

WILLIAM MEANS REAL ESTATE

LUXURY INSIDER

WINTER 2024



CHRISTIE'S
INTERNATIONAL REAL ESTATE



CHEERS TO A NEW YEAR!

We are pleased to announce that William Means Real Estate achieved more than \$338 Million in sales last year with an average sales price of \$1.43 Million. We ranked as a top firm in some of the most popular Lowcountry locations, affirming our record of providing buyers and sellers with first-rate service and premier marketing.

Last year we celebrated our 90th anniversary, and it reminded me how thankful I am to have such a wonderful team at William Means. As one of the most established real estate firms in the area, it is truly a testament to our dedicated agents and wonderful clients that we achieved another tremendous year in Charleston real estate. I am proud to work alongside the best REALTORS® in the business and am excited for what is to come in 2024.

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 fluid and cursive, with the first letters of "Lyles" and "Geer" being capitalized and prominent.

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 & territories

~**900**
Offices

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

All data as of March 2023

Learn more at
www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



2023 IN REVIEW

The contrast between the real estate market at the beginning of 2022 and 2023 was quite extreme. Record low inventory, high demand and low interest rates were all at play in 2022. Last year started with demand still being relatively strong and inventory relatively low. Mortgage rates would rise drastically nearly breaching 8% for a 30-year fixed - double where they started in 2022. While both years saw good demand with low inventory, the reasons for these factors were different. In 2022, many people did not want to sell their homes as they didn't know where they would go and were in a situation where they felt they were selling high, but then had to pay high. In 2023, drastic increase in mortgage rates produced what real estate referred to as the "golden handcuffs." The term refers to those who currently had low mortgage rates in the three percent range and didn't want to sell their homes to then be in a mortgage that was much higher.

As always, Charleston is a market that tends not to follow all the national trends. While Charleston did see a decline, it was not at the level of most of the country. While we saw a slight decline in sales at William Means, we achieved more than our predictions for the year and a higher average sales price than in 2022. Many of our clients were optimistic that the Federal Reserve would stop raising rates and mortgage rates would then recede in the coming months and into 2024.

At the end of 2023 and into the start of the new year, we have seen mortgage rates begin to come down and the Federal Reserve has paused rate increases and even made indications of possible rate reductions. We are also seeing many of our clients wanting to get information about listing their homes this year. Our clients who have been waiting to list their homes for sale are wanting to make changes based on life circumstances including growing their families or on the opposite end of the spectrum, downsizing as they become empty nesters or reach retirement. These factors are pointing to an increase in home inventory for 2024.

The signs of lowering mortgage rates and increased inventory are welcome signs. And, since Charleston is such a wonderful place to live, what doesn't seem to change in our marketplace is demand. William Means celebrated its 90th anniversary last year, and we are ready to assist with all your home buying and selling needs in 2024.

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

MORE THAN

\$338M

IN COMPANY WIDE SALES

IN 2023

\$15M

Highest Sales Price
in 2023

#1

Firm in l'On & Belle Hall
Boutique Firm in West Ashley

\$1.43M

Average Sales Price



FROM THE BLOG

WILLIAM MEANS WELCOMES LEGRAND ELEBASH

Leading Area REALTOR® Finished 2023 with \$58M in Sales and Top 1% Ranking in Charleston

William Means Real Estate, a luxury real estate firm specializing in Charleston's historic and premier properties, announced LeGrand Elebash as the newest addition to its team of distinguished REALTORS®.

A Charleston native, Elebash's professional background includes more than two decades of commercial and residential real estate experience spanning high-profile development projects, club management and sales. In 2023, Elebash ranked among the top 1% of all Charleston area real estate agents with more than \$58M in sales, finishing the year as one of the top 10 agents in Charleston.

"LeGrand's diverse business and real estate interests and reputation for honesty and integrity have earned him great respect in the Charleston community. Known for his deep local roots and extensive connections, he is well-equipped to provide unparalleled service to clients seeking to buy or sell properties in the area," said Lyles Geer, President and Broker-in-Charge of William Means Real Estate. "We've worked together on many successful transactions and I'm excited to have him as an in-house colleague. Year after year, William Means ranks as a top luxury firm in Charleston, and we only become stronger with the addition of an agent like LeGrand."

