

WILLIAM MEANS REAL ESTATE

LUXURY INSIDER

WINTER 2025





A WILLIAM MEANS MILESTONE.

It's hard to believe that another year has come and gone. Throughout 2024, we had the privilege of working with both buyers and sellers from all over the Charleston area, as well as many relocating from out-of-state to South Carolina. We are deeply grateful for the trust they place in us and are excited to continue serving this vibrant community in the years to come.

I'm proud to share that William Means achieved \$431 million in sales, marking 2024 as the highest-performing year in our 91-year history. A heartfelt thank you to our dedicated agents and amazing clients for making this milestone possible.

The challenges and opportunities we navigated this year have only reinforced our firm's deep knowledge of the Lowcountry and our commitment to operating with integrity and creativity. I'm honored to work alongside the best REALTORS® in the business and excited about what the future holds for William Means.

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*



WELCOME TO OUR CHARLESTON HOME.

William Means Real Estate is one of Charleston's oldest and most established real estate firms. Our agents offer a specialization in marketing fine properties to discerning clients, affirming our long-standing record of first-rate service. And this is the reason William Means has been successful since 1933 and continues to grow and evolve as the real estate industry changes and expands. Our company was founded on the principles of integrity and professionalism – which is why our agents provide the best service experience when buying or selling your Charleston home.



91 Years
in Charleston

\$4.3 Billion+
in luxury property sales

2
well-established offices

All data as of January 2025



The shift from 2022 to 2023 marked a dramatic change in real estate, while the transition from 2023 to 2024 was quite the opposite. We had hoped for a decline in mortgage rates, but they remained stubbornly stable in the mid-6% to 7% range. On a positive note, we experienced an increase in inventory over the course of the year up more than 16% from the previous year. These two factors helped to offset the Charleston real estate market and sales were roughly flat with a 1% increase. Home prices saw only a slight uptick, rising by 4% compared to 2023.

The year ahead looks as though it will start the same as the previous year with some potential unknowns. Economists are predicting that mortgage rates will run in the same 6% to 7% trend. The belief is that inventory will also continue to increase as more people who have not listed their home on the market will be inclined to, as mortgage rates and values have stabilized.

William Means had a banner year in 2024, achieving a record-breaking 30% increase in sales. This remarkable growth is a direct reflection of the dedication and expertise of our agents. Despite modest inventory increases, buyers faced challenges in finding the right home, but our agents leveraged every strategy available to ensure our clients found the perfect property. While overall sales remained steady, the average days on market increased, as buyers became more selective in their choices. Our seller clients saw the benefits of our innovative marketing and strategic merchandising, which allowed their homes to stand out and shine in a competitive market. In a year where the real estate landscape was more demanding than ever, William Means' deep industry knowledge, proven history, exceptional marketing and commitment to integrity set us apart, and demonstrates why we are the best representation for buyers and sellers.

Williams Means looks to build on this success in 2025. We are ready to assist you in all of your home buying and selling needs.

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

MORE THAN
\$431M
 IN COMPANY WIDE SALES
 IN 2024

\$6.5M Highest Sales Price
 in 2024

#1 Boutique Firm in the S Mount
 Pleasant, Downtown Charleston
 and James Island

\$1.4M Average Sales Price



FROM THE BLOG

WILLIAM MEANS BREAKS RECORDS WITH \$431M IN SALES

Kicks off 2025 with sale of \$5.3M Southern Living Idea House

We are pleased to announce that 2024 was the best in our company's 91-year history with \$431M in overall sales, a 32% increase over 2023. With an average sales price of \$1.4M, William Means continues to distinguish itself as one of Charleston's premier boutique real estate firms. We also kicked off the new year with the \$5.3M sale of the *Southern Living Idea House* on Johns Island.

Our company's success in 2024 is underscored by our rankings across the Charleston area. William Means was the number one boutique firm in several key areas, including downtown Charleston with 60.5 transactions and South Mount Pleasant, where our firm achieved \$177 million in sales. We also earned the top spot in I'On, Belle Hall, Hibben, Old Village, Old Mount Pleasant and James Island.

"The growth and success we've achieved in 2024 reflect our dedication to integrity and exceptional service," said Lyles Geer, President and Broker-in-Charge of William Means Real Estate. "In a competitive market, our agents bring unmatched expertise, making William Means the top choice for clients buying or selling in Charleston. We're proud of our legacy and look forward to continuing to lead the industry in 2025."

The achievements of William Means agents further illustrate our firm's leadership in the local market. Among our top-performing agents, Kalyn Smythe was ranked as the number one agent in Mount Pleasant. LeGrand Elebash ranked fifth in South Mount Pleasant, second in I'On, seventh South of Broad, and tenth in downtown Charleston inside the Crosstown. Michelle McQuillan secured the number three spot in South Mount Pleasant and was also recognized as the top agent in I'On.

