



Own Charleston

JILL BARRETT · REALTOR®

Professional guidance. Personal choice.



The Seller's Guide

From listed to sold — on your terms.





Jill Barrett

REALTOR® · OWN CHARLESTON

REACH ME

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WELCOME

Thank you for inviting me in.

Selling a home is part financial decision, part logistics project and part emotional milestone. You deserve clear information and real choices.

Whether you're ready to list next month or simply exploring your options, I'll listen first, then share a thoughtful, data-backed perspective and a plan shaped around your home, your timing and your goals.

My promise is simple: professional guidance, and personal choice. I'll give you my honest advice — and the decisions will always be yours.

A LITTLE ABOUT ME

I'm a mother, REALTOR®, community volunteer, lifelong learner, animal lover, nature enthusiast, world traveler — and a comic at heart. I stay ahead of pricing, economics, local market dynamics and technology so my clients can make confident decisions, and I back that insight with strong negotiation skills and contract expertise. I've relocated more than once myself, and in my free time I explore the marshes, beaches and backstreets of the Lowcountry.

Jill

WHAT SELLERS CAN EXPECT FROM ME

- Thoughtful, data-backed pricing guidance for today's market
- Modern marketing: pro photography, drone, video, 3D tours and targeted social ads
- Weekly updates, clear feedback and a shared deadline calendar
- Clear, published fees — one tiered rate for full service, with no add-on charges
- Calm, prepared negotiation from first offer to closing table



Three ways to sell your home

There is more than one way to sell a house — and you should choose with clear eyes. Here is an honest look at each path.

OPTION ONE

Represent yourself

FOR SALE BY OWNER

- You set the price, create the marketing and handle showings
- You negotiate directly with buyers or their agents
- You manage contracts, deadlines, inspections and repairs
- Buyers' agents may still request compensation

BEST FOR

Sellers with a buyer already in hand, time to spare, and real-estate experience.

OPTION TWO

Pay to be on the MLS

FLAT-FEE / LIMITED SERVICE

- A company enters your home on the MLS for a set fee
- You typically handle showings, questions and negotiation
- Photography, marketing and advice are often extras
- You carry most of the transaction work yourself

BEST FOR

Hands-on sellers who mainly want MLS exposure and are comfortable doing the rest.

OPTION THREE

A curated experience

OWN CHARLESTON FULL SERVICE

- Every service in this guide included — no add-on charges
- Pricing strategy, preparation, premium marketing and launch
- Every showing, offer, negotiation and deadline handled
- One clear, published fee that steps down as your price rises

BEST FOR

Sellers who want expert guidance, less stress, and the strongest possible net result.

Whichever path you choose, I'm happy to answer questions. And if you'd rather handle the marketing and showings yourself, ask me about transaction coordination — contract-to-close support at a lower fee.

What's included — and who does the work

A quick comparison of what is typically included on each path. Limited-service offerings vary by company, so always ask for the details in writing.

SERVICE	REPRESENT YOURSELF	FLAT-FEE MLS	CURATED FULL SERVICE
Listing on the MLS & major home-search sites	☐	☒	☒
Pricing strategy & comparative market analysis	☐	☐	☒
Preparation & staging guidance	☐	☐	☒
Professional photography, drone & 3D tour	☒	☒	☒
Targeted social media & digital advertising	☒	☐	☒
Brochures, signage & open houses	☒	☒	☒
Scheduling & vetting showings	☐	☒	☒
Showing feedback & weekly reporting	☐	☐	☒
Offer review, net sheets & negotiation	☐	☐	☒
Contract drafting & disclosure guidance	☐	☒	☒
Inspection & repair negotiation	☐	☐	☒
Appraisal support & re-negotiation	☐	☐	☒
Coordinating lender, attorney, HOA & vendors	☒	☐	☒
Deadline tracking through closing	☒	☐	☒
A licensed advocate with a duty to you	☐	☒	☒

☒ Included
 ☒ Varies / you do it or pay extra
 ☐ Not included — you handle it

Selling on your own? Transaction coordination — contract-to-close deadline tracking and vendor coordination — is available from me as a separate, lower-fee service.

My fees are transparent — one clear, tiered rate for full service, with no hidden add-ons.

