 SF | Remley's Point

MLS 22007906

Martha Freshley

\$4,199,999

843.297.7530



LIGHT-FILLED CONDOMINIUM

155 Wingo Way unit 442

2 BR | 2.5 BA | 1,850 SF | Tides IV

MLS 22006087

Etta Connolly

Under Contract

843.568.0449



FULLY RENOVATED COTTAGE

1412 Hindman Avenue

3 BR | 2 BA | 1,693 SF | Old Mount Pleasant

MLS 22006547

Will Dammeyer

\$885,000

843.670.6747

MOUNT PLEASANT

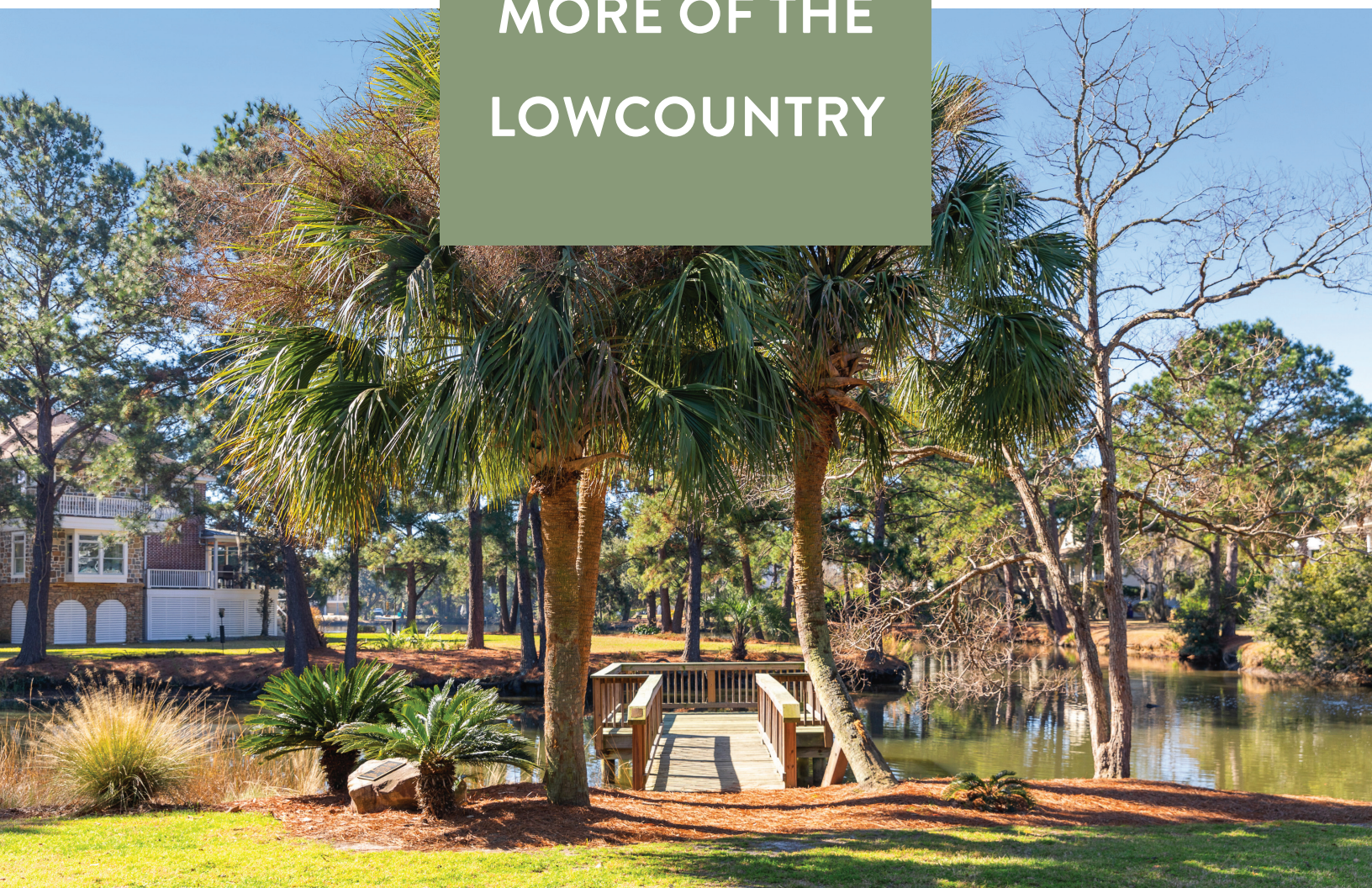
Learn more at www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



