

Advertising Supplement to *The Post and Courier*  
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# realestate

Should I stay or should I go?  
Realtors weigh in on what you need to know  
about buying and selling in 2021 and 2022, Page 8



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PHOTO: JIMMY KIMMEL



mainstory

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# Should I stay or should I go?

## Realtors weigh in on what you need to know about buying and selling in 2021 and 2022

BY BRIGITTE SURETTE

**T**he housing market is hot. In the past when one declares that a market is “hot,” it’s typically either a buyer’s market or a seller’s market. Today, depending on how you look at it – it’s both. There has been an explosion, nationwide, of those buying homes where they want – some moving across the country – to settle in an area they’ve always wanted to live. This year has been unprecedented, with the pandemic not only affecting how we live, but where we live. For many buyers and sellers, their someday plans turned into today, now, without delay.

An Associated Press article in May 2021 referenced a study done by the Census Bureau. Their study cited that a top reason why people, who have the means to do so and can work remotely, sold their home to be closer to family. Though the pattern of moving from big cities to smaller ones has been going on for several years, the study showed, “the pandemic exacerbated that trend.”

Then, there are those who decided to sell their home because the market has caused home prices to rise, with taxes reflecting the value, rise as well. That uptick in some places has caused some to seek home sweet home elsewhere, where their budget can stretch further. While others, bought a larger home because with historically low interest rates, they could.

As I have written about throughout the year, and as each industry expert I’ve reached out to has said: Inventory is extremely low. It has created such a demand for homes, that prices have risen in every region and homes often sell before they’re on the market. In 2020, housing inventory dropped 39.6 percent on a national level, according to Motley Fool, resulting in a 13.4 percent increase nationwide. In



CARRIAGE PROPERTIES

**Grand homes such as this one at 50 and 52 Murray Blvd. are in demand in the Charleston luxury market.**

December, nationwide inventory was at 3.3 months, and it should be, at any given time, at 6.5 months. For new construction homes, the inventory had shrunk to a 2.5-month supply in December. There’s some catching up to do and it may not happen in 2022.

Interest rates remain low. This past week, they fell just a tad bit further down, and their minute shifts are dependent upon a number of factors. A buyer taking advantage of these historically low rates depend on loan type, credit worthiness, loan length and more. An article from last week on Bankrate, asked a few mortgage experts their opinion on what mortgage rates would do for just that week. A chief economist expected them to go up, while the majority believed they would either remain the same or slip down. The majority was right.

“Questionable U.S. fiscal policy, tame volatility,” and little movement in the 10-year Treasury Note has kept mortgage rates low and steady. One econo-



ELLIS CREEK PHOTOGRAPHY

**Crisp, clean and decluttered spaces such as this one at 32 Morgan Place Drive are the rule when it comes to showing off your home for sale, even in a very competitive market. It can mean the difference between asking price, below or even above asking price!**



mist said that until Congress acts on the President Biden's \$3.5 trillion-dollar spending plan, "very little will happen."

Freddie Mac's chief economist, **Sam Khater** said: "It's Groundhog Day for mortgage rates, as they have remained virtually flat for over two months. The holding pattern in rates reflects the markets' view that the prospects for the economy have dimmed somewhat due to the rebound in new COVID-19 cases. While our collective attention is on the pandemic, fundamental changes in the economy are occurring, such as increased migration, the extended continuation of remote work, increased use of automation, and the focus on a more energy-efficient and resilient economy. These factors will likely lead to significant investment and new post-pandemic economic models that will spur economic growth."

The constant monitoring of mortgage rates is enough to fill any buyer or seller with anxiety on whether to just do it. Or not. Should you just go ahead and sell? Should you buy? Or should you stay, wait and see? The best advice? Ask the experts, which is exactly what I did.

The recurring sentiment among all of them is, in today's market, be patient.

## The experts

I reached out to four Realtors/brokers: **Joseph Froneberger** of AgentOwned Realty Co., **Charles Sullivan** of Carriage Properties, **Molly Todd Truluck** of The Cassina Group and **Leslie Turner** of Maison Real Estate.

Each shared some commonalities: They've been in the industry for over a decade or more, they've been very busy for the past year and they've not experienced this kind of market — ever — with cash buyers being more prevalent than in prior years.