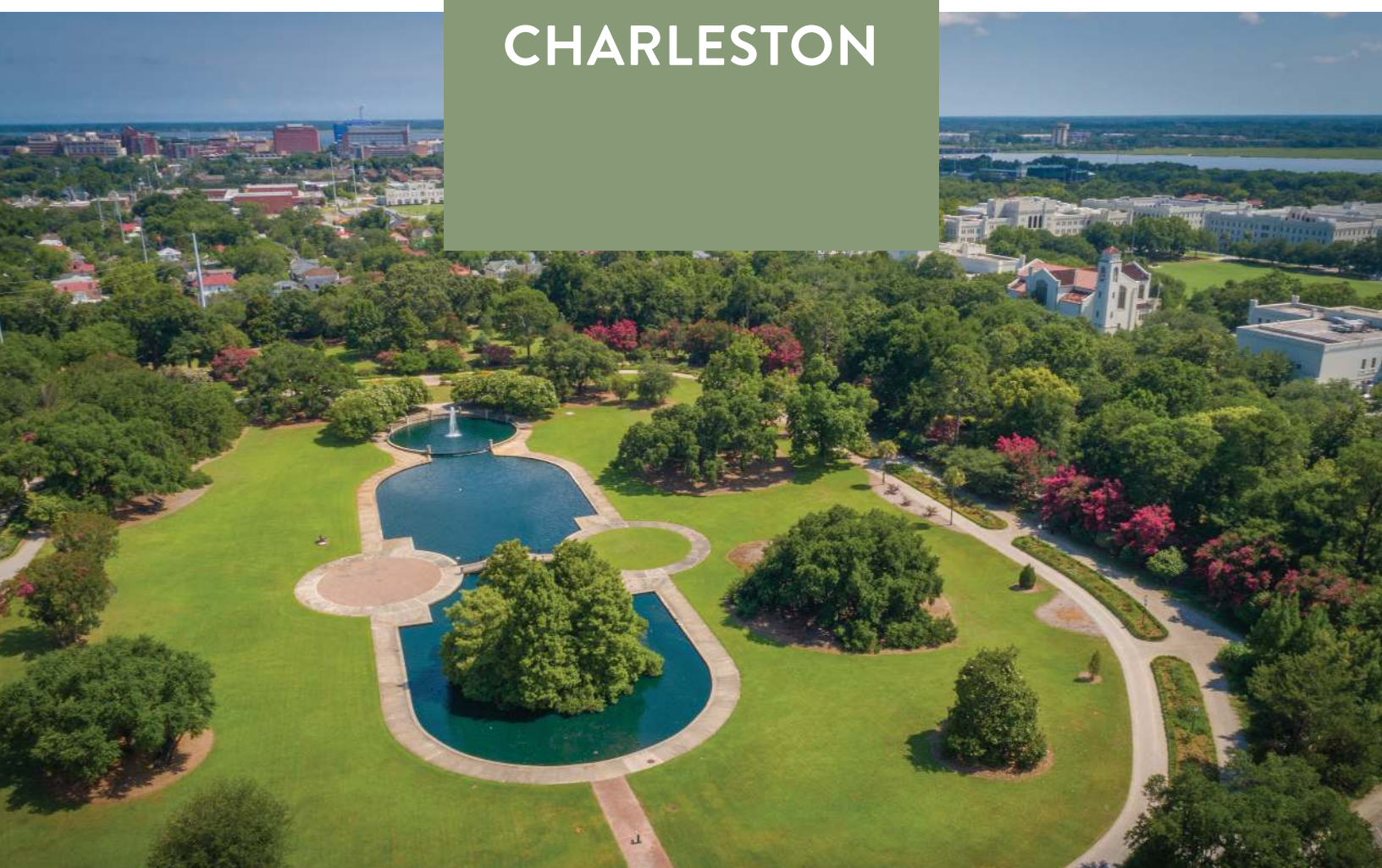
William Means agents also excelled in specific neighborhoods. Will Dammeyer was named the top agent in Belle Hall, while Paula Yorke was recognized as the leading agent in the Old Village. Kalyn Smythe earned the top spot in Old Mount Pleasant, and Marisa Cromey and Farrah Follmann secured the number four spot in I'On, demonstrating the firm's depth of expertise.

Several agents achieved exceptional individual sales milestones in 2024, with many surpassing \$10 million in sales, including: Mary deS. Cutler, Jane Dowd, Farrah Follmann, Harrison Gilchrist and Paula Yorke. Three of the firm's agents achieved more than \$15M in sales, including: Martha Freshley, Leize Gaillard and Kaelin Hall. Two agents achieved more than \$20M in sales: Will Dammeyer and Bonnie Geer. In addition, Michelle McQuillan achieved more than \$25M in sales, Lyles Geer achieved more than \$35M in sales and LeGrand Elebash exceeded \$45 million. Kalyn Smythe led the firm with more than \$80 million in total sales for 2024.