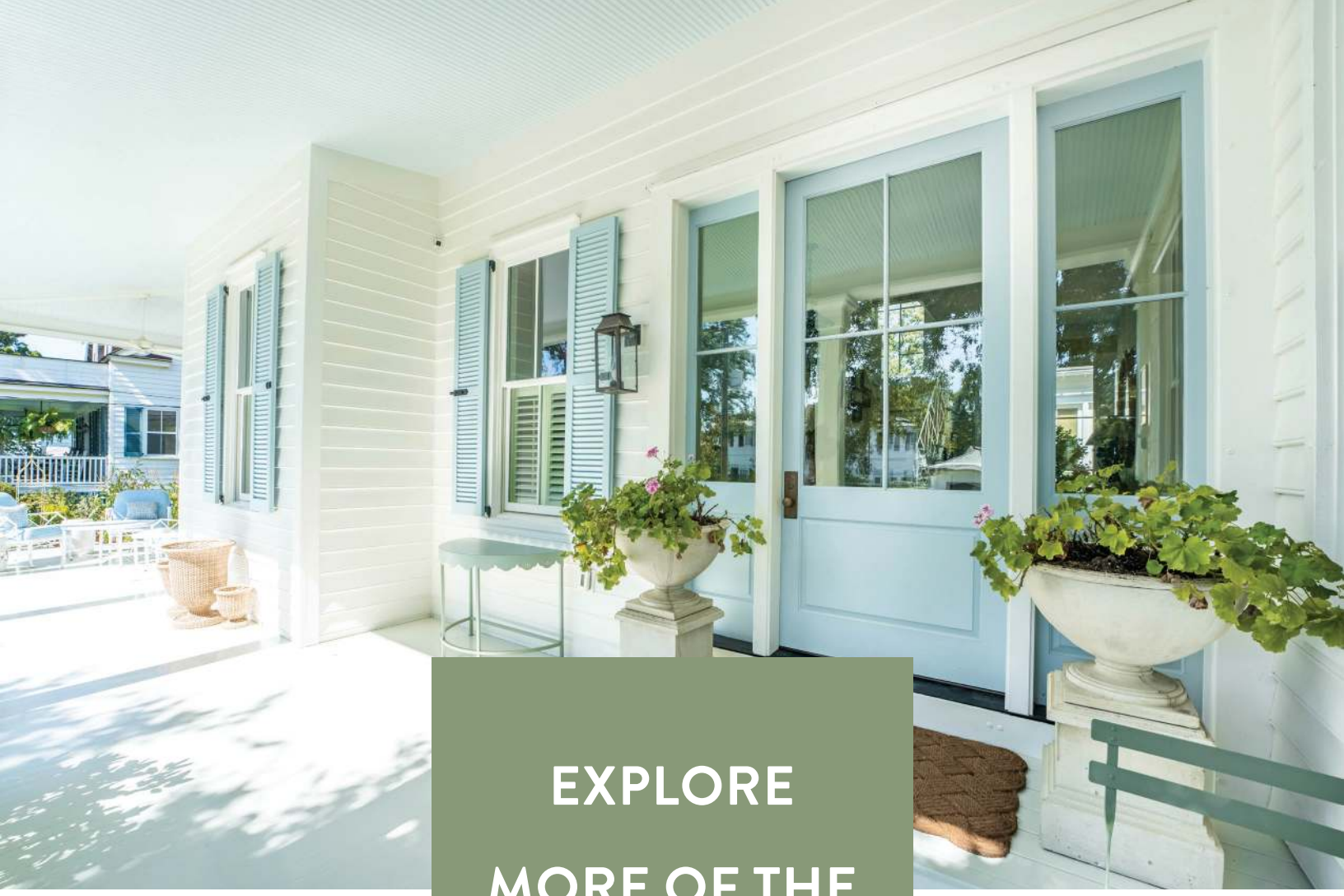
Throughout his impressive career, including over two decades

of real estate experience, Elebash has cultivated a broad and deep knowledge of the intricacies of buying and selling property. His various roles across the industry – from project manager to master developer, homebuyer to lead broker – give him a unique perspective; one that has helped him establish a loyal clientele, an impressive network of contacts and most importantly, continued success as one of the top real estate agents in the Charleston area.

Growing up in Charleston, Elebash was inspired by the architecture and natural beauty of the city from an early age. His father was a member of the Kiawah Island Real Estate team during the island's early development, his mother a successful interior designer and his stepfather a prominent developer – real estate and fine homes were intuitive. He lived between the island and downtown Charleston, fully immersed in what is now known as "the Lowcountry lifestyle" that makes the region so desirable.

Elebash graduated from Yale University and went on to serve in the U. S. Marine Corps for nine years as an F/A-18 fighter pilot. Following his military service, Elebash attended Harvard Business School graduating with an MBA in 2001.