**Joseph Froneberger's** first foray into real estate started on the Isle of Palms. Working in luxury sales and rentals, his experiences led him to choose real estate as a career. Over the last decade, he became part of the Charleston Top Producers Club and was recognized as a "Realtor of Distinction" by the Charleston Trident Association of Realtors. He was named to the President's Circle of his brokerage and as he puts it, "Real estate combines a great many of my passions; from people to architecture, interior design and landscapes, and it allows me to make great use of the knowledge gleaned from my collegiate studies (law and marketing), so it's really been the



**Joseph Froneberger of AgentOwned Realty Co.**



**Molly Todd Truluck of The Cassina Group**

all-around ideal career path for my life," said Froneberger.

**Charles "Chuck" Sullivan's** love of downtown Charleston led him to making a home in the historic district and being one of the founding partners of Carriage Properties. The firm has been helping luxury clients for over 20 years, closing over 3,000 homes in the area during that time. During that period, they had the highest average sale price of any firm in the market, with over 1,100 transactions closing over \$1 million. "This city has been casting its spell for centuries and I fell in love with the history and charm of Charleston. It's very common for clients, many of whom attend the College, MUSC and the Citadel, or just grew up here and went away to be drawn back to the city. The recent pandemic accelerated that shift back to the place they love," Sullivan said.

**Molly Todd Truluck's** love of real estate runs deep. Her father was a commercial developer and her mother, an interior designer. She started her career in 2009 and has worked alongside some of the top agents in the area. Consistently ranked as a Realtor of Distinction,



**Charles Sullivan of Carriage Properties**



**Leslie Turner of Maison Real Estate**

she is also part of the East Cooper Top Producers Club. The Cassina Group had a record-breaking year in 2020, with over \$385 million in closed sales. In 2021, they are on the path to another record-breaking year with \$486 million in closed and pending sales so far this year. "Our beaches, parks, waters and forests are what we locals have loved forever. Due to the pandemic, newcomers are now discovering our amazing resources and are enjoying all the Lowcountry lifestyle has to offer," Truluck said about the Lowcountry's popularity.

**Leslie Turner** practiced law and had a real estate license before she dove into a full-time career as a Realtor. Helping "friends of friends" find their dream home and navigating them through the process, she found herself shifting her time toward real estate. She juggled both real estate and law for over a year, then eight years ago, she switched to real estate full time. She keeps her South Carolina law license active — and is a Certified Mediator — which helps her clients when it comes to contracts, negotiations and other legalities involved in the process. In 2019, she launched

Maison Real Estate with partners Mary Lou Wertz and Olga Page. Since then, they have established themselves as one of the area's top boutique companies, with over \$150 million in sales so far in 2021. Their motto, "Who you work with matters," integrates what she and her partners believe are the three pillars of how their company was formed: Integrity, experience and concierge customer service. "As a woman-owned female brokerage, we empower agents and clients with our depth of experience and collaborative family-like team culture. We love what we do and we are honored to have brokered many of Charleston's largest and most important residential sales," Turner said.

## The questions

**Q: What advice do you give clients who want to sell their home in today's market? What about buyers?**

**Froneberger:** There's really just one major piece of advice I give to sellers in advance of listing their home. What are the things that draw your eye to listings as you're home shopping? What attracts your attention and helps you envision yourself living in that home; what is it that makes its appearance stand out from the others? A home's appearance and professionally photographed listing photos has never mattered more than it does today.

**Turner:** Declutter, clean your property, and consider staging. Listen to your agent and don't set an unrealistically high price. Do not try to do a "First Sale by Owner", as you risk bungling the deal and leaving money on the table. There are curve balls and surprises with every deal, and an experienced agent can help you navigate those potential pitfalls and deliver a successful sale.

**Sullivan:** I tell clients when they're preparing their home for sale, "pretend you don't live there." Think as though you are getting ready to entertain friends. Some clients will even move to another home while listing to allow free access or reduce the stress on family and pets. It's not easy putting your home out there to show, whether a grand estate, primary residence, or a seasonal cottage. With inventory light, some of my clients are now pre-buying their next home, or securing a rental before going to market, especially if remaining in the area. For sellers moving to a new home nearby, or leaving the area, I agree staging before listing can be important. The staging industry has become much more professional in recent years. Many offer agents access to in house designers, headache free move in and set up for photography, as well as moving it all out once the home is under contract. It's not an in-



## mainstory

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expensive process, but well worth it for some homes.