William Means also represented some of Charleston's most significant luxury real estate transactions in 2024. Highlights include the sale of 18 Murray Boulevard for \$6.5 million in South of Broad, 1469 Simmons Street for \$6 million in Old Mount Pleasant, and 2524 Atlantic Avenue for \$4.98 million on Sullivan's Island. At the beginning of this year, we closed on the \$5.3M sale of the *Southern Living Idea House* at 3008 Eventide Drive on Johns Island. This exceptional waterfront property, showcasing a perfect blend of elegance and nature, captured the imagination of buyers and offered an idyllic lifestyle in the heart of Kiawah River. Bonnie Geer represented the buyer in this highly anticipated sale.



DOWNTOWN
CHARLESTON





HISTORIC HOME WITH B&B CARRIAGE HOUSE

52 Hasell Street

5 BR | 3.5 BA | 4,530 SF | Ansonborough

Welcome to 52 Hasell Street, a classic brick Charleston Single home on a spacious 0.16-acre lot in the historic Ansonborough neighborhood. Built around 1843, this 4,530-square-foot property includes five bedrooms, three-and-a-half baths, and rare off-street parking. Even rarer - it also features a fully furnished, licensed bed-and-breakfast carriage house, offering potential for rental income or flexible guest accommodations. With its striking brick exterior, wider-than-usual footprint, and established B&B, this property presents a unique opportunity.

MLS 24028588

Lyles Geer

\$4,195,000

843.793.9800





FLAGSHIP MIXED-USE PROPERTY

132 Spring Street

4 BR | 3.5 BA | 4,074 SF | Elliotborough

Located on a highly visible corner in the heart of downtown Charleston's Elliotborough hospitality and short-term rental overlay, 132 Spring Street is a flagship mixed-use property offering endless opportunities and upside investment potential. There is an amazing commercial/restaurant/retail space on the ground floor (currently leased). Two fully renovated residential units each have their own private entrance, original hardwood flooring and beautifully high ceilings. Both residential units stay consistently booked with short term renters due to the ideal location, inherent charm and extremely appealing living space to enjoy. Since completion of the building's full high-end renovation in 2016, 132 Spring Street has offered numerous avenues of stable, solid revenue year after year. The property also includes two off-street parking spaces along Ashley Avenue.

MLS 25000117
Bradley Thompson

\$3,495,000
843.323.7600





DOWNTOWN CHARLESTON CHARMER

36 Bennett Street

4 BR | 4 BA | 2,191 SF | Harleston Village

MLS 24012834

Mary Cutler

\$1,239,000

843.343.4858



BEAUTIFULLY UPDATED HOME

66 Poplar Street

5 BR | 3.5 BA | 2,392 SF | North Central

MLS 24029945

Jordan Kruse

\$1,125,000

843.343.8696



CHARLESTON SINGLE WITH UPGRADES

74 Vanderhorst Street

2 BR | 2 BA | 1,300 SF | Radcliffeborough

MLS 24028793

Bonnie Geer

\$995,000

843.870.0521



TOP-FLOOR CONDOMINIUM

33 Calhoun Street unit 248

2 BR | 2 BA | 1,872 SF | Gadsdenboro

MLS 24026967

Farrah Follmann

Marisa Cromey

\$950,000

843.860.3425

843.801.3889

DOWNTOWN CHARLESTON

Learn more at www.charlestonrealestate.com





LOCK-AND-LEAVE TOWNHOME

15 Horlbeck Alley unit C-4

3 BR | 2.5 BA | 1,168 SF | Harleston Village

Tucked away on charming Horlbeck Alley, this beautifully renovated townhome offers the perfect blend of Charleston charm and modern convenience. This home features a well-designed open floor plan across three floors that maximizes every inch, providing ample living space and exceptional storage—a rarity in downtown living. The roof was replaced in 2023, and the home has been thoughtfully updated throughout. The kitchen features sage cabinets, quartz counters, and vintage-style appliances, blending timeless design with modern functionality. New wide plank floors flow through the main living spaces, while the bathrooms have been updated with basketweave tile floors and classic subway tile, adding a touch of elegance to every detail. Do not miss this rare opportunity to own a move-in-ready gem in the heart of historic Charleston.

MLS 25001160

Lyles Geer

\$865,000

843.793.9800





FROM THE BLOG

A GUIDE TO CHARLESTON'S PARKS

Uncover the ways Charleston is the perfect place to call home

With serene gardens, luscious foliage and breathtaking waterfront parks, the Lowcountry offers many refreshing escapes to immerse yourself in the charming nature of Charleston. Whether you're looking to enjoy a picnic under the grand oaks, or take in the sunset on a stroll by the harbor, Charleston has an escape for you.

Hampton Park. Located on the upper peninsula and bordered by Hampton Park Terrace, Wagener Terrace, The Citadel and North Central neighborhoods in downtown Charleston, Hampton Park is one of the cities' largest and oldest parks. Boasting sixty acres of natural beauty, you'll be delighted by beautiful oak trees and the extensive floral displays. Hampton Park is a charming oasis with a rich history. This park was once part of a grand exposition in the late 19th century and still maintains its historic charm today.

