

COAST BROKERED BY EXP REALTY · BROKERED BY EXP REALTY

# THE LOWCOUNTRY SELLER'S GUIDE

What we do before your home ever hits the market — and every week  
after, until the wire clears.

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EXP REALTY | LUXURY COAST

COAST Brokered by eXp Realty · Licensed in South Carolina · Equal Housing Opportunity

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### HOW TO USE THIS GUIDE

This guide walks the sale the way we actually run one: preparation, evidence-based pricing, presentation, a launch-day machine, and weekly accountability in writing. Read it front to back before the listing conversation, or go straight to the chapter you need — each stands alone.

YOUR REPRESENTATION

# COAST BROKERED BY EXP REALTY

Brokered by eXp Realty

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Selling a home here is a production — and who runs it determines what you keep, in dollars and in peace of mind.

We built this guide because most sellers only discover what listing representation should look like after they've signed with someone who does less. Everything in these pages is the standard we run for every home we represent — read it before you choose anyone, including us.

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mycoastbrokeredbyexp.com



\$964M

CLOSED VOLUME · SINCE 2022

1340

TRANSACTIONS · SINCE 2022

70+

AGENTS ACROSS THE  
LOWCOUNTRY

IN THEIR WORDS

## WHAT CLIENTS SAY

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"Rick Saba and the team at Coast are the consummate professionals in the Hilton Head, Bluffton, and Low Country area. This was our third transaction with Rick (2 purchases and one sale) and everything, every time went smoothly. Rick has an extensive network of local professionals to assist with marketing, social media, pictures, attorneys to handle the closing, etc. If something needs to get done, Rick and his team get it done."

JOE AND DONNA MILLER · WITH RICK SABA

"Ivan Lazovic is my go-to realtor in the Low Country. He is knowledgeable about the area having grown up here. He is professional in his interactions. He is a strong negotiator and communicator. I have worked with Ivan on many, many transactions both buying and selling and he treats me (and all the people I have referred to him) as if I am his only client. Highly recommend Ivan for all things real estate in Hilton Head."

RANDI B. · WITH IVAN LAZOVIC

"Julia is the ultimate professional. She is so pleasant and her explanations are very clear. She held our hand throughout the entire process of both selling our home and buying our new home. There is no other like her!"

SHARON CRAWFORD · WITH JULIA

WHY THIS GUIDE EXISTS

# SELLING WELL IS A PRODUCTION, NOT A LISTING

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Most homes are listed. Photos on Thursday, the MLS on Friday, and a hope that the market notices. A luxury sale deserves more than hope — it deserves a production: one that begins before the sign goes up and does not stop until closing day.

The difference is rarely one dramatic thing. It is the accumulation of details a buyer never consciously notices — the light in the photography, the order the rooms appear in, the answer that comes back when they ask a question at 11 p.m., the way the showing gets confirmed in minutes instead of days. Buyers feel preparation. They also feel its absence.

This guide shows you exactly what that production looks like when we run it for your home: how the price gets set from evidence, what the presentation standard is, what happens on day one, and what you will see from us — in writing — every single week after.

The market doesn't reward effort. It rewards preparation buyers can feel.



# WHAT TO EXPECT, START TO FINISH

The most common question we hear from sellers isn't about price — it's about time. Here is the whole arc, in order. Timelines flex with the season and the price band, but the sequence never changes.

## BEFORE THE MARKET

- 01 **The listing conversation**  
We walk the home together and review the evidence: what has actually closed around you, what is competing now, and what position the numbers support. You leave with a plan, not a pitch.
- 02 **Preparation and staging**  
A room-by-room punch list — what to do, what to skip, and what actually returns its cost at this price point. Most homes need less than their owners fear; the right homes need exactly the right things.
- 03 **Photography and film day**  
Twilight, aerial, and interior photography plus the cinematic film — scheduled around the home's best light. Nothing goes live until the presentation is worthy of the price.

## LAUNCH

- 04 **Day one, everywhere**  
The home launches across every surface at once — its own website, the portals, the brokerage network, and the buyers already searching this price band. Chapter five shows you the whole machine.
- 05 **The first fourteen days**  
The market's first read is the honest one. We track views, saves, showings, and feedback daily, and you see all of it — this window tells us whether position and presentation are landing.

## TO THE CLOSING TABLE

- 06 **Offers and negotiation**  
Every offer arrives with context: the buyer's position, the market underneath it, and what the counter is worth in real dollars. You decide; we negotiate.
- 07 **Contract to keys**  
Inspections, appraisal, and the paper trail — managed on a deadline calendar you can see. Your part is making decisions, not chasing paperwork.

Season matters in this market. The right launch week is part of the strategy conversation — sometimes the best move is to prepare now and launch when your buyer is actually looking.

## THE NUMBER

# PRICED FROM EVIDENCE, NOT EMOTION

Every home has two prices: the one the owner hopes for, and the one the evidence supports. The expensive mistake is confusing them — an overpriced launch burns the two weeks of attention a new listing never gets back.

We price from the closed band: the comparable sales that actually closed around your home — what they sold for, what that was per square foot, and how long each took. Not the asking prices of homes still sitting; the numbers buyers actually paid. We price against your enclave and your complex, not the island average — our market analysis resolves to the neighborhood and villa-complex level wherever enough recent closings exist to benchmark directly. That band, plus a census of what you would compete against on launch day, is what we bring to your kitchen table.

Price moves only change demand when they cross a level buyers actually search at. Part of the pricing conversation is threshold behavior — where the nearest search line sits, and what crossing it would genuinely change. Sometimes a small trim changes nothing; sometimes one step changes everything.