Your fee schedule and a preliminary look at your local market are in the custom pocket of this folder. Your full pricing analysis comes once we decide to work together.

What selling with me feels like

Every home has its own timeline, but most listings follow a rhythm like this one. A financed sale typically closes about 30–45 days after we accept an offer.



Ten steps, one clear path

A bird's-eye view of the journey. I guide every step — and you always know where we are.



STEPS 1–5 · GETTING READY

Most of the value in a sale is created before the first showing: price, presentation and launch.

STEPS 6–10 · GETTING IT DONE

Exposure brings offers; skilled negotiation and careful transaction management bring them to the closing table.

125+ things a full-service agent handles

Most sellers only see the sign in the yard. Here is what actually happens behind it — every item below is part of a full-service, curated listing with me.

01 Before we meet

- ☐ Research your property's tax records, deed, lot size and zoning
- ☐ Pull prior MLS history, past photos and previous list/sale prices
- ☐ Review plats, flood zone and any elevation certificate on file
- ☐ Check HOA/POA rules, fees, transfer fees and rental or signage restrictions
- ☐ Study active, pending, sold and expired competition in your micro-market
- ☐ Analyze absorption rate, days on market and list-to-sale ratios
- ☐ Note upcoming competing listings and new-construction pricing nearby
- ☐ Prepare a preliminary Comparative Market Analysis (CMA)
- ☐ Prepare a pre-listing questionnaire about upgrades, systems and history
- ☐ Assemble a custom presentation for your home and goals

02 Consultation & pricing

- ☐ Tour your home inside and out and note features buyers will value
- ☐ Learn your timing, goals, next move and non-negotiables
- ☐ Explain your options for representation and my transparent fee structure
- ☐ Walk you through agency relationships and required disclosures
- ☐ Finalize the CMA with adjustments for condition, upgrades and location
- ☐ Recommend a list price and a pricing strategy for launch week
- ☐ Estimate your net proceeds with a seller net sheet
- ☐ Discuss payoff of mortgages, HELOCs or liens and any solar/lease contracts
- ☐ Advise on timing: season, day of week and school-calendar considerations
- ☐ Explain buyer-broker compensation choices under current rules
- ☐ Set up a communication plan: how and how often you hear from me
- ☐ Answer every question — no pressure, ever



03 Preparing your home

- ☐ Walk through with a buyer's eye: room by room, curb to backyard
- ☐ Create a prioritized prep list: what matters, what doesn't
- ☐ Recommend repairs with the best return — and what to skip
- ☐ Offer a staging consultation and furniture-placement plan
- ☐ Refer trusted handymen, painters, cleaners, landscapers and stagers
- ☐ Coordinate vendor access and timing if you've already moved
- ☐ Suggest a pre-listing inspection or CL-100 when it helps
- ☐ Advise on decluttering, depersonalizing and storage options
- ☐ Plan curb appeal: pressure washing, pine straw, porch styling
- ☐ Review lighting, bulbs, paint colors and small fixes
- ☐ Prepare a plan for pets, valuables and medications during showings
- ☐ Gather manuals, warranties, receipts and upgrade lists
- ☐ Schedule a final prep walk-through before photography

04 Paperwork & compliance

- ☐ Prepare and review the listing agreement with you
- ☐ Provide the South Carolina agency disclosure
- ☐ Guide you through the SC Residential Property Condition Disclosure
- ☐ Provide lead-based paint disclosure for homes built before 1978
- ☐ Request HOA documents, covenants and resale information
- ☐ Confirm legal description, parcel ID and square footage sources
- ☐ Verify utilities, water/sewer vs. well/septic and service providers
- ☐ Collect survey, plat and flood documentation if available
- ☐ Confirm permits for additions or major renovations
- ☐ Set up secure e-signature and a digital transaction file
- ☐ Coordinate lockbox, showing service and sign installation
- ☐ Confirm fair-housing-compliant marketing language

