

CLIENT GUIDE



Carolina One
Real Estate®





"OUR HOME BUYING EXPERIENCE COULD NOT HAVE BEEN BETTER. SETH AND HIS TEAM ARE HIGHLY PROFESSIONAL AND ORGANIZED AND MAKE THE ENTIRE BUYING PROCESS INCREDIBLY EASY. THEY MADE THE PROCESS TRULY ENJOYABLE AND STRESS FREE!"

WHY CHOOSE US?

We provide a personalized real estate experience for our clients. With our unique experiences, knowledge, and resources we will help you make wise, educated decisions while guiding you through your real estate transactions. Our goal is to make your transactions easy, enjoyable and financially rewarding. We do this by staying informed with regard to our local real estate market, our local inventory, and economic factors affecting the market. Additionally we take time to listen and understand your needs in order to provide for your best interest

-THE STISH GROUP

@thestishgroup



MEET THE TEAM

THE STISH GROUP



INVEST IN YOUR LIFESTYLE

Through my experience, market, industry, and construction knowledge, and business background, I will help you make wise investments and real estate choices and guide you through your transactions smoothly and easily. More importantly, I recognize that I am here to listen to your needs and wants, and to demonstrate great care and concern in order to be able to truly represent you and work in your best interest. In addition to real estate, I have been a professional water skier and coach, competing in pro events and coaching all around the world. I have also built, operated, and sold startup companies and investment properties. I like to think of myself as a real estate professional who will never lose sight of my passion. In real estate, I have the opportunity to help others manage their lifestyle and financial endeavors through their own investments, and navigate the process and negotiations to create success.

Seth

Real Estate Broker

HIGHLIGHTS

Charleston Realtor Distinction

(2023, 2022, 2021, and 2020)

Charleston Real Producers

(top 500)

Charleston Top Producers Club

Waterfront House Hunting Host

On FYI Network (2018)

Certified Relocation Specialist

Certified International Property

MEET THE TEAM

THE STISH GROUP



My love for real estate stems from the joy I find in helping others. No two homes or clients are alike and I center my approach around understanding the unique experience and needs of each individual. I take a client - focused approach, tailoring each interaction to meet the unique needs of every buyer and seller. My extensive background in my 10+ years in the real estate industry includes working with top-producing teams in both Augusta, GA, and Charleston, SC, providing me with broad experience across diverse real estate transactions. Driven by a passion for helping others, I am committed to guiding clients through every step of the real estate process, ensuring a seamless and positive experience

Grace *Waters*
Realtor



BACHELOR'S DEGREE, **AUBURN UNIVERSITY**

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THE STISH GROUP, CAROLINA ONE REAL ESTATE
Realtor in Top Producing Team 2022-2024

MAA PROPERTY MANAGEMENT
Top Producing Agent Nationally and Training Specialist
2017-2022

MEYBOHM REAL ESTATE AUGUSTA, GA
Realtor in Top Producing Team 2014-2016

MEET THE TEAM

THE STISH GROUP



I am a seasoned real estate professional with years of experience helping homeowners successfully navigate the process of selling their homes. With a client-centric approach and a deep understanding of the unique challenges and opportunities that arise during the selling process, I am dedicated to providing personalized guidance and support to ensure optimal results. In this Home Seller Guide, I have compiled a wealth of valuable insights, practical tips, and proven techniques to help you maximize your home's market potential. Trust me to be your trusted resource and partner in making your home selling experience a remarkable one.

Parker Jones
Realtor



Bachelor's Degree

History Major and Business Minor

University of Colorado Boulder



Primary Residences

Investment Properties

New Construction

Vacant Land

IT'S ALL ABOUT YOU

We customize the experience based on YOUR specific needs. Below are a few questions (outside of the typical buy/sell questions) we will ask to determine how we can best serve you.

ALL CLIENTS

- What is your preferred method of communication?
- What is your preferred communication style - detailed or brief?
- Do you prefer all of the updates as they come or a summary at regular intervals?
- What are some things you like in an agent?
- Have you had any notably positive or negative experiences in the past?
- What is most important to you out of this process?
- Any special requests or needs?

BUYERS

- What is the intended use for the property? (primary residence, second home, investment property?)
- What tools are you currently using to search? What do you like/dislike about them?
- Would it be helpful to have a direct, personal portal to our MLS (multiple listing service)?
- How familiar are you with the buying process?
- Do you have preferred contractors, lenders, attorneys, insurance providers or would you like recommendations?
- Do you have knowledge or experience with respect to construction and/or details of the home that are important to insurance providers?

SELLERS

- What brought you to initially buy your home?
- What are your favorite features in the home?
- Do you prefer showings at certain times or on certain days?
- What is the most important to you, timing, sales price, or other?
- Would you like a forecast of the net proceeds for your home?
- What do you currently know about the sales process?
- Are there any known issues with your home?
- Would you be open to a prelisting home inspection?