Read the full article at charlestonrealestate.com.



EXPLORE
MORE OF THE
LOWCOUNTRY





OLD VILLAGE BEAUTY WITH A POOL

126 Hibben Street

5 BR | 4.5 BA | 4,022 SF | Mount Pleasant

Welcome to this immaculate, move-in-ready home on the best street in historic Old Village, set on a 0.31-acre private street-to-street lot. This is the one you have been searching for. Just three houses in from the harbor, enjoy water views from the gracious front porch of this 4,022 square foot home that features five bedrooms, four-and-a-half bathrooms and is elevated on the 'Mount' of Mount Pleasant. The owners spared no expense in this *Southern Living Magazine* featured home, engaging renowned specialists to make this special retreat unlike anything else available in Charleston. The landscaping incorporates a long lawn for playing with the family, an automatically covered pool by Aqua Blue surrounded by heat-resistant stone decking and a Hillbrook Collections custom garden shed with an attached greenhouse.

MLS 23025353

Lyles Geer

\$7,950,000

843.793.9800





WONDERFUL BEACH HOME OPPORTUNITY

1763 Atlantic Avenue

3 BR | 3 BA | 1,760 SF | .29 AC | Sullivan's Island

This is a wonderful opportunity to own a front row beach property on highly sought after Sullivan's Island. Choose to restore the existing mid-century cottage or start fresh and build your dream home. Spend your days strolling the sandy beach just steps from your front door. You will enjoy the privacy of having your own beach access and the convenience of being close to the island's retail and entertainment district. Sullivan's Island is a mere 10 miles to downtown Charleston where you can experience award-winning restaurants, historic attractions and beautiful art galleries. This Sullivan's Island property offers a true retreat in a charming, laid-back beach community.

MLS 23020442

Paula Yorke

\$5,100,000

704.345.7474





BRAND-NEW HOME IN THE CRESCENT

1 Sayle Road

5 BR | 5/2 BA | 6,430 SF | West Ashley

MLS 23014657

Bonnie Geer

\$4,950,000

843.870.0521



HISTORIC SOUTH OF BROAD HOME

49 Church Street

4 BR | 4.5 BA | 3,267 SF | South of Broad

MLS 23027687

Mary Cutler

\$3,795,000

843.343.4858



BRAND-NEW HOME ON DANIEL ISLAND

260 Island Park Drive

5 BR | 5.5 BA | 4,308 SF | Daniel Island

MLS 23026882

Kenton Selvey

\$3,550,000

843.806.7222



NEW CONSTRUCTION HOME

654 Atlantic Street

5 BR | 4.5 BA | 3,785 SF | Mount Pleasant

MLS 23012098

Kalyn Smythe

Under Contract

843.708.3353

LOWCOUNTRY LIVING

Learn more at www.charlestonrealestate.com



CHRISTIE'S
INTERNATIONAL REAL ESTATE



CHARMING RENOVATED HOME IN THE GROVES

427 Shannon Drive

4 BR | 3.5 BA | 2,983 SF | Mount Pleasant

427 Shannon Drive was masterfully designed and completely rebuilt from the studs to achieve an impressive and practical layout. Upon entering the home, the architectural details will wow you. The soaring, vaulted ceilings with heart pine beams, an open kitchen with island seating and a shiplap fireplace with built-ins create the perfect balance for the heart of this home. The living area is open and benefits from an abundance of natural light. Beyond French doors, the covered porches and saltwater swimming pool await. 427 Shannon Drive is truly move-in ready and the loving attention to detail put into the residence and property are immediately evident. Enjoy living in The Groves neighborhood, just minutes from the Ravenel Bridge, grocery stores, restaurants and the beaches of Sullivan's Island.