Marion Square. Marion Square, located in the heart of downtown Charleston's historic district, is a six-and-a-half-acre urban park surrounded by historic buildings and is the home to many monuments. This iconic park hosts a farmers market every Saturday throughout the spring and summer, along with various festivals.

Colonial Lake. Colonial Lake, located in the Charleston Village, is a palm tree-lined park and tidal pond with wide walkways. Colonial Lake dates back to the 1700s and was once known as Rutledge Street Pond. It was renovated by the Charleston Parks Conservancy in 2016 to repair the

timeworn seawall, install a more efficient water system, as well as new benches and seating areas. When the tide is high, you may find some Charlestonians fishing in Colonial Lake, as its pipes run from the lake, under the streets and into the Charleston Harbor!

Mount Pleasant Memorial Waterfront Park. Known as the "Crown Jewel" of Mount Pleasant, locals and visitors enjoy picnics, fishing, a nautical-themed playground, occasional events and sunset walks on the 1,250-foot pier. The Memorial Waterfront Park is currently undergoing a major renovation project, where a First Responders monument will be installed to honor and pay tribute to police officers, firefighters and public service employees within our community.

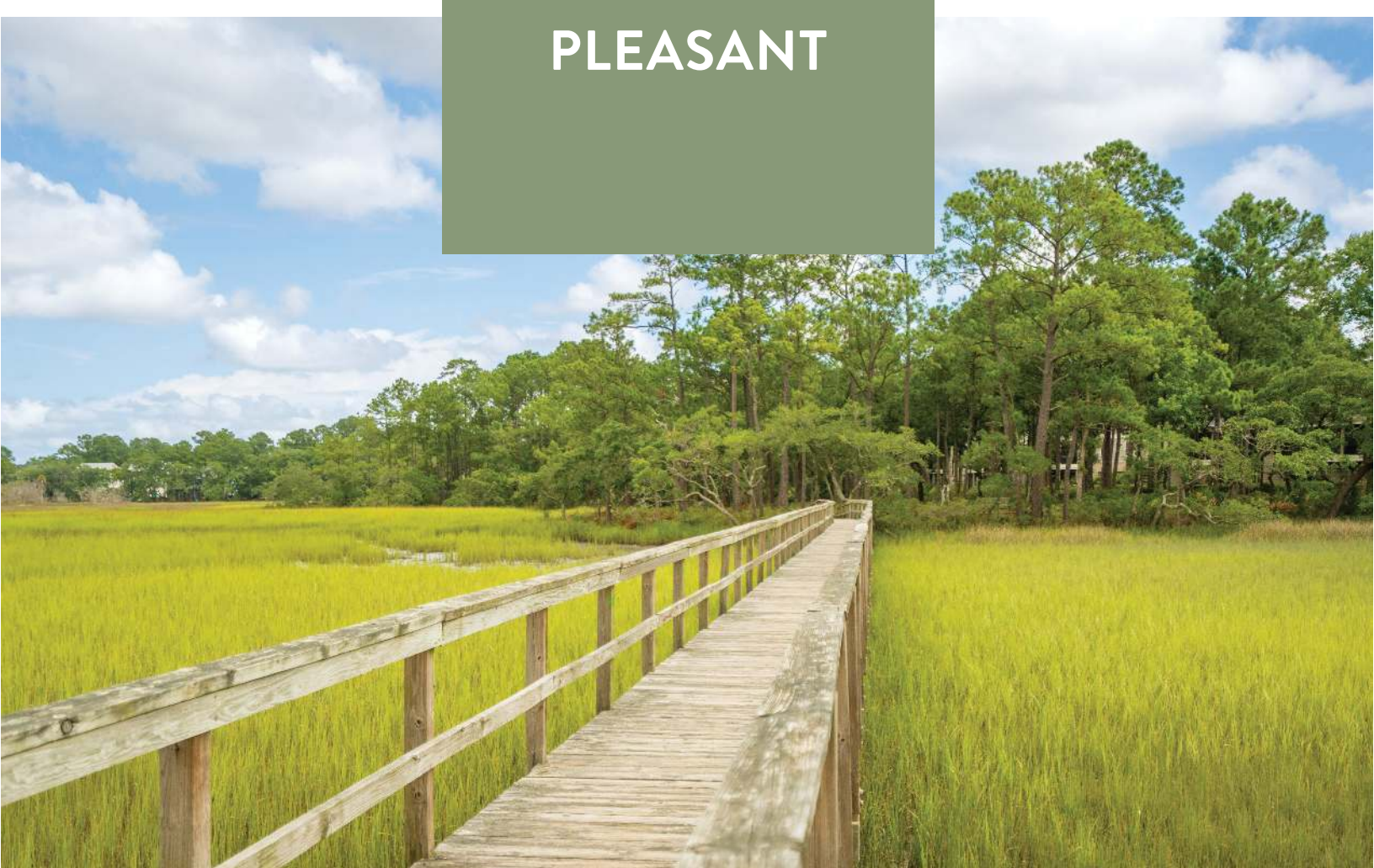
Joe-Riley Waterfront Park. Overlooking the Charleston Harbor on the eastern coast of the peninsula, Waterfront Park was deemed "this generation's gift to the future" by Mayor Riley and was historically known as the center of local maritime traffic traveling in and out of the Charleston Harbor. It has become one of the hottest attractions in Charleston, as many visit this park to take a photo in front of the iconic Pineapple Fountain.

