

WILLIAM MEANS REAL ESTATE

# LUXURY INSIDER

WINTER 2021



CHRISTIE'S  
INTERNATIONAL REAL ESTATE



## OPENING THE DOOR TO A NEW YEAR.

As we step into 2021, I would be remiss to not reflect on the past year. Every single person, agents and employees alike, went above and beyond during a very uncertain time. I am so thankful, grateful and proud to have such a wonderful team at William Means Real Estate.

Incredibly, I am honored to announce that 2020 was the No. 1 year for home sales in the 87-year history of our company. It is a testament to our loyal clients and friends that we were able to succeed and prosper during such a trying time in our world. As we open the door to the New Year, we look forward to continuing to serving you.

In more exciting news, I am proud to announce that my son, Lyles Geer, has been named President and Broker-in-Charge of William Means. He has purchased our new headquarters at 353 N. Shelmore Boulevard in Mount Pleasant's I'On community. While this may be my last time addressing you in our quarterly publication - I'm not going anywhere! I will continue to serve my clients as Executive Broker with the same passion I have had for real estate over the last 50 years.

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, Executive Broker



## 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, 2019

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



CHRISTIE'S  
INTERNATIONAL REAL ESTATE



It was an unprecedented year for luxury real estate in Charleston. The year started off typically with strong home sales, but nothing out of the ordinary in comparison to previous years. The world would change as the pandemic took over in March and much of the world shut down. In Charleston, restrictions would ease after a few months and pent-up housing demand would drive a tremendous number of sales in the middle of the year. The trend of upward sales continued through the end of the year.

Sales were so strong in 2020 that William Means had its best year in the 87-year history of the company. This record year beat the previous year's sales by 45%. William Means had the highest increase of sales year over year of any luxury real estate company, solidifying our position as the top luxury firm in Charleston.

In times of uncertainty, our clients, both old and new, entrusted their most important real estate decisions to William Means. This year will see many challenges in the market with demand remaining high, while inventory continues to be at record low levels. William Means and our agents are ready to give our clients the highest level of service; providing knowledge, the most pertinent information and experiential foresight for our clients to make the best decisions.

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

MORE THAN  
**\$308M**  
 IN COMPANY  
 WIDE SALES

**313**

TOTAL  
 HOMES LISTED/SOLD

**\$1M**

AVERAGE HOME  
 SALES PRICE

**\$6.29M**

HIGHEST HOME  
 SALES PRICE



## FROM THE BLOG

# FIRM RECORDS BEST YEAR IN 87-YEAR HISTORY

*Highest recorded sales increase of any boutique company in Charleston*

We are proud to announce that 2020 was the best in our company's 87-year history with \$308 million in overall sales, a 45% increase over 2019. This is the highest recorded sales increase of any boutique company in Charleston. We represented the highest sales number of homes priced at \$3M or more for a boutique firm with more than \$250M in overall sales. This included homes all over the Charleston area including South of Broad, Sullivan's Island, Kiawah Island and more.

"This record-breaking achievement solidifies our position as the top firm in Charleston luxury real estate," said Helen Geer, President and Broker-in-Charge for William Means Real Estate. "During the past year, the housing market led to an increase in buyers from around the country moving to the Charleston area. These clients sought out the services of our established team of agents and trusted our firm to help them call the Lowcountry home."

Some of our most impressive designations in 2020 include: Number one boutique firm in sales and sides in the l'On community in Mt. Pleasant. Number one boutique firm in sales and sides for Belle Hall in Mt. Pleasant. Number one boutique firm in sales on Sullivan's Island. Number two firm in sales and sides South of Broad in downtown Charleston. Number two firm in sales on the peninsula of Charleston

inside the Crosstown.