MLS 23026795
Farrah Follmann

\$2,395,000
843.860.3425





BEACH HOME WITH OCEAN VIEWS

3 Summer Dunes Lane
6 BR | 6 BA | 2,870 SF | Isle of Palms

MLS 23010288
Kalyn Smythe

\$2,299,000
843.708.3353



BRAND-NEW CONSTRUCTION HOME

6 Stocker Drive
7 BR | 6.5 BA | 4,581 SF | West Ashley

MLS 23025515
Lyles Geer

\$1,975,000
843.793.9800



TRANQUIL JOHNS ISLAND PROPERTY

3370 Westphal Drive
5 BR | 4/2 BA | 5,425 SF | Johns Island

MLS 23028201
Lyles Geer

\$1,975,000
843.793.9800



RENOVATED 1940'S HOME

8 Stocker Drive
6 BR | 6.5 BA | 4,080 SF | West Ashley

MLS 23025605
Lyles Geer

\$1,900,000
843.793.9800



HAMPTON PARK TERRACE CHARMER

18 Kenilworth Avenue

3 BR | 2.5 BA | 2,178 SF | Downtown Charleston

MLS 24001122

Lyles Geer

\$1,950,000

843.793.9800



RENOVATED COUNTRY CLUB II HOME

1515 Burningtrees Road

4 BR | 3.5 BA | 3,296 SF | James Island

MLS 24000573

Helen Butler

\$1,350,000

843.343.2222



CLASSIC I'ON HOME

178 Ionsborough Street

2 BR | 2.5 BA | 1,958 SF | Mount Pleasant

MLS 24000129

Michelle McQuillan

Under Contract

843.814.4201



BRAND-NEW HOME IN OLD WINDERMERE

10 Stocker Drive

3 BR | 2.5 BA | 1,980 SF | West Ashley

MLS 23025607

Lyles Geer

\$1,255,000

843.793.9800



STATELY BRICK HOME

124 Folly Road Boulevard
4 BR | 2.5 BA | 2,998 SF | West Ashley

MLS 23026332
Georgia Bell

Under Contract
843.568.1601



STATELY BRICK HOME WITH A POOL

11 Ponce De Leon Avenue
3 BR | 2.5 BA | 2,589 SF | West Ashley

MLS 23023800
Grace Perry Huddleston

Under Contract
843.224.6262



SEASCAPE VILLAS CONDOMINIUM

3541 Shipwatch Road
1 BR | 1 BA | 580 SF | Kiawah Island

MLS 23022116
Bonnie Geer

\$539,000
843.870.0521



JOHNS ISLAND CHARMER

1609 Tuxedo Court
3 BR | 2 BA | 1,560 SF | Johns Island

MLS 23028126
Etta Connolly

Under Contract
843.568.0449



FROM THE BLOG

DREW GROSSKLAUS, INAUGURATED AS CTAR PRESIDENT

Sales Director and East Cooper Broker-In-Charge to serve in 2024

Drew Grossklaus, Sales Director and Broker-In-Charge of William Means Real Estate's East Cooper office, has been inaugurated as President of the Charleston Trident Association of REALTORS®. He previously served as President-Elect, First Vice President and Treasurer.

The Charleston Trident Association of REALTORS® (CTAR) has served as the "Voice of Real Estate" in the Lowcountry region of South Carolina for more than 100 years, issuing statistical analysis of market conditions, offering legislative support to its members and the industry at large and serving as the premier resource for all things real estate in the tri-county and outlying areas.

"It is an honor to serve as President of the largest Real Estate Association in South Carolina with nearly 7,000 members," said Grossklaus. "CTAR is the backbone of the real estate community in Charleston. I look forward to leading our members in the evolving real estate market."

Grossklaus has been the Director of Sales and East Cooper Broker-in-Charge for William Means Real Estate for more than 14 years. During this time, he has led the firm to record growth and managed more than \$1.5 billion in sales. In preparation for his presidency, Grossklaus completed the Charleston Metro Chamber of Commerce Civic Leaders Academy and the South Carolina REALTORS® Leadership Academy this year. He

also attended the National Association of REALTORS® (NAR) Legislative Meetings in Washington D.C., NAR Leadership Week in Chicago, Illinois, the Region 4 Conference in Savannah, GA, and the NAR NXT Conference in Anaheim, California.

Grossklaus and the 2024 Board of Directors were honored at an Installation Ceremony on Wednesday, November 29, at the Creek Club in Mount Pleasant's I'On community.

Read the full article at charlestonrealestate.com.





FROM THE BLOG

5 DESIGNER TRENDS TO HIGHLIGHT YOUR FIREPLACE

After 'decking the halls' has come to an end - learn how to spruce up your fireside retreat

Cozy weather is upon us, which calls for evenings around the fireplace. While we may only get to use our fireplaces for a handful of months in Charleston, they can also serve as a fantastic focal point for interior design purposes. By highlighting your fireplace in creative ways, you can make it a stunning centerpiece that enhances the overall aesthetic of your living space. Follow along as we explore different design ideas to transform your fireplace into an inviting room feature.