**Truluck:** I tell buyers to have a Pre-Approval letter or Proof of Funds ready before looking at homes. This is a fast-paced market and it's important to be available to look as soon as something comes on the market. Be optimistic and patient.

**Q: In the past, sellers put a lot of effort and money into their homes before putting it on the market — have you found that to be less important in the current market? Are homes going for (or above) asking without those things now?**

**Turner:** Putting your best foot forward is always important. We advise our seller clients to do a pre-listing inspection and to take care of any repairs upfront so they don't become a deal-breaker during the sales process. Depersonalize your home. Power-wash the exterior, clean the windows, and do a deep-clean of the interior. Spruce up the landscaping and generally give the home a fresh, clean look. We provide clients with a free consultation with a home stager to advise on making the best of a home's interior.

**Froneberger:** Preparedness is key. Thankfully I haven't had this problem in quite some time, but a buyer shouldn't think they're going to go out and find their next home first, then investigate getting a pre-approval or pre-qualification letter. There's no time or willingness to deal with that in today's fast-paced market. If you're planning on financing your purchase through a mortgage, speaking with a lender is the first thing that needs to be on your list.

**Q: Have you had to tamp down buyers' expectations during this time when prices keep rising? If a buyer has their heart set on a certain area that is out of their budget, what do you do/and or what advice do you give them?**

**Truluck:** This has been difficult as the purchasing process is normally very exciting. In this current market, it can be frustrating and defeating for some. However, I have had numerous clients remain patient and become overwhelmingly surprised by the amazing home they have found. I do think it's a good idea to be open to different areas of town as well as to types of homes.

**Turner:** Yes, patience is a virtue in today's market, but you also have to be ready to pounce when the right property comes along. If you are getting a mortgage, it is best to have started the loan application process and have a pre-approval in hand from a lender, that you can submit with any offer. Work with an



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THE CASSINA GROUP

**This home at 149 Bratton Circle is in the heart of Mount Pleasant. Listed at \$695,000 the four bedroom home has nearly 2,000 square feet.**

agent who knows the neighborhood in which you are looking, as those agents may know of a property coming on before it hits the market, which will give you a competitive edge as a buyer. With inventory still very low, there is still a lot of competition for buyers when a good house hits the market. Make your offer as clean as possible, with as few contingencies as possible, but never forgo an inspection.

**Sullivan:** Unless you've been in hiding, it's a very different market out there

when purchasing a property. I let clients know up front if the property they desire is properly priced, they will be competing with other buyers, many of whom will offer cash and prepared to go over asking price. Buyers you compete with have likely missed other homes, many simply need a place to live, so be prepared to tighten normal contingency periods or remove them completely. As for buyers who desire to find the "perfect" home, currently that's a fantasy unless you are prepared to build it and

## By the numbers

National averages — mortgage rates — week ending Sept 16:

- 30-year fixed-rate mortgages: averaged 2.86%, with an average 0.7 point, down slightly from last week's 2.88% average. Last year at this time, 30-year rates averaged 2.87%.
- 15-year fixed-rate mortgages: averaged 2.12%, with an average 0.6 point, dropping from last week's 2.19% average. A year ago, 15-year rates averaged 2.35%.
- 5-year hybrid adjustable-rate mortgages: averaged 2.51%, with an average 0.1 point, rising from last week's 2.42% average. A year ago, 5-year ARMs averaged 2.96%.

— Source: Freddie Mac and The National Association of Realtors (NAR).

to wait. Things happen quick, so you may not have the luxury of analyzing your next purchase the way you are used to. That's where having access to information deeper than you get with "Zillow" type algorithms is paramount. Analysis on neighboring homes such as when the kitchen and baths were last done, comparable gardens, elevations, traffic patterns, all important things to consider when making a much faster "offer" decision. In the historic district, comparative condition, historic value or lot size can skew value \$100 to \$200 per square foot or more. An agent's knowledge and skill become a "value added" asset for buyers and sellers alike when any market is rapidly changing.

**Q: How has real estate — your strategies, your counsel, the people that you must deal with in order to complete a transaction — changed?**

**Froneberger:** As with anything, one learns through the passage of time and gaining of experience. In the first years of my career I was ready and willing to take almost every buyer and seller that came my way. But that's probably the biggest change I've made personally, the discovery that not all potential clients are right for me — and I may not be the right fit for them. The buying and selling of homes can be a very personal and emotional thing on top of a high-stakes financial transaction, so it's very important for the client's sake that we'll be able to work well together and see eye-to-eye throughout the process.