Our agent designations for specific area sales in 2020 include: Jane Dowd was the top agent in West Ashley inside Highway 526 with \$16.9 million in area sales, nearly double the sales of any other agent in the area. Michelle McQuillan was the top agent in l'On with \$16.9 million in neighborhood sales and ranked as the second agent in Mt. Pleasant, south of the Isle of Palms Connector. Lyles Geer was ranked as the third agent South of Broad in downtown Charleston and among the top agents on the peninsula of Charleston inside the Crosstown.

In addition, eight of the firm's agents achieved more than \$10M in sales including Alex Brener, Beverly Burris, Will Dammeyer, Martha Freshley, Bonnie Geer, Helen Geer, Harrison Gilchrist and Jane Milner. Three agents achieved more than \$20M including Jane Dowd, Michelle McQuillan and Kalyn Smythe. Lyles Geer achieved more than \$30M in sales.

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



DOWNTOWN  
CHARLESTON





## CHARMING HISTORIC HOME

10 Bedons Alley

2 BR | 2/2 BA | 2,687 SF | South of Broad

Tucked away on one of Charleston's favorite alleys, this 1780's home is characterized by historic charm, a flexible floor plan and two lovely gardens. The welcoming front hall leads you into the formal living and dining rooms, and the contemporary eat-in kitchen features a repurposed original fireplace. The second floor comprises two bedrooms, two baths and a third room with the potential to be utilized as a den, nursery or master bedroom dressing area. The property also boasts an attractive converted garage with an office, half bath and laundry room. With off-street parking in an ideal downtown Charleston location, 10 Bedons Alley is a rare find.