EXPLORE
MORE OF THE
LOWCOUNTRY





SPACIOUS HOME ON A HALF-ACRE LOT

1100 Beresford Run

4 BR | 3.5 BA | 3,148 SF | Beresford Creek Landing

This fabulous home on a spacious half acre lot offers the perfect sanctuary. The fully landscaped lot backs onto five acres of natural park land with a large pond positioned beyond the property. The design of the home is perfect for this tranquil setting with double front and back porches, inviting guests to enjoy views from every room. A flexible, open floor plan offers a tremendous amount of natural light in this freshly painted, move-in ready home. Beresford Creek Landing is located minutes from schools, local beaches, historic Charleston, shopping, as well as the airport. The community includes eleven lagoons, a junior Olympic pool, clubhouse, tennis courts and a community dock. If you have a boat, secure boat storage is offered, or the marina is just one mile away.

MLS 22004736

Farrah Follmann

Under Contract

843.860.3425





WONDERFUL HOME ON A CUL-DE-SAC

615 Cloudbreak Court
4 BR | 3 BA | 2,456 SF | James Island

MLS 22005658
Etta Connolly

Under Contract
843.568.0449



PICTURESQUE DEEP-WATER LOT

1875 Headquarters Plantation Drive
0.49 AC | Johns Island

MLS 21032403
Andy Jones

\$650,000
843.200.6400



DREAM LOT WITH EXPANSIVE VIEWS

17 Headquarters Plantation Drive
0.74 AC | Johns Island

MLS 22005466
Alex Brener

\$625,000
843.729.3098



CLASSIC BRICK HOME

1945 Ashley Hall Road
3 BR | 2.5 BA | 2,515 SF | West Ashley

MLS 22006676
Harrison Gilchrist

Under Contract
843.209.4658



UPDATED RANCH ON 0.4-ACRE

789 Jim Isle Drive

3 BR | 2 BA | 1,502 SF | James Island

MLS 22007493

Harrison Gilchrist

Under Contract

843.209.4658



LIKE-NEW CHARMING HOME

3518 Walter Drive

3 BR | 2 BA | 1,702 SF | Johns Island

MLS 22006449

Beverly Burris

Under Contract

843.343.1791



BEAUTIFULLY MAINTAINED LUXURY CONDO

498 Albemarle Road unit 204

2 BR | 2 BA | 1,539 SF | West Ashley

MLS 22005660

Ann Daughtridge

Under Contract

843.709.7719



CONVENIENTLY LOCATED CONDOMINIUM

243 Stefan Drive unit 2D

2 BR | 1.5 BA | 1,020 SF | James Island

MLS 22007149

Leize Gaillard

Under Contract

843.696.5934



CHRISTIE'S SPOTLIGHT: TAMPA, FLORIDA

Coastal Properties Group International

Tampa is the largest city in Hillsborough County. The bay's port is the largest in the state, near Tampa's downtown Channel District. Bayshore Boulevard runs along the bay and is east of the historic Hyde Park neighborhood.

It is a major business center; it's also known for its museums and other cultural offerings. The Gasparilla Pirate Fest, a February event highlighted by a pirate invasion of the city, is held annually in Tampa; its theme is based on legendary pirate Jose Gaspar, who is said to have terrorized western Florida in the late 18th and early 19th centuries. Busch Gardens Tampa Bay, an amusement park and zoo with an African theme, is a popular tourist attraction. The city's cultural institutions include the Florida Aquarium, the Museum of Science and Industry, the Tampa Museum of Art, and the Ybor City State Museum (which traces the history of the area's cigar industry).

Tampa is also the home of two professional sports teams, the National Football League Tampa Bay Buccaneers and the National Hockey League Tampa Bay Lightning. The region's professional baseball team, the Tampa Bay Rays, plays in St. Petersburg.

COASTAL PROPERTIES GROUP INTERNATIONAL

Coastal Properties Group International has played a dominant and decisive role in the Tampa Bay regional's luxury market for nearly a decade. Established in July 2012, Coastal Properties has consistently outperformed all other brokerages for residential sales exceeding \$1 million.