**Truluck:** Truly, not much has changed. I pride myself on being readily available, always prepared, kind and honest. The main difference is continuing to



advocate the importance of patience. Being open about the market and what to expect from the beginning is a good place to start. Continuing to be sincere and candid with fellow agents goes a long way.

**Turner:** It seems like the real estate market is flooded with new and inexperienced agents, as the barrier to entry into real estate is unfortunately very low. I've had to deal with quite a few "newbie" agents this past year on the other side of transactions, and it has been very challenging. You want an experienced partner to guide you through the process, whether buying or selling.

**Q: What has changed since the pandemic? Do you think there are things that are going to remain in place once we get past the pandemic – what are those?**

**Sullivan:** When asked what changes have taken place in our industry since the pandemic began, it's easy to say the buying and selling process has become more streamlined, efficient, and very much technology dependent. Buyers and sellers are more comfortable signing contracts electronically. Available homes can be initially viewed virtually through better photography, with 3D floorplans saving search time for buyers while reducing stress on sellers helping to eliminate nonproductive showings. Banking and lending have become much more automated, with online banking and mortgage approval. Even attending a closing is almost unheard of these days. Loan documents still must be signed, but we will likely never see buyers and sellers sitting down across from each other at the closing table again. I can't remember when I last saw a closing attorney wearing a tie.....another trend happening?

**Truluck:** Writing contracts has become easier with digital signatures but many things, on the legal side of the transaction, still require a physical signature. I am grateful for technology and all that we can do remotely. However, personally, I like physically being present. You get to know one another better and often can get a better sense of things in person.

**Froneberger:** Virtual showings, were already on the upswing due to the progression of technology, and were compounded by the fact that we now work with a large number of out-of-state buyers here. While we cannot close real estate transactions in S.C. virtually or with digital signatures, I have seen an increase in closings using power of attorney. And most everything else can and has been done with digital signa-



ELLIS CREEK PHOTOGRAPHY

**Views and water, water and views! A home within the Wild Dunes community on the Isle of Palms at 32 Morgan Place Drive has that and more. it lists for \$3.95 million and is a "boater's paradise."**



THE CASSINA GROUP

**The living area and kitchen flow into one another at the home at 149 Bratton Circle in Mount Pleasant. A bold navy accent wall warms the space.**

tures on contracts and addenda for some time now, whether the parties are down the block from one another or across the continent. These practices will continue to be important to our industry. I've also seen a renewed level of care and concern amongst my colleagues and clients, both for one another and for the owners of the properties they visit. This can be nothing but a good thing and something I hope stays with us as well.

**Q: Have you seen more cash offers in the market and is that both from local buyer and out-of-state buyers?**

**Truluck:** I am seeing more cash offers, mainly from out-of-state buyers. I think

it is important to point out that many buyers who are obtaining financing are still winning in multiple offer situations when they present clean and strong offers.

**Froneberger:** I have seen an increase in cash transactions with both local and out-of-state buyers, though it seems slightly more common with out-of-state buyers. When I entered real estate it was in the wake of the housing market's collapse, and even my clients who had the means to be able to make a cash purchase (whether of a primary or secondary home) were reluctant to dry up their liquidity doing so in that environment. But that

fear has virtually evaporated in recent years given the performance we've seen in the stock market and housing market (with the latter outpacing the former here recently) and the influx of monied individuals we're also now seeing who have decided to call Charleston "home."

**Turner:** There are more cash offers now, both from local buyers and out-of-state buyers. People know that real estate is a smart investment.

**Q: What have been the biggest challenges since March 2020 when the WHO made the pandemic official and shutdowns followed?**

**Froneberger:** The very first months of the pandemic were trying times for the industry as a whole and for us as individuals, without a doubt. I know some who privately feared that we were going to see another collapse of the housing market. And our already pinched local inventory nearly dried up completely as people feared having strangers walk through their homes. But then a funny thing happened. In the global pause, people sat hunkered in their homes, looked around, and took stock of what was important to them and their families. Did they want or need a new set of four walls providing them with physical and emotional shelter? And if the answer to that was "yes" and they lived elsewhere, did they want those four walls to be located in a place where they could enjoy a better quality of life, such as Charleston? So many people had these thoughts and acted upon them that we saw the industry not only roar back but climb to new heights, beginning in the summer of 2020. In hindsight, this all makes sense. I think what played out has been helped along by the adaptability of real estate agents, here and across the country — from embracing virtual/video showings to taking proper health and safety precautions and beyond.