Mantle decor. Sprucing up your mantle with a collection of decorative items that reflect your personal style will add character to your home. Decorative items can range from family photos, vases, candles or artwork. Make sure to select pieces that complement the style and color scheme of your living area. The mantle is also the perfect area to showcase your festive holiday decorations during each season, especially Christmas. Add garland and lights around the mantle to light up your living room and create a festive ambiance.

Artwork. Surrounding your fireplace with artwork gives you endless opportunities to set the tone for your home's design. Hang a well-chosen piece of artwork above your fireplace to create a statement in your living area, or opt for a mirror to create depth. You can also place multiple pieces of artwork on your mantle to lean them against the wall to create a dimensional look. Also consider a collection wall where you surround your fireplace with framed prints.

Built-in bookshelves. Consider surrounding your fireplace with built-ins to create an aesthetically pleasing space that highlights the fireplace and also serves as a functional place to store books, collectables and decorative items. If you decide

against installing full built-in cabinetry, you can opt for floating shelves to achieve a similar look.

Ambiance lighting. Illuminate your fireplace by adding creative lighting such as stylish wall sconces, pendant lighting or LED backlighting. Subtle lighting will create a gentle, atmospheric glow to provide a relaxing atmosphere and will spruce up the style of your fireplace. Adding decorative lighting around your fireplace will create a warm and inviting atmosphere and will serve as both function and decoration.

Accent wall. To make your fireplace stand out, consider enhancing it with an accent wall. An accent wall allows you to experiment with different materials, textures, patterns and colors and adds a uniqueness to your fireplace and living space. If your walls are a neutral color, consider picking a bright and striking color that will bring liveliness and character to the space, or go for a muted shade to create a peaceful vibe. A shiplap or brick accent wall is a classic way to add texture and design to your fireplace.

A fireplace serves as a blank canvas to add personality to your living space. Switch out your decoration scheme from season to season to express your style and exercise your creativity. If you're in the market for a home with a fireplace, give a William Means agent a call!

Read the full article at charlestonrealestate.com.



KING STREET BEAUTY RANKS AS TOP 10 SALE SOUTH OF BROAD IN 2023

63 King Street

6 BR | 4.5 BA | 4,094 SF | South of Broad | Sold for \$4,316,460

We are pleased to announce the sale of this incredible South of Broad property. 63 King Street offered the luxuries of downtown living with exceptional modern-day conveniences. The property was truly a rare find - a desirable historic location, charming details and a detached carriage house combined to make a wonderful opportunity. Congratulations to our seller clients and the new owners.

RECENT SUCCESSES

Learn more at www.charlestonrealestate.com



CHRISTIE'S
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NOTEWORTHY COMPANY SALES



SOUTH OF BROAD

47 East Bay Street
Sold - \$8,600,000



MOUNT PLEASANT

205 Ferry Street
Sold - \$8,400,000



SOUTH OF BROAD

42 Legare Street
Sold - \$4,340,500



SOUTH OF BROAD

54 Legare Street
Sold - \$4,150,000



SOUTH OF BROAD

56 Tradd Street
Sold - \$4,095,500



SOUTH OF BROAD

13 Church Street
Sold - \$3,950,000



SOUTH OF BROAD

1 Water Street
Sold - \$3,650,000



MOUNT PLEASANT

38 Fernandina Street
Sold - \$3,625,000



SOUTH OF BROAD

94 Tradd Street
Sold - \$3,422,700



SOUTH OF BROAD

31 E Battery Street
Sold - \$3,375,000



HARLESTON VILLAGE

59 Smith Street
Sold - \$3,250,000



WEST ASHLEY

8 Cochran Court
Sold - \$3,185,000

RECENT SUCCESSES

Learn more at www.charlestonrealestate.com



CHRISTIE'S
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FROM THE BLOG

MAKE THE MOST OUT OF SELLING YOUR HOME

Thinking of moving in 2024? Let us help you get ready!

Selling your Charleston home can be a significant undertaking, and you'll want to make the most out of the process to ensure a successful sale. Each home sale is unique, so understanding the specifics of your situation and the local market is a crucial step in the process. Our newly re-designed Sell Your Home portal takes you step-by-step through working with William Means, and how we can assist you with your home sale and achieve the best outcome.

Home repairs. If you're considering selling your home, think about getting a pre-inspection to evaluate which home repairs will need to be completed before putting your home on the market. It's a good idea to have the condition of your home evaluated, in areas such as the roof, HVAC and plumbing and electrical systems before the real home inspection. Your home becomes much more attractive to buyers when it is move-in ready!