As the bay area's exclusive affiliate of Christie's International Real Estate, Coastal Properties provides clients with, not only a proven track record, but a prestigious partnership that provides access to unparalleled marketing resources, innovative technology, worldwide buyers and personalized

service tailored to an individual's specific needs and preferences. Coastal Properties specializes in luxury listings, including waterfront homes and estates throughout Tampa Bay. That geographic reach encompasses coastal residences from Tarpon Springs to Tierra Verde, downtown St. Petersburg to downtown Tampa, Clearwater Beach to Apollo Beach and beyond.

QUICK FACTS

- Tampa is home to the world's longest continuous sidewalk at Bayshore Boulevard at 4.5 miles long.
- St. Pete Beach was named the #1 Beach in America for 2021 by TripAdvisor.
- Bern's Steakhouse has the largest private wine collection with more than 600,000 bottles.
- The now-ubiquitous Cuban sandwich was invented by a local chef using ingredients to feed Ybor City's Cuban cigar workers in the 1890s.
- Tampa is home to the theme park, Busch Gardens & water park, Adventure Island, as well as ZooTampa and the Florida Aquarium.
- There are a variety of performing arts venues and theaters, including the David A. Straz Jr. Center for the Performing Arts, Tampa Theatre and the Mid-Florida Credit Union Amphitheatre.

COASTAL PROPERTIES GROUP INTERNATIONAL
423 Mandalay Ave, Suite 102 | Clearwater Beach, FL
727.493.1555 | coastalpgi.com





20256 GULF BOULEVARD

4 BR | 5/2 BA | 41,148 SF | Indian Rocks

MLS U8128935

Julie Folden

\$6,999,000

727.460.7462



804 ELDORADO AVENUE

3 BR | 3 BA | 3,608 SF | Mandalay

MLS U8146468

Linda Louise Preston

\$5,500,000

813.318.2408



343 BLUFF VIEW DRIVE

5 BR | 5 BA | 5,734 SF | Sunset Bluff

MLS U8130745

Kerryn Ellson

\$1,950,000

727.408.4888



556 16TH AVENUE NE

4 BR | 4.5 BA | 3,508 SF | Snell & Hamlett's North Shore

MLS T3353517

Cathy & Ian Hypes

\$1,849,000

813.690.1481



FROM THE BLOG

BOOST CURB APPEAL FOR THE SPRING MARKET

Springtime in Charleston is the perfect time to sell your home

As the weather begins to warm up, it's the perfect time to start getting your outdoor spaces ready for Spring. Whether you're just looking to spruce up the look of your property or considering putting your house on the market in the near future, these tips will help freshen up your home's curb appeal ahead of the Spring selling season.

Refresh the landscaping. Fresh landscaping details always attracts the eye of potential home buyers. The first steps to getting your yard spring ready is to take care of the ground work, such as trimming any trees and shrubs, edging the lawn, removing any dead plants and pulling any weeds. Once you've got a clean slate, it's time to start thinking about which types of accents you'd like to incorporate such as colorful flower beds, plants and fresh porch decor.

Add or replace mulch. A fresh application of mulch can make your yard look pristine. Apply a fresh layer around shrubs, trees and in all garden beds. Mulch is a relatively affordable and easy way to freshen up your yard while enhancing the contrast of the surrounding greenery allowing everything to stand out.

Add a pop of color. After a cold winter, chances are you're ready to add some spring color to the look of your home! Incorporating bright colored flowers and plants in your garden beds is a great way add vibrance to the exterior of

your home. Adding decorative pots, window boxes or hanging planters to your porches and front entrance will add life and create a welcoming feeling to your guests and potential buyers.

Clean the exterior of your home. If you're debating on whether or not its too soon to pressure wash the exterior of your home due to the anticipation of pollen, it's still a good idea to wash your front porch, driveway, fence and clean all windows. Sprucing up these areas will help grungy surfaces look brand new just in time for the sunshine.

Dress up the front door. Painting your front door can definitely add brightness and spruce up the look. Clean off any dirty spots on the door and install new hardware fixtures. Add extra charm by hanging a new Spring wreath made up of bright flowers and consider replacing your welcome mat for a fresh look.

Small additions make a big impact when it comes to improving your home's curb appeal. Our experienced agents would be delighted to give you tips and tricks on how to get your home in tip top shape before putting up the "For Sale" sign.

Read the full article at charlestonrealestate.com.

GET TO KNOW OUR AGENTS.