05 Media & launch

- ☐ Schedule professional photography at the best light for your home
- ☐ Style each room for the camera on photo day
- ☐ Capture drone aerials of the lot, water, marsh or neighborhood when appropriate
- ☐ Create a 3D virtual tour and measured floor plan
- ☐ Produce a cinematic video walkthrough and social-media reels
- ☐ Photograph neighborhood amenities and lifestyle highlights
- ☐ Write a compelling, accurate MLS description
- ☐ Enter every data field correctly — rooms, features, schools, HOA, flood zone
- ☐ Upload photos in a deliberate order that tells your home's story
- ☐ Proofread the listing and have you approve it
- ☐ Plan a "coming soon" strategy when it fits your goals
- ☐ Launch on the strongest day for weekend traffic
- ☐ Syndicate to Zillow, Realtor.com, Homes.com and hundreds of sites
- ☐ Verify syndicated listings display correctly — and fix them if not

06 Marketing & exposure

- ☐ Design a printed property brochure and in-home feature book
- ☐ Install professional yard signage with QR code
- ☐ Build a single-property website and shareable links
- ☐ Run targeted social-media advertising to likely buyers
- ☐ Post to Instagram, Facebook and YouTube with video content
- ☐ Email my database of clients, sphere and past clients
- ☐ Feature your home in my monthly market newsletter
- ☐ Reach out directly to agents with active buyers in your price range
- ☐ Share with brokerage colleagues and local agent networks
- ☐ Use AI tools to find likely buyer audiences and sharpen ad copy
- ☐ Send “just listed” mailers or neighborhood outreach
- ☐ Host public open houses with a sign-in and follow-up plan
- ☐ Hold a broker open or agent preview when valuable
- ☐ Track online views, saves and shares to measure interest
- ☐ Refresh photos, headline or price strategy if the market responds slowly

07 Showings & feedback

- ☐ Schedule showings around your life, with clear notice rules
- ☐ Confirm every showing agent is licensed and appointments are verified
- ☐ Prepare a showing checklist so you can leave in minutes
- ☐ Leave feature sheets and utility info for buyers
- ☐ Collect feedback from every showing agent
- ☐ Report activity and feedback to you on a set schedule
- ☐ Follow up with open-house guests and interested buyers
- ☐ Watch competing listings that go active, pending or reduce
- ☐ Update you on new comparable sales as they happen
- ☐ Recommend adjustments with data — never guesswork
- ☐ Pre-qualify buyer interest and financing where possible



08 Offers & negotiation

- ☐ Receive, review and present every offer promptly
- ☐ Verify proof of funds or lender pre-approval
- ☐ Call the lender to gauge strength of financing
- ☐ Compare offers side-by-side: price, terms, dates, contingencies
- ☐ Calculate your net proceeds for each offer
- ☐ Explain due diligence fees, earnest money and appraisal terms
- ☐ Advise on counteroffers, multiple-offer strategy and backup offers
- ☐ Negotiate price, closing date, possession and inclusions
- ☐ Protect your deadlines and contingencies in writing
- ☐ Deliver the executed contract to all parties and the closing attorney

09 Under contract

- ☐ Open the file with the buyer's closing attorney and confirm title work
- ☐ Confirm receipt of earnest money and any due diligence fee
- ☐ Build a deadline calendar and share it with you
- ☐ Coordinate access for inspections, surveyor and appraiser
- ☐ Attend or manage inspections and review the reports
- ☐ Negotiate repair requests, credits or price adjustments
- ☐ Coordinate the CL-100 wood-infestation report and any treatment
- ☐ Schedule and verify completion of agreed repairs, with receipts
- ☐ Meet the appraiser with comps and a list of upgrades
- ☐ Negotiate if the appraisal comes in low
- ☐ Monitor the buyer's loan progress with the lender weekly
- ☐ Order HOA estoppel/transfer letters and resale packages
- ☐ Coordinate payoff statements for your mortgage and liens
- ☐ Resolve title issues, survey questions or encroachments
- ☐ Keep you informed at every milestone — and ahead of every deadline
- ☐ Troubleshoot surprises before they become problems

10 Closing & beyond

- ☐ Review the settlement statement line by line with you
- ☐ Confirm utilities, trash, internet and alarm transfers
- ☐ Coordinate the buyer's final walk-through
- ☐ Confirm keys, remotes, gate fobs and codes are ready
- ☐ Arrange mail-away closing or power of attorney if you're out of town
- ☐ Attend closing or be on call for every signature
- ☐ Confirm funds are wired and the deed is recorded
- ☐ Remove the sign and lockbox and update the MLS to sold
- ☐ Provide your closing documents for your records and taxes
- ☐ Help with your next purchase — here or anywhere
- ☐ Stay in touch with a free annual home-value review
- ☐ Be your real estate resource for life

...and whatever else your sale requires. No two homes are alike. If it helps you get to the closing table with confidence, it's on my list.