SELLERS: OUR SERVICES



POST & COURIER

- 180 Days on PostandCourier.com
- Post & Courier 12-Day Photo Ad
- New Listings Advertised in Saturdays P&C

PHYSICAL MAIL

- Just listed post cards
- Featured listing in monthly postcard to our client base (~2000)

DIGITAL ADS

- HomeSpotter Digital Ads
- Agent Icon New Listing Post
- Bi-weekly Ad in Digital Newsletter to Client Base (~2000)

CAROLINAONE.COM

#1 LOCAL REAL ESTATE SITE

- Responsive Design Website
- Buyside AV (Automated Valuation)
- Updated Multiple Times a Day
- Simple Easy to Use Navigation
- Dedicated SEO & SEM Team
- National Recognized and Award Winning Website
- LiveBy Neighborhood Discovery

Listings also appear on:

- Multiple Websites
- mayfairinternationalrealty.com (properties over \$250K)
- LeadingRE.com and over 550 Member Company Websites
- Listing exposure on over 750 agent websites

MLS

MULTIPLE LISTING SERVICE

- Marketed on over 100+ websites
- Agent Icon New Listing Post



SELLERS: OUR DIFFERENCE



“SWOT” ANALYSIS

Strength, **W**eakness,
Oppportunity, **T**hreats

- Identifying your property’s unique features to build a strategic, customized marketing plan
- Identify what should be highlighted in marketing and what obstacles we can overcome or prepare for

OPEN HOUSES

- Open Houses Hosted by Myself or another Carolina One Agent if Needed
- Creative Events such as Happy Hours are Options to Increase Traffic

MEDIA

- Professional photography, video, & drone media (paid by us)
- Unique content created to boost visibility
- “Boosted” posts - paid social media advertising to increase visibility of content to specific target markets

SOCIAL MEDIA

- Facebook, Instagram, LinkedIn, & Tiktok
- Regular posts across our SM channels to market your property
- Unique content created to increase visibility
- “Boosted” posts - paid advertising to increase visibility of content to specific target markets
- Strategic hashtags based on target markets
- Listing posted to real estate Facebook pages for increased visibility

PRICING

- Strategic pricing using:
 - Professional knowledge
 - Recently sold, comparable properties
 - Current listed properties
 - Current market data
 - Seller’s specific needs
- Open communication with you to decide on appropriate pricing



www.stishgroup.com

SELLERS: LUXURY LISTINGS



FINE PROPERTIES

\$750,000 - \$999,999

- Social Solutions Digital Ad
- Fine Properties & Luxury Homes Post and Courier Display Ad (8 times per year)
- Professional Photography
- 25 11x17 Property Brochures
- LeadingRE.com
- LuxuryRealEstate.com
- Special, Portfolio Collection database searchable on www.carolinaone.com

LUXURY PROPERTIES

\$1,000,000 - \$2,499,999

- Social Solutions Digital Ad
- Fine Properties & Luxury Homes Post and Courier Display Ad - includes photo in 1 ad (advertised 8 times per year)
- Professional Photography
- 25 11x17 Brochures
- LeadingRE.com
- **LuxuryPortfolio.com**
- **WallStreetJournal.com**
- LuxuryRealEstate.com
- Special, Portfolio Collection database searchable on www.carolinaone.com

EXCEPTIONAL HOMES

\$2,500,000 +

- Social Solutions Digital Ad
 - **Multiple Runs**
- Fine Properties & Luxury Homes Post and Courier Display Ad - includes photo in 1 ad (advertised 8 times per year)
- Professional Photography
- 25 11x17 Brochures
- LeadingRE.com
- LuxuryPortfolio.com
- WallStreetJournal.com
- LuxuryRealEstate.com
- Special, Portfolio Collection database searchable on www.carolinaone.com



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REVIEWS FROM OUR CLIENTS



"Seth is a great agent. He goes above and beyond any agents I have worked with in the past. When my AC died on the home I was selling, he had an HVAC person out there the same day to diagnose and repair to make sure the deal stayed on track. He is my go to agent for any real estate questions or needs in his market and I consider him a true friend at this point. I would not hesitate to recommend him to anyone that wants to buy or sell in SC. "

"Seth and his team are always great to work with! This is my second house bought with Seth as my agent and he is always the best. Very attentive, responsive, & knowledgeable. Seth makes himself available at any time to answer questions, meet at the property & help with anything else needed during the process. Seth and I were working diligently for months to find the perfect house and he never stopped helping or looking for a house that fit my needs. I highly recommend Seth and his team to help you find your perfect home! "

"Seth did a great job selling my house on Johns Island. It sold faster than I ever would have guessed. He kept me updated on what was next in the process of the sale and what I did not know he educated me on. I would recommend him to anyone wanting to put their home on the market."

"Seth and his team were incredible! They were thorough and went above and beyond to help us find the right home! We were moving here from out of state and our process started with Seth providing a map and descriptions of all the neighborhoods. This was tremendously inciteful. It helped us narrow down where to look. From there, Seth and his team would visit homes and video a walk through for us. Once we were in town, Seth would jump on a property when it would become available just to ensure we were able to see it quickly. If all of that wasn't enough, once we were under contract, Seth and his team kept us on track with clear email communications and prompts to ensure we were moving along the process without any hiccups. All of his suppliers were great and ultimately, we have ended up with the perfect home. This is the absolute best team around! "