From gorgeous weather to rich history and iconic parks, Charleston truly has it all. The parks of the Lowcountry offer a serene escape for those looking to spend some time in the fresh air.

Read more articles at charlestonrealestate.com.



MOUNT
PLEASANT





INCREDIBLE PROPERTY ON SHEM CREEK

228 Haddrell Street

4 BR | 3.5 BA | 3,803 SF | Old Village

Welcome to 228 Haddrell Street, perfectly nestled on Shem Creek in the coveted Old Village neighborhood. This extraordinary property has undergone a meticulous renovation with renowned architect Beau Clowney, blending modern luxury with the charm of Lowcountry living. Outdoor enthusiasts will appreciate the dock featuring two 40-foot boat slips on deep water with power and water, allowing you to enjoy the Lowcountry waterways with ease. Enjoy all the luxuries of Old Village living, from your private pool and dock to the charming neighborhood restaurants and shops, all just minutes away. This spectacular location is just ten minutes from downtown Charleston and beautiful local beaches. Experience the ultimate in Southern living in this exceptional Shem Creek home. Don't miss your opportunity to make this one-of-a-kind property your own!

MLS 24022225

Lyles Geer

\$6,950,000

843.793.9800





GORGEOUS BRICK RESIDENCE

20 Perseverance Street

5 BR | 5.5 BA | 3,691 SF | l'On

This stately brick beauty is situated on a tree-lined street in Mount Pleasant's sought-after l'On neighborhood. Entering from the classic front porch, the first floor of the home features an inviting foyer, light-filled dining room and a chef's kitchen that opens to the warm family room. Upstairs you will find the spacious primary bedroom with a bright en suite bathroom with dual vanities, a soaking tub and separate shower. There are two additional guest suites on this level. An attached two-car garage with a finished room above completes this fantastic property. Relax and enjoy outdoor dining on the expansive screened-in porch which leads onto a fenced-in patio and garden. This award-winning neighborhood offers walking trails, parks, lakes, shops, restaurants and a boat ramp. There is also the opportunity to join the private l'On Club with swimming, tennis, dining and pickleball.

MLS 24027387
Sarah Vineyard

\$2,625,000
843.709.1167





IMPECCABLE HOME WITH SOUTHERN CHARM

31 Frogmore Road

4 BR | 4/2 BA | 3,409 SF | 1'On

MLS 25001423

Martha Freshley

\$2,595,000

843.297.7530



ELEGANT MOUNT PLEASANT HOME

738 Hibbens Grant Boulevard

4 BR | 3/2 BA | 3,889 SF | Hibben at Belle Hall

MLS 24026483

Will Dammeyer

\$1,895,000

843.670.6747



COTTAGE ON A CORNER LOT

933 McCants Drive

3 BR | 2 BA | 1,620 SF | Old Mount Pleasant

MLS 24024538

Trey Mathisen

\$1,420,000

843.906.7904



RESORT-STYLE CONDOMINIUM

1300 Park West Boulevard unit 802

1 BR | 1 BA | 777 SF | Madison at Park West

MLS 24027245

Victoria Smith

\$299,000

843.855.1234

MOUNT PLEASANT

Learn more at www.charlestonrealestate.com





CONTEMPORARY CHARLESTON SINGLE HOME

416 Bank Street

3 BR | 2.5 BA | 2,030 SF | Old Mount Pleasant

Welcome to 416 Bank Street, a beautifully reimagined Charleston Single home blending timeless Lowcountry charm with contemporary design. Located in the heart of Old Mount Pleasant, this home offers an expansive and open floor plan, soaring ceilings and an abundance of natural light that fills every corner of the home. The airy layout is complemented by striking white-washed pine floors and thoughtful built-ins. Upstairs, you will find three bedrooms, each with access to the upstairs porch. Step out back to a freshly painted deck surrounded by lush bamboo for ultimate privacy. This low-maintenance outdoor oasis offers plenty of space for gathering with friends and family or simply relaxing in peace.

MLS 25001725
Beverly Burris

\$1,795,000
843.343.1791





FROM THE BLOG

OYSTER SEASON IN CHARLESTON

Discover our favorite spots to enjoy this Lowcountry delicacy

There's something about cooler weather in the Lowcountry that makes oysters even more enjoyable. The 2024-2025 oyster season in South Carolina runs from around October 1st of 2024 through May 15th of 2025. Charleston is known for its world renowned food and oysters are no exception. We've rounded up a list of our favorite spots in the Lowcountry to enjoy some fresh oysters!