Price it right the first time

Pricing too low can cost you money; pricing too high can cost you buyers — and time. My recommendation is unbiased, data-driven and explained line by line.

HOW PRICE AFFECTS YOUR BUYER POOL

Priced at market value



The largest pool of qualified buyers — and the best chance of competition.

A little above market



Fewer showings; buyers compare it to better-priced homes.

Well above market



Mostly unseen by the right buyers; it helps sell the competition.

Illustrative. Buyers shop in price ranges; every step above market value removes more of them from your audience.

WHAT DETERMINES YOUR PRICE

01 The market

Inventory, interest rates, days on market and recent sales in your micro-neighborhood.

02 The competition

What buyers will tour alongside yours this week — and how your home compares.

03 Your home & timeline

Condition, upgrades, lot, views, flood zone — and how quickly you need to move.

The first two to three weeks matter most

A new listing gets its biggest wave of attention right away — from buyers who have been waiting and agents with buyers in hand. Launching at the right price captures that energy.

What doesn't set the price

What you paid, what you've spent on improvements, what you need to net, or what a website estimate says. Buyers — and appraisers — look at the market.

Buyer's market, seller's market

The balance between homes for sale and active buyers shapes pricing, negotiation and timing. I track it block by block — because real estate is hyper-local.



Months of inventory

How long it would take to sell every home currently listed at today's pace of sales. The lower the number, the stronger the seller's position.

Days on market

How quickly well-priced homes are going under contract. Rising days on market is often the first sign of a shift.

List-to-sale ratio

What homes actually sell for compared with their asking price — the clearest read on how much negotiating room exists.

Your current numbers — the specific market statistics for your neighborhood and price range are in the custom pocket of your folder, updated for our meeting.



CUTTING-EDGE MARKETING

Modern tools. Timeless service.

I'm always adopting the newest technology that genuinely helps my clients — so your home is seen by more of the right buyers, and your sale runs smoothly.

AI-assisted strategy

I use AI tools to analyze market data, sharpen pricing models, identify likely buyer audiences and draft marketing — always reviewed and refined by me.

3D tours & floor plans

Out-of-town buyers can walk through your home from anywhere — and serious buyers arrive already in love with the layout.

Targeted social advertising

Paid campaigns that put your home in front of buyers by location, interests and life stage — not just “everyone.”

Smart search alerts

Buyer-side search platforms push new listings to matching buyers the moment you go live.

Drone photography & video

Aerial imagery shows what ground photos can't: the lot, the water, the marsh, the neighborhood and how close everything is.

Cinematic video & reels

Short-form video built for Instagram, Facebook and YouTube, where today's buyers are scrolling.

Database & email marketing

Your listing reaches my clients, sphere and newsletter readers — people who already trust my recommendations.

Digital transaction management

Secure e-signatures, a shared deadline calendar and organized documents — from anywhere.

Where your home will be seen

Every listing gets a plan built for its buyer. Here is the full toolkit we'll draw from — tailored to your home in your personalized proposal.

ONLINE

- MLS + syndication to Zillow, Realtor.com, Homes.com & hundreds of sites
- Single-property website & QR codes
- Search-alert delivery to matching buyers

SOCIAL

- Instagram, Facebook & YouTube posts and reels
- Targeted paid campaigns
- Shareable links for your own network

PRINT & LOCAL

- Professional sign & brochure box
- In-home feature book & brochures
- Neighborhood mailers and door outreach