MLS 20030784

Mary Cutler

**\$2,345,000**

843.343.4858





### THE JOHN BICKLEY HOUSE

64 Vanderhorst Street

5 BR | 4.5 BA | 5,772 SF | Radcliffeborough

MLS 21001633

Etta Connolly

**\$3,195,000**

843.568.0449



### EXQUISITE ELEVATED TOWNHOME

59 1/2 South Battery

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

MLS 20031311

Helen Geer

**\$1,700,000**

843.224.7767



### HISTORIC CHARLESTON SINGLE

10 Clifford Street

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

MLS 20028579

Jane Dowd

**\$1,079,000**

843.224.2788



### ELEVATED DOWNTOWN HOME

67 Vanderhorst Street

3 BR | 2.5 BA | 1,932 SF | Radcliffeborough

MLS 20003092

Brian Walsh

**\$890,000**

843.754.2089

DOWNTOWN CHARLESTON

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



CHRISTIE'S  
INTERNATIONAL REAL ESTATE





### RENTAL INCOME OPPORTUNITY

**4 Murphy Court**

6 BR | 3 BA | 2,128 SF | Radcliffeborough

**MLS 20015360**

Kalyn Smythe

**\$875,000**

843.708.3353



### GORGEOUS TWO-STORY CONDO

**3 Chisolm Street unit 203**

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

**MLS 20031711**

Georgia Bell

**\$825,000**

843.568.1601



### 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

**\$795,000**

843.793.9800

**DOWNTOWN CHARLESTON**

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



**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE



MOUNT  
PLEASANT





## OLD VILLAGE MINI-ESTATE WITH POOL

424 Greenwich Street

4 BR | 3.5 BA | 3,959 SF | Old Village

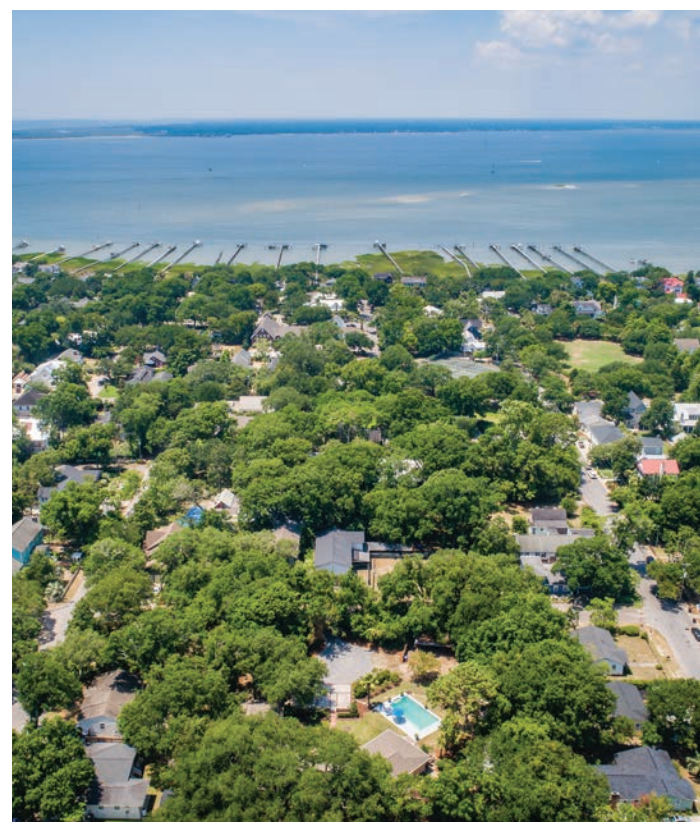
Enjoy leisurely single-level living on nearly an acre of land in Mount Pleasant's desirable Old Village neighborhood, just minutes from Alhambra Hall, Pitt Street Bridge, incredible local cuisine and area beaches. The welcoming front porch spans the entire length of the home and offers views of the saltwater swimming pool. Inside, the spacious floor plan features an open-concept living and dining area, huge open kitchen and family room, and a guest wing with three bedrooms. The right wing of the home comprises the master retreat with a wet bar, cozy paneled den, en suite bath and laundry room. Several storage sheds are on the property which offer unlimited potential for art studios, greenhouses or storage. Featuring nearly twenty oak trees, this rare site offers its own uniqueness in the Old Village.

MLS 20003348

Paula Yorke &  
Etta Connolly

**\$1,875,000**

704.345.7474  
843.568.0449





### CUSTOM BUILT I'ON HOME

23 Grace Lane  
5 BR | 6.5 BA | 6,355 SF | I'On

MLS 20021029  
Michelle McQuillan

\$1,799,000  
843.814.4201



### BRICK BEAUTY WITH WATER VIEWS

129 Ponsbury Road  
5 BR | 5.5 BA | 4,554 SF | I'On

MLS 20023021  
Michelle McQuillan

\$1,699,000  
843.814.4201



FROM THE BLOG

## FIRM TRANSITIONS LEADERSHIP & MOVES HEADQUARTERS

*Lyles Geer has been named President & Broker-in-Charge of William Means*

We are excited to announce that Lyles Geer will be taking over ownership from our firm's long-time owner of nearly 30 years, Helen Geer. Lyles will assume the role of President of William Means while Helen will continue as an Executive Broker with the same passion that she has demonstrated in her 50-year real estate career. The timing of Lyles' ownership coincides with the purchase of our new William Means headquarters building at 353 N. Shelmore Boulevard, one of the most prominent commercial buildings in Mt. Pleasant's l'On community.

"William Means has always been a company that has held strong to the principle of integrity through dramatic changes. That principle has sustained our firm over years, decades, and generations." said Helen Geer, former President and Broker-in-Charge for William Means Real Estate. "To know that my son will continue on that legacy and tradition is of paramount importance to me and our entire team of agents."

The real estate industry has seen a dramatic evolution in the last several years and William Means Real Estate has remained on the forefront under Helen's leadership. When she took over the company in 1993, Helen exemplified a true appreciation for the evolving landscape of real estate, all while ranking as a top Charleston agent. When the internet was just getting established, she had the foresight

to secure the domain name [charlestonrealestate.com](http://charlestonrealestate.com) and invest in a topflight website. She also knew the importance of the location and owning the headquarters building at 41 Broad Street and understood the growth happening East of the Cooper. In 2006, Helen expanded the William Means footprint and eventually opened the present-day l'On office at 159 Civitas Street.