**Truluck:** Wow — what a whirlwind! At the beginning, like many others, I did not know what to expect. The largest hurdles were navigating how to show property and understanding how the market would be affected. Technology has proven to be an incredible resource. I have shown many homes via FaceTime or have taken additional photos and videos to send to clients to get a true sense of the home beyond the marketing materials available online. Many clients have offered and purchased homes without physically seeing them. We have also seen that the market remains strong because of the beautiful place we call home.



## mainstory

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### Q: What are you finding the most requested features in a home in 2021?

**Sullivan:** Since the pandemic, homes offering private recreational components have been in higher demand. This summer is no different, pools, docks, or front beach leading the list of desires. Consistently, with larger properties a separate guest house or office on the property is still a common request. Often, two or more in the household will be working remotely at home during the same time of day. Having space away from the central living area and bedrooms, or a separate structure is desired or created. A home that is truly turn key, is always high on the list. Buyers are trending younger in the luxury market these days, so the latest finishes and décor is always helpful with marketing. Younger buyers will quickly rule out a home online simply because of the finishes.

### Q: Do you have advice about buying in flood zones that are throughout our region? Do all realtors have access to that and if a buyer has a budget, how do you advise them of how a zone could affect that budget, in terms of insurance?

**Turner:** Do your homework and work with an agent who is intimately familiar with flood zones and neighborhoods. Flooding problems can vary street to street and block by block, so a knowledgeable agent can help you avoid properties that have a history of flooding. There are a variety of tools available to the general public to assist in evaluating flood risk, and your agent can share those with you. In general, I advise clients not to purchase properties that have a repeated history of flooding or history of FEMA flood claims. Buyers can request elevation certificates for properties they are considering, and get a flood insurance quote from a local insurance agent prior to making an offer on a property. A history of flooding issues can more than break the bank, not just in high insurance premiums.

### Q: You've been through ups and downs in the industry — is this time like no other you've experienced in your career? How so?

**Truluck:** I have not experienced such a surge of buyers with so little inventory. I think it has helped me to think outside of the box, leverage my connections, and become more creative for my clients.

**Sullivan:** So how does our current market compare to other “boom” periods? For certain, we are seeing something unique vs the last 40 years. With buyers and sellers alike “on ice” for 90 days early in the pandemic, then en-



ELLIS PHOTOGRAPHY

The main living area of a home at 325 Morgan Place Drive. The large porch adjacent to the area is the perfect spot to watch the world (and the boats) go by.



CARRIAGE PROPERTIES

Turn-key historic properties are prime real estate on the Charleston peninsula.

couraged to work remotely for an additional 6 to 12 months, unexpected home demand developed. The sheer migration that followed, and continues today, quickly created a rapid decrease of available inventory, not seen in this country during our lifetimes.

**Q: Though no one has a crystal ball, do you see homes prices stabilizing? How about interest rates, from talking to your sources in lending — what are the predictions for the rest**

**of 2021 and into 2022?**

**Turner:** Home prices have started to stabilize, and the market is not quite as frenzied as it was earlier this year. Low inventory remains a challenge — there are much fewer properties on the market now than the average available historically. This continued tight supply will keep prices stable and steady, and good properties will continue to get snapped up quickly. Demand for homes in the Charleston region remains strong. Our local economic indicators are

positive, and Charleston was once again ranked #1 best city in the US, for the 9th year in a row. I see values continuing to rise in the Charleston area, especially for historic or waterfront properties that are limited in number but always in demand.

**Truluck:** I feel like home prices are beginning to stabilize, but we are also still seeing a large number of people move to the area, which can have an effect on pricing. The lenders that I work with often have mentioned that rates will likely be increasing in the near future, but we have to remember that we are still at historic lows for interest rates. I think that we will continue to see a strong market in the Charleston area for the remainder of 2021 and leading into 2022.

**Froneberger:** Home prices are going to keep rising in Charleston. We're on the map and there's no going back; my crystal ball tells me that genie's never returning to that bottle. It's just a matter of how rapidly they'll continue to rise, and inventory levels will of course play a huge role in that. If you talk to a Charlestonian who's lived here for forty, fifty, sixty years, some of them have been really knocked out by what has happened to housing prices here. But keep in mind that to a buyer from New York, Los Angeles, D.C., etc., not to mention the international buyer, we're still considered not only a bargain but also a shrewd investment. The smart money looks at us as somewhat of a diamond in the rough or, if you will, a pearl in the sediment — but one that's rapidly becoming polished.