Bowens Island Restaurant. A true Charleston classic with incredible roasted oysters and casual, laidback ambiance. Bowens Island restaurant offers a local experience with breathtaking views of Folly Creek.

The Darling Oyster Bar. Located right on upper King Street in the heart of the food and beverage scene, The Darling Oyster Bar is known for its vintage ambiance and impressive raw bar. Grab a seat at the bar or relax in one of their cozy booths while sipping on a handcraft cocktail.

167 Raw Oyster Bar. A New England style oyster bar in historic downtown Charleston, 167 Raw brings the flair and flavors of the northeastern coast to the Lowcountry! You can't go wrong ordering their oysters, a classic lobster roll or indulging in their caviar service.

Pearlz Oyster Bar. With locations in downtown Charleston and West Ashley, Pearlz Oyster Bar offers a variety of Lowcountry and Gulf oysters, along with fresh seasonal seafood and specialty oysters. Enjoy a fun, eclectic atmosphere while dining on a wide assortment of seafood!

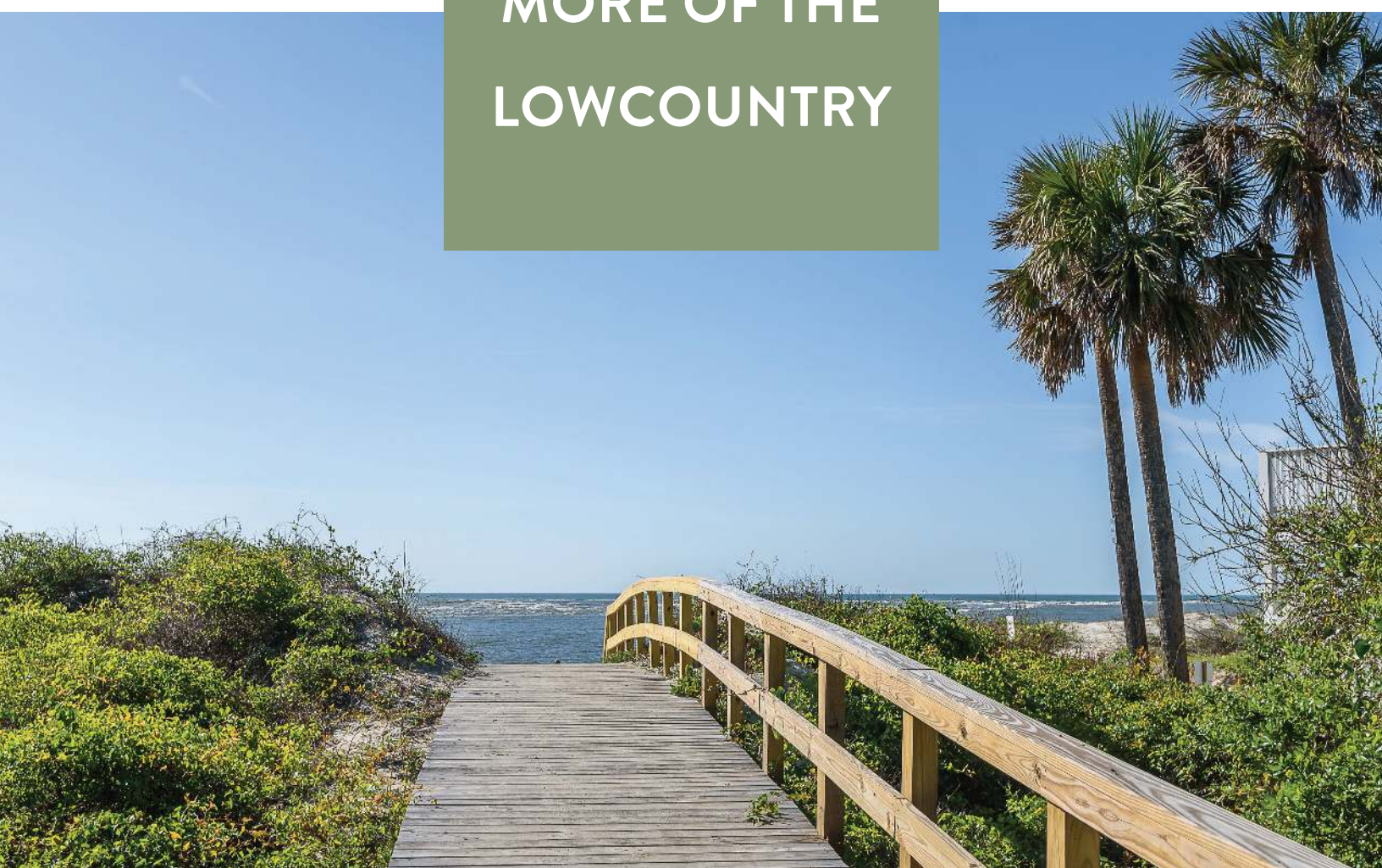
Leon's Oyster Shop. Located in a transformed old garage, Leon's specializes in delicious oysters, fried chicken, cheap beer and soft serve ice cream. A classic Charleston staple that tourists and locals alike adore, you can't skip a trip to Leon's!