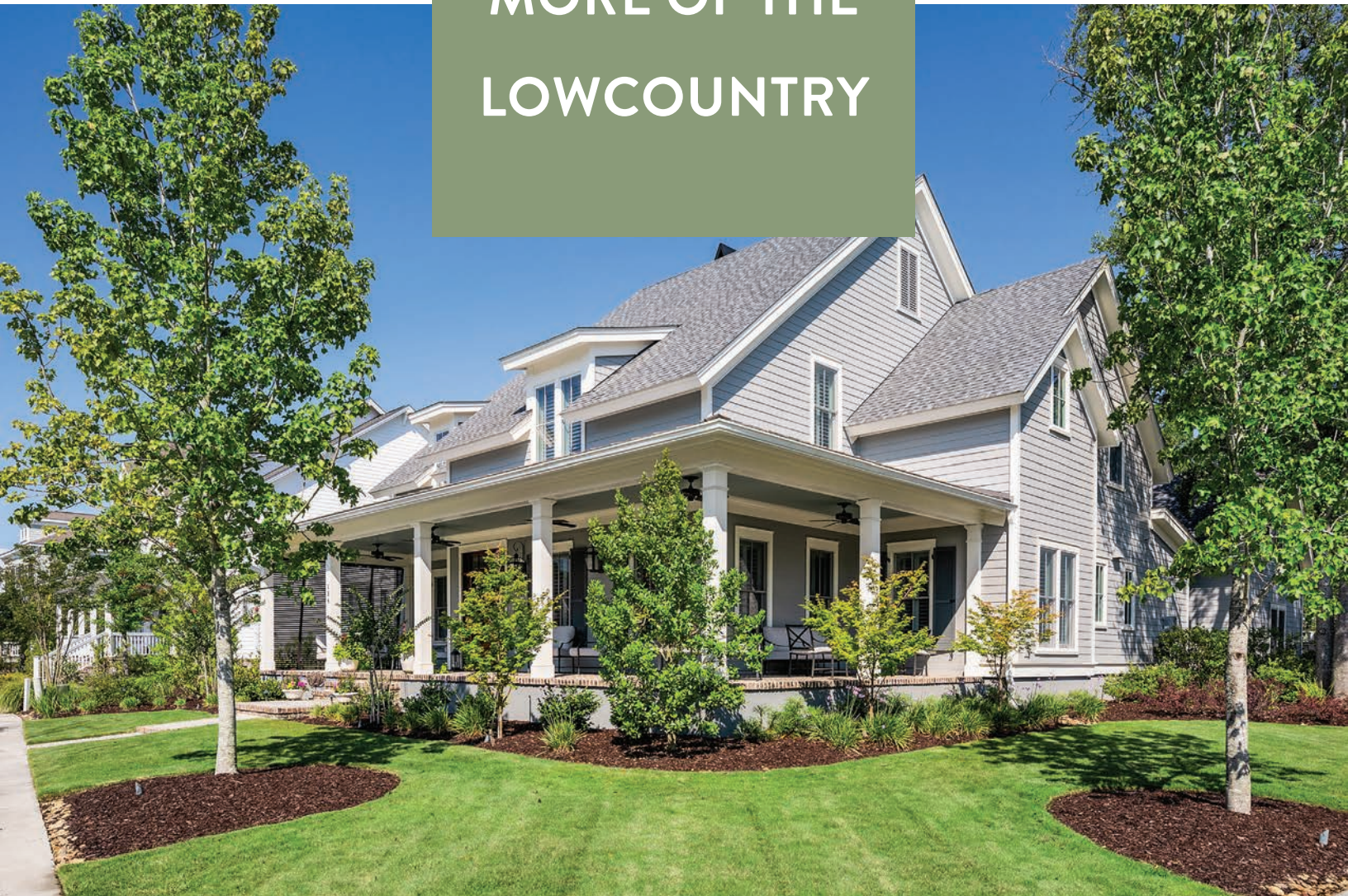
As a top-producing realtor and downtown Charleston native, Lyles has worked hard to establish himself as a top agent in the area over the last decade. Growing up, Lyles was witness to his mother's successful career of assisting clients, comradery with agents, and owning one of the top companies in Charleston.