PEOPLE

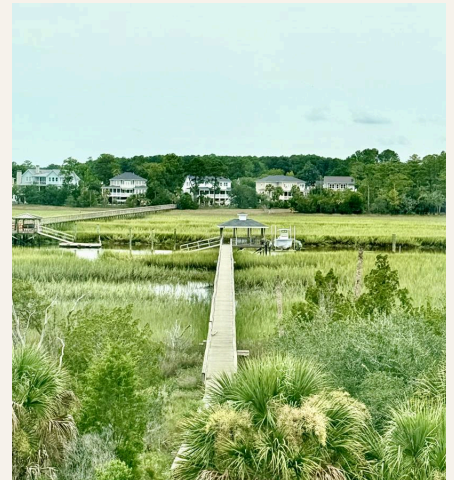
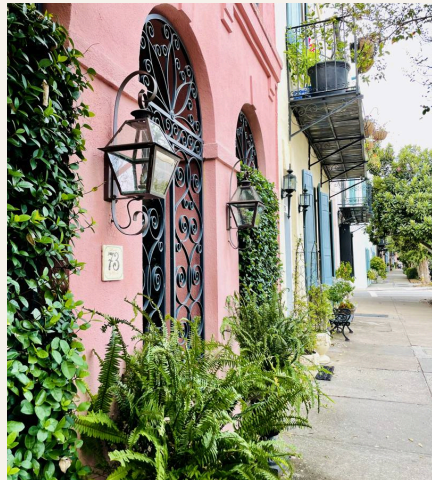
- Direct outreach to agents with active buyers
- Brokerage & agent network previews
- Open houses with personal follow-up

MEDIA

- Professional photography
- Drone aerials & lifestyle images
- 3D tour, floor plan & video

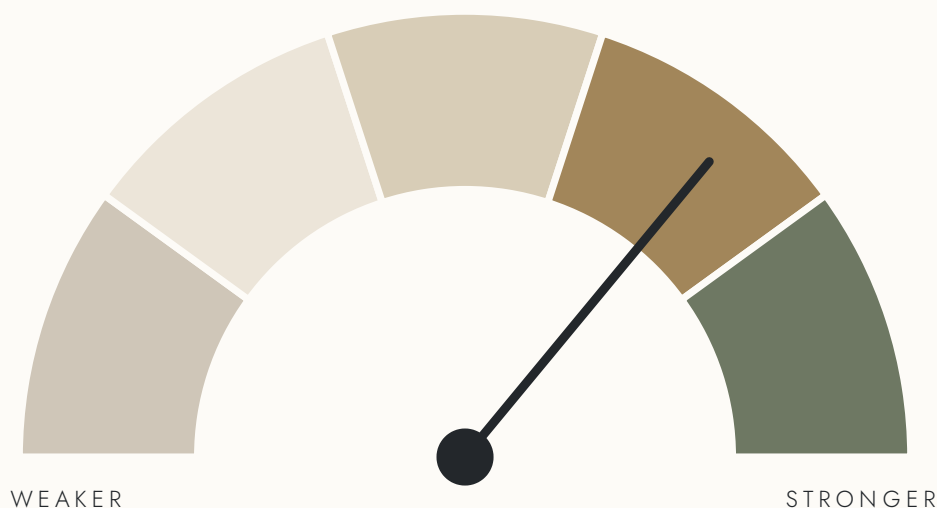
REPORTING

- Weekly activity & feedback updates
- Online views and saves
- Market-response strategy check-ins



Five points of every offer

An offer is more than a price. I evaluate every part of each offer with you — and negotiate the terms that matter most to your plans.



1 Price
The number matters — but it is only one of five levers.

2 Terms
Cash or financing, loan type, down payment, seller concessions and closing-cost requests.

3 Dates
Closing and possession dates that fit the other side's plans can outweigh a higher price.

4 Contingencies
Due diligence, financing, appraisal and home-sale contingencies — fewer or shorter reads stronger.

5 Inclusions & exclusions
Appliances, fixtures, furniture, golf carts, window treatments — spell it out.

WHEN MULTIPLE OFFERS ARRIVE

I present every offer side by side — net proceeds, financing strength, contingencies and timing — and advise on counters, “highest and best” requests and backup offers so you choose with confidence.

Contract to closing: the moving parts

South Carolina is an attorney-closing state, and our contracts have their own rhythm. I coordinate every moving part — and keep you a step ahead of each deadline.