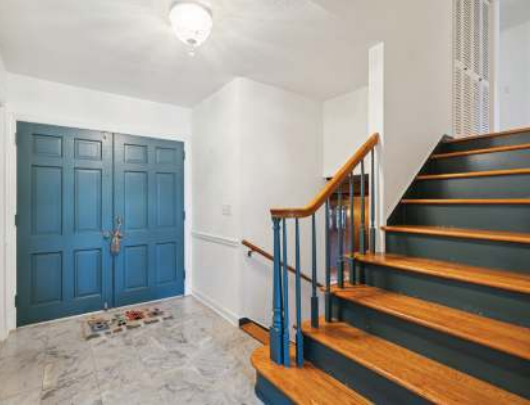
We never get tired of finding new restaurants to try here in the Lowcountry!

Read more articles at charlestonrealestate.com.



**EXPLORE
MORE OF THE
LOWCOUNTRY**





CENTRALLY LOCATED WEST ASHLEY HOME

108 Folly Road Boulevard

4 BR | 3 BA | 2,691 SF | Wappoo Heights

This charming home with wonderful potential is situated in the popular Wappoo Heights neighborhood. The home is centrally located with convenient access to downtown Charleston, South Windermere, Folly Beach and the Wappoo Cut Boat Landing. Inside, the tri-level floor plan includes a living room, dining room, eat-in kitchen, a bedroom currently used as an office and a full bath. Step down into a lovely, paneled den with a gas fireplace, wet bar and sliding glass doors that lead to a private garden. Upstairs, there are three bedrooms and two baths. There is also an attached two-car garage and workshop. There is no HOA and you will enjoy neighborhood activities throughout the year.

MLS 24023297

Mary Cutler

\$925,000

843.343.4858





COLLINS CREEK LAND

1515 7 Mile Road

116.78 AC | McClellanville

MLS 25001002

Kalyn Smythe

\$1,899,000

843.708.3353



DEEP-WATER LOT

0 Champneys Lane

9.06 AC | Ravenel

MLS 24006204

Kalyn Smythe

\$895,000

843.708.3353



CHARMING AND SPACIOUS TOWNHOME

14 Wappoo Creek Place

3 BR | 2.5 BA | 2,224 SF | James Island

MLS 25000785

Bradley Thompson

\$725,900

843.323.7600

LOWCOUNTRY LIVING

Learn more at www.charlestonrealestate.com

 **WILLIAM
MEANS**
REAL ESTATE



FROM THE BLOG

5 REASONS TO MOVE TO CHARLESTON IN 2025

Uncover the ways Charleston is the perfect place to call home

As we reflect on 2024 and welcome 2025 with open arms, we couldn't be more grateful to call the Lowcountry home! From the charming cobblestone streets to the salt air and beautiful marshes, Charleston truly is quite unique. With more and more people moving to the Holy City everyday, it's no secret that Charleston is the place to be. We've rounded up our top five favorite reasons as to why you should move to Charleston in 2025!

Rich history and charming culture. Charleston is the oldest and second-largest city in the state of South Carolina. Founded in 1670, the city is defined by its cobblestone streets, horse-drawn carriages and pastel pre-Civil-War-era houses, particularly in the bustling French Quarter and Battery areas. Charleston's culture captivates everyone, with a heavy appreciation for the arts, with a professional ballet company, symphony orchestra, numerous theatre groups and the annual Spoleto Festival USA each Spring.

World-renowned restaurants. Every Sunday you will find that Charlestonians know how to brunch in style. With a vast array of cuisines and new restaurants constantly opening their doors, there is never a shortage of new menus to try and staple establishments to fall back on for a night on the town. From classic southern comfort food to hand crafted cocktails and light bites, there truly is something for everyone.

Quaint neighborhoods. The greater Charleston area is made up of several different unique and quaint neighborhoods. Whether you're looking for European-style homes and a tight-knit community in l'On, or the grand element of charm in a classic South of Broad home, these neighborhoods are sure to check off all your boxes.

Gorgeous beaches. If there's one thing locals take seriously, it's the fact that we sure know how to beach. Sullivan's Island, Isle of Palms and Kiawah Island all offer picturesque beaches that are perfect for spending a day in the sun. Charleston has a humid subtropical climate with mild winters and hot, humid summers with fairly warm weather through November, so if you're looking to trade snow-filled winters for warmer ones, you've found the right place.

Festivals and events. Social butterflies will rejoice in the jam packed event calendar that takes place every year in Charleston. Some of our favorite local events are: the Charleston Festival, The Lowcountry Oyster Festival, the Cooper River Bridge Run, Southeastern Wildlife Exposition (SEWE), Charleston Food and Wine Festival, Charleston Fashion Week, the MOJA Arts Festival, and the Holiday Festival of Lights at James Island County Park.

Read more articles at charlestonrealestate.com.