"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" said Lyles Geer, President and Broker-in-Charge for William Means Real Estate. "I plan to carry on these principles with our esteemed team of agents for years to come."

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



EXPLORE  
MORE OF THE  
LOWCOUNTRY





## HOOPSTICK ISLAND

2068 Hoopstick Island Road

156 AC | Johns Island

Hoopstick Island is a pristine 145-acre (55 high) private island retreat connected by a built causeway, just 20 minutes from downtown Charleston, Kiawah and Charleston's Executive Airport. With direct access to the Atlantic Ocean, the property encompasses approximately 1.3 miles of water frontage. The possibilities to create a place that is truly special are nearly endless. Use the four large hay fields to reestablish the property as a horse farm, or build a custom dream home with panoramic water views amongst the live oaks. Should a family or group wish to develop a communal compound, zoning allows a maximum of 10 subdivided lots, each with approved dock permits. Included in this sale is an adjacent 11-acre marsh front parcel off Bohicket Road with approximately 6 acres of high ground. Charleston's last accessible island of its kind provides a once-in-a-lifetime opportunity to create a place that is truly special.

**MLS 16020937**

Lyles Geer

**\$7,750,000**

843.793.9800





### SULLIVAN'S ISLAND DREAM OPPORTUNITY

2525 Atlantic Avenue  
4 BR | 2 BA | 1,476 SF | Sullivan's Island

MLS 20000435  
Grace Perry Huddleston

**\$3,700,000**  
843.224.6262



### 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



### MARSHFRONT HOME WITH POOL

3 Albemarle Road  
4 BR | 3.5 BA | 3,033 SF | Albemarle Point

MLS 20032089  
Jane Dowd

**\$1,250,000**  
843.224.2788



### 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





## TRANQUIL DEEP WATER LOT WITH DOCK

**1158 Pilot Boy**

3.3 AC | Martins Point

**MLS 20031718**

Lyles Geer

**\$825,000**

843.793.9800



## SPACIOUS MARSHFRONT HOME

**1317 Newport Court**

4 BR | 3.5 BA | 3,432 SF | Beresford Creek Landing

**MLS 20030951**

Martha Freshley

**\$795,000**

843.297.7530



FROM THE BLOG

## WILLIAM MEANS GUIDE TO KIAWAH ISLAND

*A private, gated community with five award-winning golf courses*

Acres of untouched natural beauty, pristine beaches, luxury real estate, a top-rated resort and championship golf courses make Kiawah Island the ultimate example of luxury living. This gated island community feels far removed from the hustle and bustle, yet still within reach of Charleston's attractions. Come with us as we explore this beautiful barrier island.

**Pristine Beachfront.** Boasting 10 miles of pristine beaches on the Atlantic Ocean, Kiawah Island offers the ideal coastal lifestyle. Private beach access points are available to property owners, and visitors can enjoy Beachwalker County Park on the west end of the island which has a dressing area, restrooms, vending and a boardwalk.

**Breathtaking Homes.** From expansive beachfront homes to luxurious condos, properties on the island are characterized by oversized windows, numerous porches, swimming pools and private docks that allow for full enjoyment of the coastal environment. There is an emphasis on indoor-to-outdoor living with plenty of natural beauty to appreciate.