What you'll do

Keep the home show-ready for inspections and the appraisal, provide access and documents promptly, complete agreed repairs with receipts, arrange your move and leave the home broom-clean for the final walk-through.

What I'll do

Track every contractual deadline, coordinate lender, attorney, inspectors, appraiser, HOA and insurance agents, negotiate repairs and appraisal issues, review the settlement statement with you, and confirm every detail before the closing table.



MY APPROACH

Professional guidance. Personal choice.

My role is to be your advocate, your strategist and your sounding board. I bring the expertise; you keep the control.

01

Honesty first

Clear, caring answers about price, condition and timing — so every decision is an informed one.

02

Strategy, not luck

Pricing, preparation and launch decisions made with data and a plan.

03

Modern marketing

Photography, aerials, video, 3D tours, social and AI-assisted targeting.

04

Clear communication

You'll always know what's happening, what's next and what I need from you.

05

Skilled negotiation

Offers, inspections, repairs and appraisals handled calmly and firmly.

06

Fair, transparent fees

One clear, tiered rate for full service — everything in this guide included, with no surprise add-ons.

A photograph of a wet wooden porch with white columns and black furniture. The porch is covered by a white roof with a black lantern hanging from it. The floor is made of polished wood and is wet, reflecting the light. On the left, there is a black metal bench and a large potted plant. In the center, there is a black rocking chair. On the right, there is a black metal table and chairs. The background shows a lush green garden with trees and a white building.

*“She was patient, flexible, and never made us
feel pressured.”*

★★★★★ — M.S. · FIRST-TIME SELLERS

What my clients say

★★★★★

"Jill was exactly what we needed as first-time sellers. She was patient, flexible, and never made us feel pressured. She was very organized and communicative, which made everything feel manageable. She kept us on track, explained what to expect, and connected us with helpful resources, including a handyman and legal support for closing."

— M.S. · FIRST-TIME SELLERS

★★★★★

"Simply stated: if you want a no-nonsense, go-the-extra-mile, highly communicative real estate agent, hire Jill. If she doesn't have the answer to a question, she will find that answer. She put us as #1 priority and looked out for us through the entire process. Enough said."

— NICHOLAS P.

★★★★★

"Jill was great, way above and beyond, highly recommended!"

— VINCENT M.

★★★★★

"Jill has gone above and beyond what is expected as a realtor. We spent over two years looking for a house that was right for our needs, and she was there the whole time. Very helpful and very patient."

— SAM S.



★★★★★

"Jill was phenomenal to work with and was very proactive throughout the entire transaction. The sellers on this transaction were less than stellar with their communication, however Jill was able to navigate around this to get us to the closing table."

— MATT F.

★★★★★

"As a first-time homebuyer, I was a bit intimidated by the process. Jill was fantastic about educating and advocating for us along the way. Both personable and professional, I felt extremely taken care of. By the end, she felt more like a family friend than just our real estate agent."

— FRANCES W. · FIRST-TIME BUYER

★★★★★

"Jill was wonderful to work with. She was responsive, honest, flexible, and a wealth of knowledge. We were long distance for much of the search and she did many a tour and made inquiries for us."

— LAUREN B.

★★★★★

"Jill is phenomenal! She listened to everything I needed and wanted in a home and is extremely responsive. So personable and really gets to know you. Could not recommend her more!"

— KELSIE B.

What happens next

There's no pressure and no rush. Whether you're listing next month or next year, when the timing is right for you, here's how we begin.

01 Choose your path

We'll review your options together — full service or transaction coordination — and put everything in writing: services, fee and timeline. No surprises.

02 Your welcome kit

Once we're working together, you'll receive my Getting Ready to List guide: personalized preparation priorities, a photo-day plan, showing preferences and a place to keep every key date and contact.

03 Strategy session

We'll walk your home together room by room, finalize the pricing strategy, line up any vendors you need and set a launch date that works for you.

04 Media day

Professional photography, drone aerials, video and a 3D tour — scheduled for the best light on your home, with a checklist so you know exactly what to expect.

05 Launch & beyond

Your home goes live everywhere buyers search. From that day forward you'll receive regular activity reports, feedback and my honest read on the market — all the way to closing day.

Questions after today? Call or text me anytime.

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Notes



Search homes, read market updates and find more guides.

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