**Sullivan:** Looking back over the last 40 years, Charleston saw a substantial renaissance in the 1980s as economic development, particularly in the downtown area, greatly improved livability. Many homes and commercial structures were renovated, some for the first time in centuries. The Charleston lux market continued steadily through the late 2000 era, taking a break during the country's mortgage meltdown. The local residential market and metro area in general has continued moving forward since 2010. What we are seeing today is the result of huge migratory shift in wealth from large urban centers in the northeast and west to our area, and others like ours, offering a certain quality of life. Boom periods never go on forever, but Charleston is clearly the beneficiary of the great wealth currently moving about the country. We should all be thankful to live in a place that over the centuries, no matter what, continues to charm and captivate.

Contact **Brigitte Surette** at [bsurette@postandcourier.com](mailto:bsurette@postandcourier.com).



**BHHS**

**Toni Gilliard** of Berkshire Hathaway HomeServices Carolina Sun was awarded the Certified International Property Specialist (CIPS) designation and joins a worldwide network of elite global real estate practitioners with expertise in working with International clients as well as serving the growing multicultural population in the United States.

**Gilliard**

The CIPS Designation is awarded by the National Association of REALTORS, the world's largest trade association representing over 1,000,000 REALTORS in the United States. Gilliard was formally recognized on July 30, 2021.

The CIPS designation recognizes members who have achieved the necessary training and experience to work successfully with international clients and properties. To earn the CIPS designation, REALTORS® complete rigorous coursework devoted to learning cultural differences and international business practices. Designees must also prove achievement in international real estate transactions. Toni Gilliard joins a distinguished society of over 2000 real estate professionals throughout the world who have earned the CIPS designation.

Charleston does the most international business in South Carolina. There are less than 50 people in the state who have this active certification. To learn more about Gilliard, visit [www.tonigilliard.com](http://www.tonigilliard.com).

**Carolina One**

**Dave Sansom**, COO of Carolina One shared his market update for week end September 13. "Last week saw 418 properties go under contract, +2 percent versus last year's post pandemic boom," he said. "Last week was the best week two of September ever in our market."

**Sansom**

The median for the same week over the last 22 years is 17 contracts ratified. This year that number is 418, Sansom said and the market "continues to roar." Sansom said that August of this year was the best August in terms of closings that the market has ever seen. There is a "touch more inventory" showing in September he said.

The median sales price for the market in July was \$356,188, a +13 percent to last August.

**Realty ONE Group Coastal**

Realty ONE Group Coastal welcomes two new agents: **Lisa Baker** and **Dagmar Alff**.

Price Activity in the Most Active Areas				
Total MLS closed sales through 8/31/21		15,744		
Area	Sales	%Ttl	Median Sales Price	1 Year Median Price Change
MLS 74 Jedburg/Black Tom Road	1,819	11%	\$342,940	19%
MLS 63 Summerville/Ridgeville	1,631	10%	\$311,655	16%
MLS 41 Mt Pleasant North of IOP	1,143	7%	\$570,000	20%
MLS 42 Mt Pleasant/South of IOP	1,068	7%	\$580,000	19%
MLS 72 Goose Creek	850	6%	\$275,000	14%
MLS 61 North Charleston/SV/Ladson	800	5%	\$280,750	12%
MLS 32 North Charleston outside 526	781	5%	\$231,201	14%
MLS 12 West Ashley outside 526	766	5%	\$325,000	14%
MLS 23 Johns Island	752	5%	\$406,872	16%
MLS 21 James Island	691	4%	\$399,900	14%
<b>Total - Top 9 MLS areas:</b>	<b>10,301</b>	<b>65%</b>		

\*No other MLS area has more than 630 sales - there is a big drop from the #9 MLS area to the #10 MLS area  
\* There are 36 MLS areas. The top 9 account for 65% of all sales activity year to date. The other 27 account for 35% of all sales activity year to date.

