



Sarah Graham

CHARLESTON HOMES

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West Ashley

Market Overview

Single-Family Detached	Jan 2023	Feb 2023
Key Metrics		
New Listings	98	92
Closed Sales	53	70
Median Sales Price*	\$420,000	\$452,500
Average Sales Price*	\$489,225	\$500,144
Percent of Original List Price Received*	93.2%	96.8%
Days on Market Until Sale	47	32
Inventory of Homes for Sale	98	98

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size. Source for all data: Current as of March 9, 2023. All data from the Charleston Trident Multiple Listing Service.

Recent Sale



2350 Grandiflora Boulevard, Magnolia Bluff Area
Charleston, SC

Listed for \$495,000

Under contract in one day!

What Clients Are Saying...



When circumstances led us to sell our beautiful home, Sarah's guidance and advice were priceless, from the clearing and staging to the comprehensive marketing, she was with us every step of the way. Most exciting, in our community the sale Sarah orchestrated, including the bidding war she oversaw, achieved the highest price of any non-waterfront address in our association of more than 350 homes – and on the first day the listing went live.

– Carolyn and Peter

Thinking of selling in the next 12 months?

Call today for your Strategic Marketing Consultation.



843-693-0620



Dear Neighbor

After years spent in a home, it's only inevitable to reach a point where the cost of upkeep plus the drain on your time and energy are no longer welcomed. When you decide it's time to move and free up capital, you want to make sure you're capturing all the equity you deserve.

Like many homeowners in West Ashley, your home is probably your largest financial investment. Whether you have owned your home for 40 years and are the beneficiary of the amazing rise in values over the last two years, or you have just moved and want to protect your asset, it is important to understand how this changing real estate market can affect the return on your investment. Here are the top things to know about the West Ashley real estate market right now:

Days on Market Increased in Charleston and Decreased in West Ashley

Days on Market (DOM) in Charleston MLS increased from 24 in February 2022 to 46 in February. This may be a result of the shrinking buyer pool and lack of confidence in the economy. While DOM rose from 40 to 46 between this January and February in Charleston, West Ashley saw DOM decrease from 47 to 32. This decrease in DOM is a hopeful sign for West Ashley homeowners who are putting their houses on the market this Spring for a quick sale and close-to-asking price. To capitalize on your investment, you want to work with a real estate expert who understands the real estate market and knows how to strategically price and market your home so you get maximum return.

Sellers are Getting Closer to Asking Price

The percentage of sale price to list price rose to 95.3% in Charleston for a 4.59% year-over-year increase. In West Ashley, the sale-to-list price for a single-family detached home rose month-over-month to 96.8% in February 2023 from 93.2% in January. Another positive sign that the market may be "blooming" this Spring!!

These numbers may indicate that buyers are accepting the higher, more normal interest rates and are getting back into the market. They want to find the home of their dreams and get on with their lives. As inventory struggles to hold on to its rise from 1,423 in February 2022 to 2,443 in February 2023, buyers have more homes to choose from, meaning sellers have to be more strategic with pricing and negotiations. This is why having a strategic marketing plan is essential for maximizing your returns.

Median Home Prices Continue to rise Year-over-Year but Fall Month-over-Month

In West Ashley, the median price for a single-family detached home rose 13.7% for a price of \$452,500

this February, up from \$397,233 in February 2022. Over this same time period, Charleston home prices increased by 2.8% going from \$375,000 to \$385,388. However, looking at month-over-month values, prices reached a high of \$450,000 in May 2022 and have declined every month with February 2023 recording \$385,388.

Homes in West Ashley continue to sell quickly at close to asking price when they are in excellent condition, thoroughly decluttered and staged well.

As a homeowner, what does this mean for you?

If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

Understanding how much goes into selling a longtime home, I've systematized the entire home selling and moving process. From creating a marketing strategy targeted to attract premium buyers, all the way to the negotiations to ensure you're getting the price and terms that you deserve, you will know what is happening at each step of the transaction.

Blessed with an inordinate amount of energy, a true need to have a good time, and a thick skin when it comes to tenaciously fighting for what will benefit or protect my clients, I consider it a privilege and a pleasure to help homeowners navigate this life-changing home sale experience. These are just a few reasons my clients trust me with their real estate transactions.

If you are thinking about selling your home in the next 12 months, call me today for your Strategic Marketing Consultation → 843-693-0620

We will cover your goals and my unique approach to getting you the highest possible price in the fewest days on market.

Call Today → 843-693-0620



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