### RUN YOUR OWN NUMBERS

[mycoastbrokeredbyexp.com/tools/sell-or-sit/](https://mycoastbrokeredbyexp.com/tools/sell-or-sit/)

Should you sell now or sit tight? Run your own numbers against the current market before we ever meet.

### RUN YOUR OWN NUMBERS

[mycoastbrokeredbyexp.com/tools/market-momentum/](https://mycoastbrokeredbyexp.com/tools/market-momentum/)

Watch the market's direction for yourself — momentum, supply, and pace, updated as the market moves.

No honest agent promises a number. We show you the evidence and the position it supports — and the decision stays yours.



# PRESENTATION WORTHY OF THE PRICE

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At this price point, presentation is not decoration — it is pricing power. A buyer forms the value opinion in the first minutes, on a phone screen, usually at night. Everything below is built for that moment.

## PHOTOGRAPHY, SCHEDULED AROUND LIGHT

Twilight exteriors, aerial work, and interiors shot when each room shows best. The photo order is composed deliberately — the sequence a buyer scrolls is the tour they take.

## A CINEMATIC FILM OF THE HOME

Not a slideshow — a produced film that moves the way a first visit feels, cut for the platforms where buyers actually watch it.

## A DIGITAL BROCHURE BUILT FOR YOUR HOME ALONE

A designed piece a buyer can hold, share, and return to — the kind of collateral that says the home is represented seriously.

Staging guidance rides the preparation punch list from chapter two — measured against what returns its cost, never applied for its own sake.



LAUNCH

# DAY ONE, EVERYWHERE THAT MATTERS

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Launch day is a coordinated event, not a database entry. By the time most listings have finished syndicating, yours has its own website, its own film, and its first wave of matched buyers already notified.

## THE MACHINE, ON THE MORNING IT MATTERS

- A website built to sell this home alone
- The full portal network — everywhere buyers search
- The brokerage's global luxury program
- Its community's hub page, where neighborhood searches land
- Buyers whose saved searches match your price band — notified the morning you launch
- The feeder markets we track, where this market's buyers actually come from
- The agents who sold this price band's last dozen homes

Buyers have also started asking AI assistants what to buy — and most listings are invisible to them. Ours are not. COAST built the first documented AI marketing system of its kind in real estate, and it goes to work for your home on day one: pages built to answer the questions buyers actually ask, indexed where the assistants look.

None of this is a favor or an upgrade. It is the standard launch, for every home we represent.



EVERY WEEK, IN WRITING

# YOU WILL NEVER WONDER WHAT WE DID THIS WEEK

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The quiet weeks are where most listing relationships break down — not because nothing happened, but because nobody wrote it down. We put the week in writing, every week.

## THE WEEKLY MARKETING REPORT

A designed document, not a forwarded email thread. Every week you see:

- What we did for the home in the last seven days — opens held, content published, showings hosted
- Where the attention is coming from — views, saves, reach, and the sources behind them
- Showings and what the feedback is actually telling us
- How your position compares to the homes you compete with
- What is planned next — committed work, not intentions

When the data argues for a change — in presentation, in positioning, in price — the report says so plainly, with the evidence beside it. And when the news is simply good, you see that too, dated and sourced.

Accountability is a document, not a promise.

THE FRONT DOOR

## SHOWINGS, HANDLED — AND HEARD

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A showing is an interruption of your life and an audition for your price. We treat both sides of that seriously.

Requests are confirmed fast and coordinated around your schedule — a buyer's agent who can book cleanly brings buyers back. After each showing, we pursue the feedback that agents rarely volunteer, and we read it in aggregate: one opinion is noise; the same note three times is a signal.

That signal goes to work. When feedback converges on something fixable, it lands on the punch list that week. When it converges on price position, it shows up in your weekly report with the evidence attached — so the conversation happens when it is still cheap to have.



## IN PERSON

# OPEN HOUSES WITH A PLAN, NOT A SIGN-IN SHEET

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An open house earns its place in a luxury sale when it is produced like everything else — promoted ahead, hosted deliberately, and followed up the same day.

### PUBLIC OPEN HOUSES

Promoted across the same channels the listing launched on, scheduled into the weekend rhythm buyers here actually keep, and hosted by an agent who knows the home's answers cold.

### BROKER OPENS

The agents working your price band see the home early — the fastest path to the buyer who is already in someone's car this week.

### PRIVATE TOURS

For the buyer who will never attend an open house, the home shows privately, on their calendar, with the same preparation.

Every event feeds the weekly report — who came, what they said, and what we are doing about it.

THE RECORD

\$964M

CLOSED VOLUME · SINCE 2022

1340

TRANSACTIONS · SINCE 2022

\$12.5M

THE ISLAND'S HIGHEST-PRICED SALE OF 2025 · CLOSED BY OUR OWN AGENTS

SOURCE: EXP TRANSACTION RECORDS · FIGURES AS OF THE 2026 EDITION DATE

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NEXT

# START WITH A CONVERSATION, NOT A CONTRACT

The best time to plan a sale is before you need one.

Run your own numbers first — the Sell or Sit analysis and the market's live momentum  
Then walk the home with us — a preparation plan and an evidence-based position, no obligation

[mycoastbrokeredbyexp.com/tools/](https://mycoastbrokeredbyexp.com/tools/)

COMMENT SELLER ON ANY COAST POST

and we'll send this guide directly to you.

[mycoastbrokeredbyexp.com](https://mycoastbrokeredbyexp.com)

Figures referenced in this guide are point-in-time estimates drawn from MLS, portal, and platform sources current at the edition date; they are not a guarantee of price, timing, or outcome. Equal Housing Opportunity.

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