— Source: Carolina One

**Baker** was born and raised in South Carolina, and has called the Lowcountry home since 2004. Prior to her career in real estate, she earned her Bachelor of Arts in music education from Columbia College, and taught both elementary and middle school. Baker has always had a passion for real estate, as her husband has worked extensively in the Charleston area as a residential homebuilder and director of land development. Together, they have bought and sold real estate, while specializing in new construction and pursuing unique investment opportunities. Her experience coupled with a seasoned knowledge of the entire real estate process enables her to deliver tailored customer service to her clients. Her clients rely on her personalized guidance and attention to details to help them find the home of their dreams. She serves as the worship pastor of her local church and lives in Walterboro with her family. Reach out to her at 843.509.2592 or email [lisa.baker@summervilleelitehomes.com](mailto:lisa.baker@summervilleelitehomes.com).

**Baker**

**Alff** was born and raised in Germany. She and her family relocated to the tri-county area in 1997. Alff brings over 18 years of experience in office administration and six years of retail management expertise to her real estate career. She has a passion for helping people and looks forward to helping her clients find the home they want. When she isn't working, you'll find her exploring the beaches, parks and rivers of the Lowcountry. Give her a call at 843.814.6101 or email [dagmarlowcountryhomes@gmail.com](mailto:dagmarlowcountryhomes@gmail.com).

**Alff****Glamour is back**

As we've all stayed inside our homes over the past 18 months, some design experts are seeing "maximalism" in the form of "very special interiors" according to one article on [caillestyles.com](http://caillestyles.com). Velvets, and "explosion of reds, oranges and burgundy," and more of a focus on background pieces such as art that "looks" high end are on trend. Lush and dynamic are apt descriptors as well, with a return to the glamour of historical interiors. Think the "Roaring 20s," Art Deco and the Jazz Age. Bespoke chandeliers, opulent fixtures and textured walls are in. Green shades are showing up everywhere and in every hue - from olive to deep, rich saturated greens - on walls, cabinets and more. Travertine and raw stone is showing up on floors, coffee tables and accessories.

Perhaps being inside so much has spurred a desire to go bold, at least inside our homes. White on white is on its way out, as is shiplap. The takeaway? We want to feel safe, luxurious and warm in our homes. Those glamorous backgrounds look pretty swell during Zoom meetings, too.

**Cool, cost-saving color**

Scientists from Purdue University have created the brightest white color in the world, according to a September 20 article from REALTOR Magazine. It's so white that it could be used in the future to "drastically reduce or even eventually eliminate the need for air conditioning." The study showed that this particular color of white reflects 98.1 percent of sunlight away from a building, emits infrared heat and absorbs less heat than the sun puts out. The paint contains a high concentration of barium sulfite, the inorganic compound used in cosmetics, photo paper, contrast in diagnostic medical procedures, paints and more.

The white color is listed in the Guinness World Book of Records as the "whitest paint ever invented." Professor **Xiulan**

**Ruan** and his students created the hue and said that painting a 1,000 square foot of the color could cool a building the equivalent of 10 kilowatts.

**Ruan**

"That's more powerful than the air conditioners used by most houses," said Ruan.

Count me in and my utility bills dropping during Lowcountry summers. Researchers are working on making the paint available to the public.

**Quantum Reality Capture**

A new company, Quantum Reality Capture (QRC) recently moved into their new space in the Cigar Factory at 701 East Bay Street, Suite 121. QRC is an advanced architectural imaging company.

"We use the latest LIDAR capable devices as well as drones to digitize existing structures," said president **Brooks Johnson**. "This helps us generate 3D digital design files, plan sets, and virtual tours of existing buildings with more accuracy and in a fraction of the time."

Brooks said originally a team of architects or design professionals would have to come out, measure every square inch of a building, draw it up on a sketch pad, and then translate in whatever design software they use.

"That's exactly what I did prior to starting this company with the architecture firm I was with," he said. "Our LiDAR services exponentially alleviate a myriad of design errors and construction issues if these buildings are added on to or renovated. Not to mention tenants renting commercial spaces are paying rent on exactly what they occupy and not an extra 100 or so square feet which is often the case in some of these older buildings downtown."

**Good**

**Joshua Good** recently joined QRC's leadership team as vice president of Building Information Modeling (BIM) operations. Good graduated from The Savannah College of Art and Design with a Bachelor of Architecture in 2003 and a Master of Architecture in 2004.

Moving to Charleston in 2005, he practiced architectural design and project management for 10 years.

For more information about Quantum Reality Capture, contact Brooks Johnson at [b.johnson@quantumrealitycapture.com](mailto:b.johnson@quantumrealitycapture.com).

— Brigitte Surette