



A CHARLESTON TRI-COUNTY HOME SELLING GUIDE

How to Sell Your Charleston Home for More, with Less Stress

A step-by-step guide to pricing, preparing, marketing, and negotiating your sale. built for Mount Pleasant, West Ashley, Johns Island, North Charleston, and Summerville sellers.



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LET'S DIVE IN

Charleston isn't one market, so treat it like one

Pricing, buyer demand, and competition shift dramatically between Mount Pleasant, West Ashley, Johns Island, North Charleston, and Summerville. A smarter sale comes from preparation, exposure, responsiveness, and negotiation working together, not from posting to the MLS and waiting.

\$623,131

Charleston County
median sale price, 3
mo. ending May 2026

66 days

Median days on
market, Charleston
County

19.2%

Of Charleston County
listings took a price
drop

97.9%

Of list price homes
sold for on average

IMPORTANT THINGS TO KNOW



Not all agents run the same playbook

91 percent of sellers use an agent (NAR). Your real edge is choosing the better process, not just an agent.



Pricing is a strategy, not a guess

Overpricing kills momentum; underpricing without a demand plan leaves money behind. Disciplined pricing pays off.



Presentation shapes value first

83 percent of buyers' agents say staging helps buyers picture a home as their own; 49 percent say it shortens time on market.



Exposure creates leverage

MLS-listed homes sold for about 17.5 percent more on average than off-MLS listings (Bright MLS / Drexel via Zillow).



A sale moves through clear stages: pre-listing strategy, prep, launch, buyer management, offer review, negotiation, and contract-to-close. In South Carolina, closings are attorney-led, so knowing each step keeps you calm and avoids surprises.

Your 12-Step System to a Stronger Sale

01

Define Your Selling Goals

Get clear on net proceeds, timeline, and non-negotiables before price talk starts.

02

Evaluate the Market Locally

Compare sold, pending, and active listings in your specific submarket, not the county average.

03

Choose the Right Agent

Score on pricing clarity, marketing depth, responsiveness, and negotiation systems.

04

Prep for First Impressions

Full checklist on page 4: repairs, cosmetic fixes, and curb appeal.

05

Price Strategically

Use launch-week momentum, since stale listings lose negotiating power fast.

06

Launch with Pro Marketing

Photos, video, and copy that sell lifestyle, with every detail verified accurate.

07

Create Broad Exposure

Syndication, database outreach, open houses, and fast lead follow-up.

08

Manage Showings & Feedback

Set access rules, keep it show-ready, and read feedback in patterns.

09

Evaluate Offers on Terms

Comparison matrix on page 4: price is only one variable.

10

Negotiate Proactively

Lead with data and documentation; protect net proceeds and peace of mind.

11

Stay Organized to Closing

Track every deadline, since SC closings are attorney-led.

12

Review What Worked

Compare outcome to goals so your next move is even smarter.

STEP 4 · PRE-LISTING PREP

First-Impression Checklist

**Repairs**

☐ Leaky faucets & fixtures

☐ Damaged flooring, cracked caulk

☐ Peeling paint, visible HVAC/roof issues

☐ Pre-inspection or repair docs gathered

**Cosmetic & Staging**

☐ Deep clean every room

☐ Neutralize bold paint colors

☐ Brighten lighting, declutter, organize storage

☐ Prioritize living room, primary bedroom, kitchen

**Curb Appeal**

☐ Mow, edge, refresh mulch beds

☐ Pressure wash siding & driveway

☐ Clean windows, refresh front door

☐ Gather BAR approvals if historic district

STEP 9 · EVALUATING OFFERS

Offer Comparison Matrix

Term	Offer A	Offer B	Offer C
Offer price			
Financing type			
Down payment %			
Earnest money			
Inspection terms			
Appraisal risk			
Closing timeline			
Contingencies			

Tip: the best offer is the one that closes on your terms, not always the highest number on paper.

FINAL THOUGHTS

The right order, done well, wins

Selling well in the Charleston Tri-County market comes down to doing the right things in the right order: getting clear on your goals, using hyper-local data, choosing an agent with a real process, preparing your home to make a strong first impression, pricing with discipline, creating broad exposure, and managing negotiation and closing with steady attention. Sellers who get the best results rarely guess right by chance. They stay organized, act early, and decide on facts.

READY TO SEE WHAT YOUR HOME IS WORTH IN TODAY'S MARKET?

**Let's build a sale strategy that fits your home,
your timeline, and your part of Charleston.**

Book Your Free Discovery Call →

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