Start with a clean slate. We've said it before and we'll say it again – decluttering, cleaning and depersonalizing your home is a very important first step in preparing your home to sell. A clean and organized home gives you a fresh slate to make any necessary home upgrades and allows you to start thinking about staging. Removing any personalized items will help potential buyers envision it as their future home.

Invest in value-adding updates. Determining which home

improvements to invest in can be overwhelming and the costs can add up quickly. You'll want to choose home projects that will provide the most return on your investment. Many buyers judge a home on the kitchen. Consider replacing countertops, resurfacing cabinets and updating the fixtures and hardware. Your agent will also be able to give you suggestions on the places in your home that may need your focus.

Spruce up curb appeal. You don't get a second chance to make a good first impression, so make sure the exterior of your home will impress buyers. For minor updates, consider painting your front door, changing out door knobs and address numbers, add potted plants and window boxes to the front porch, replace the welcome mat and power wash the exterior and driveway. For more major updates, you may consider giving the exterior of your home a coat of fresh paint, replacing shutters and hiring landscaping professionals to lay sod and plant trees.

Find a trusted real estate agent. From listing at the right time to making sure your marketing stands out, your William Means agent will guide you with the tailored, trusted level of service that generations of families have depended on for more than 90 years. If you're thinking of buying or selling your Charleston home, one of our agents would be delighted to provide their expertise.

Read the full article at charlestonrealestate.com.

LET OUR AGENTS HELP YOU CALL CHARLESTON HOME



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843.793.9800



Helen Geer
843.224.7767



Leslie Anderson
843.749.3987



Georgia Bell
843.568.1601



Jenny Bernard
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Jane Milner
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Victoria Smith
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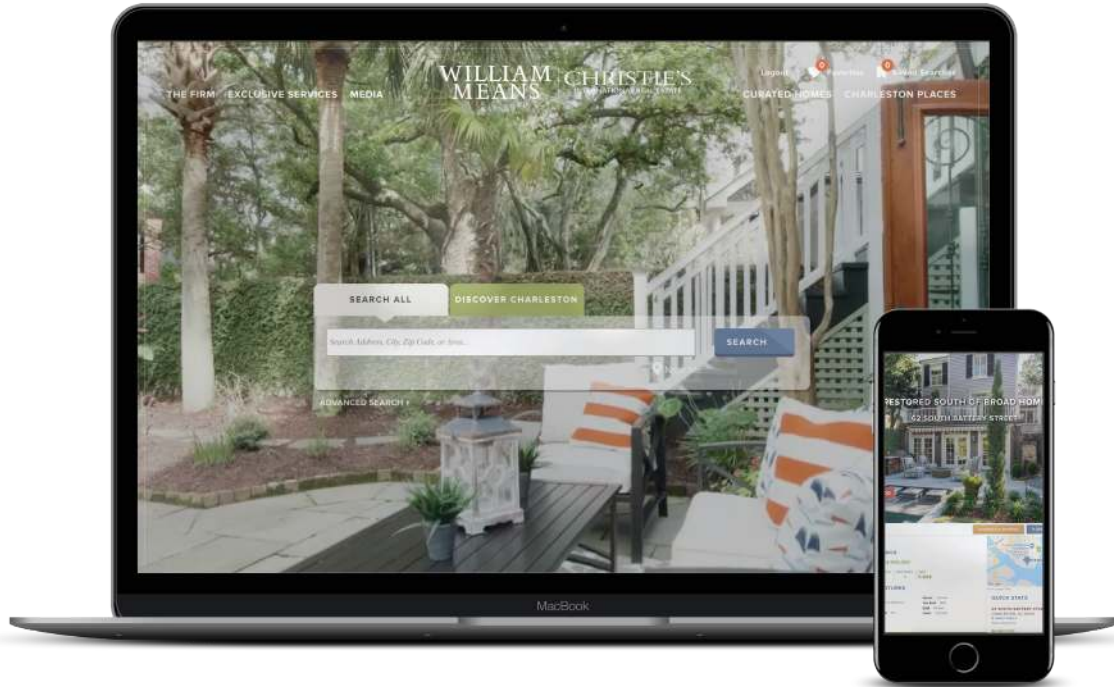
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- Connect with the only Charleston brokerage with access to Christie's International Real Estate
- Partner with the most knowledgeable real estate professionals in Charleston
- Save your favorite properties for easy access later
- Custom build searches 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 | 25 Broad Street
MOUNT PLEASANT | 353 N. Shelmore Boulevard



CHRISTIE'S
INTERNATIONAL REAL ESTATE