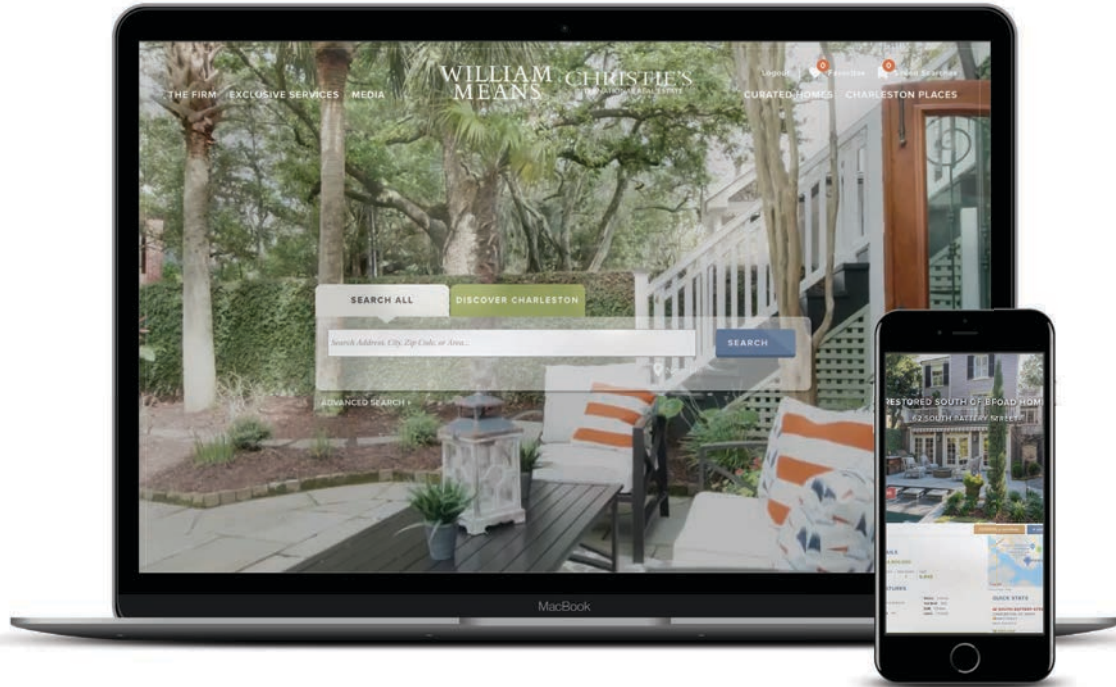
**Luxury Resort.** Kiawah Island's top-rated resort is a huge draw for residents and visitors alike. Complete with 22 tennis courts, a nature center, expansive clubhouse, new

conference center and more, premium amenities offer something for everyone. Part of the resort, The Sanctuary Hotel is a five-star oceanfront marvel that showcases Southern hospitality at its finest.

**World-Class Golf Courses.** Five championship golf courses designed by the pros make Kiawah Island a top destination for any avid golfer. From the Ocean Course designed by Pete Dye to Osprey Point designed by Tom Fazio, the best of the best have played on these courses at top-level tournaments. Visit the Golf Learning Center for private instruction, group lessons as well as family and junior programs to perfect your game.

**Wildlife Retreat.** Between the maritime forest, rivers and ponds, and the Atlantic Ocean, there is an abundance of flora and fauna that call Kiawah Island home. Deer, bobcats, gray foxes, river otters, ospreys, alligators and dolphins are just a few of the wild animals you may see on the island.

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



## EXCLUSIVE ACCESS STARTS HERE.

Register online at [www.charlestonrealestate.com](http://www.charlestonrealestate.com) and enjoy unlimited access to the Charleston area's most exclusive properties.

- Be connected to the only Charleston brokerage with access to Christie's International Real Estate
- 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 | 41 Broad Street | 843.577.6651  
MOUNT PLEASANT | 159 Civitas Street, Suite 100 | 843.375.4800



CHRISTIE'S  
INTERNATIONAL REAL ESTATE