HISTORIC HOME CLOSES ON SULLIVAN'S ISLAND

2524 Atlantic Avenue

5 BR | 4 BA | 3,172 SF | Sullivan's Island | Sold for \$4,980,000

We are pleased to announce the sale of this quintessential island home nestled in the Historic Atlanticville District of Sullivan's Island. We know the new owners will love summers at the beach and the cool Atlantic breezes from this street-to-street lot. Congratulations to our seller clients and the new homeowners.

RECENT SUCCESSES

Learn more at www.charlestonrealestate.com



NOTEWORTHY COMPANY SALES



SOUTH OF BROAD

18 Murray Boulevard
Sold - \$6,500,000



MOUNT PLEASANT

1469 Simmons Street
Sold - \$6,000,000



MOUNT PLEASANT

413 Pitt Street
Sold - \$4,950,000



KIAWAH ISLAND

268 Woodland Garden Lane
Sold - \$4,545,000



WEST ASHLEY

1 Sayle Road
Sold - \$4,440,000



HARLESTON VILLAGE

166 Wentworth Street
Sold - \$4,200,000



SOUTH OF BROAD

48 Legare Street
Sold - \$3,955,000



SOUTH OF BROAD

2 Orange Street
Sold - \$3,880,000



I'ON

118 W Shipyard Road
Sold - \$3,600,000



I'ON

98 W Shipyard Road
Sold - \$3,500,000



I'ON

39 Robert Mills Circle
Sold - \$3,450,000



MOUNT PLEASANT

654 Atlantic Street
Sold - \$3,250,000

RECENT SUCCESSES

Learn more at www.charlestonrealestate.com

LET OUR AGENTS HELP YOU CALL CHARLESTON HOME



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843.793.9800



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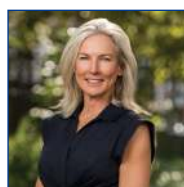
Farrah Follmann
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Bonnie Geer
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Kaelin Hall
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Elle Haynes
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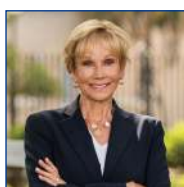
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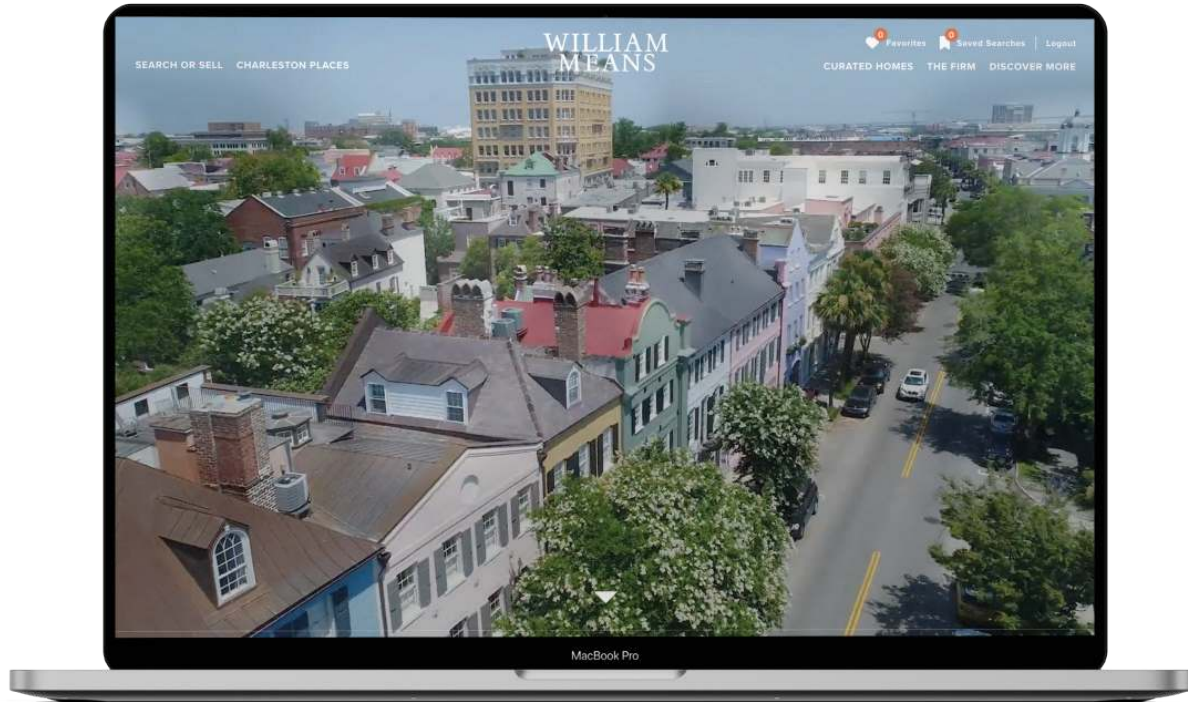
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DOWNTOWN CHARLESTON | 25 Broad Street
MOUNT PLEASANT | 353 N. Shelmore Boulevard