Lyles Geer
843.793.9800



Helen Geer
843.224.7767



Leslie Anderson
843.749.3987



Georgia Bell
843.568.1601



Alex Brener
843.729.3098



Beverly Burris
843.343.1791



Helen Butler
843.343.2222



Meghan Chipley
843.709.8056



Etta Connolly
843.568.0449



**Anne Merrill
Crawford**
843.991.0524



Mary Cutler
843.343.4858



Will Dammeyer
843.670.6747



Ann Daughtridge
843.709.7719



Sandra Di Salvo
843.822.6138



Jane Dowd
843.224.2788



Farrah Follmann
843.860.3425



Martha Freshley
843.297.7530



Leize Gaillard
843.696.5934



Bonnie Geer
843.870.0521



Harrison Gilchrist
843.209.4658



Kaelin Hall
843.779.6116



Elle Haynes
843.557.6727



**Grace Perry
Huddleston**
843.224.6262



Andy Jones
843.200.6400



Jordan Kruse
843.343.8696



**Michelle
McQuillan**
843.814.4201



Jane Milner
843.224.7339



Sallie Robinson
843.452.7362



Kenton Selvey
843.806.7222



Eileen Smith
843.870.6290



Kalyn Smythe
843.708.3353



Yvonne Turner
310.780.9879



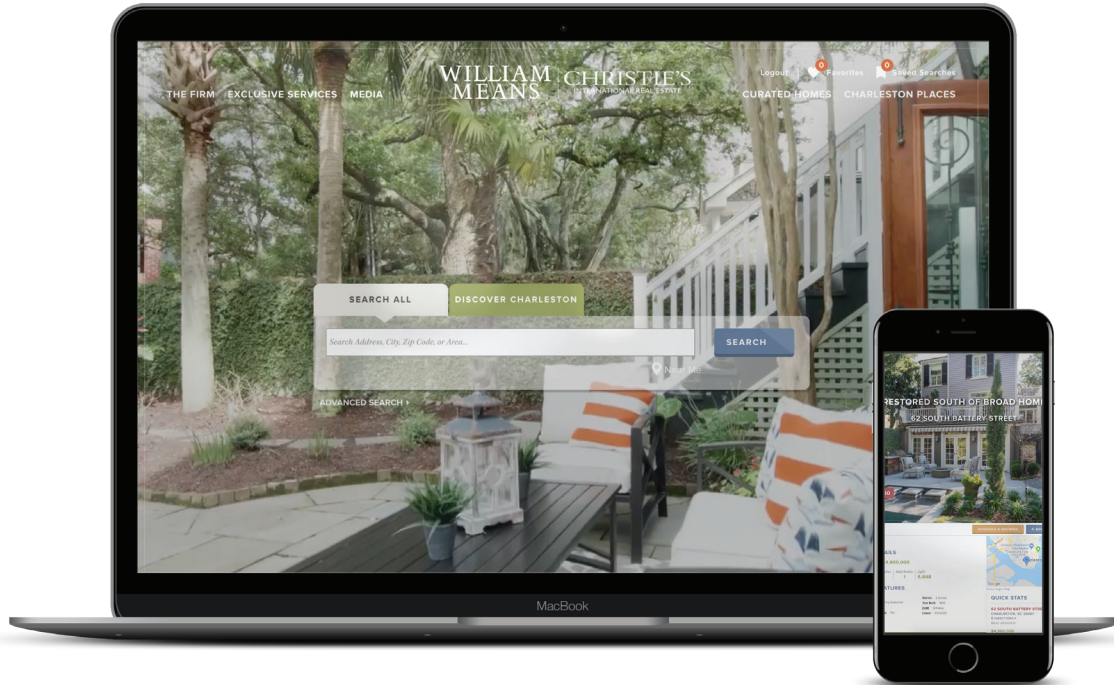
Sarah Vineyard
843.709.1167



Brian Walsh
843.754.2089



Paula Yorke
704.345.7474



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- Partner with the most knowledgeable real estate professionals in Charleston
- Save your favorite properties for easy access later
- Custom build searches that send email alerts when new properties hit the market
- Know at-a-glance if a property is just listed, under contract or recently reduced

DOWNTOWN CHARLESTON | 25 Broad Street
MOUNT PLEASANT | 353 N. Shelmore Boulevard



CHRISTIE'S
INTERNATIONAL REAL ESTATE