COASTAL HOME SELLING GUIDE

HOW TO SELL YOUR HOME ON THE SOUTH CAROLINA COAST

www.CallSouthCarolinaHome.com

"YOU'VE GOT A FRIEND AT THE BEACH"

Expert insights for first-time buyers, relocators, veterans, retirees, and coastal dreamers

By John Rackley – Realtor®/Broker (LLR #98521) & Mortgage Loan Officer (NMLS #161352)

About This Guide

Selling a home—especially along the South Carolina coast—is both a business decision and a personal journey.

This guide was created to help you understand each step of the process with confidence, clarity, and peace of mind.

Inside, you'll find practical insights drawn from real coastal transactions—everything from preparing your home and setting the right price

to managing showings, evaluating buyers, and navigating inspections, appraisals, and closing.

Whether you plan to sell on your own or simply want to understand the process before hiring a professional, this resource gives you a clear path forward.

And when you're ready for guidance from someone who knows both the real-estate and lending sides of coastal transactions—**You've Got a Friend at the Beach.**

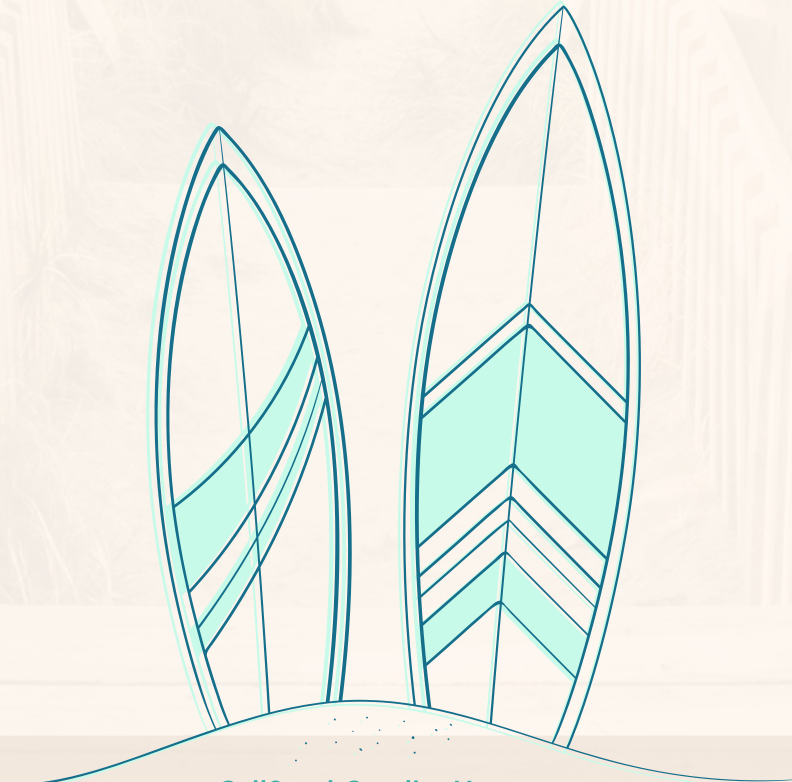
A Message from John Rackley

Hello, I'm John Rackley, and I want to personally welcome you to the South Carolina coast.

If you're reading this guide, you may be considering one of life's bigger transitions—selling your home by the water, or perhaps preparing for your next chapter somewhere new.

Whether you're moving across town, across the state, or simply simplifying life, this guide was created to help you understand the process, avoid common pitfalls, and sell with confidence—knowing you've got a friend at the beach.

During my years helping families buy and sell homes across South Carolina—from the Upstate to the Grand Strand—I've learned that coastal real estate requires equal parts preparation and perspective. This guide walks you through both.



CHAPTER 1: UNDERSTANDING THE COASTAL MARKET

- Coastal markets follow seasonal rhythms—tourism, weather, and buyer travel patterns.
- Demand often peaks in spring and early summer; values adjust with vacation and rental cycles.
- Flood-zone maps, insurance costs, and short-term rental laws all influence price and buyer demand.

PRO TIP:

Track comparable listings within one mile of your property and no more than six months old. Pricing against inland comps can under- or over-value your home dramatically.

CHAPTER 2: PREPARING YOUR HOME FOR SALE

- 1) Declutter & Deep-Clean — remove excess furniture, depersonalize walls, and let natural light in.
- 2) Pre-Listing Inspections — a home and termite (CL-100) inspection reveal issues before buyers find them.
- 3) Repairs That Pay Off — fix moisture damage, update dated fixtures, repaint in neutral tones, service HVAC.
- 4) Coastal Maintenance Check — wash salt residue, inspect decks for corrosion, pressure-wash siding.
- 5) Curb Appeal Matters — trim palms, add mulch, paint front door, polish hardware, upgrade exterior lighting.

CHECKLIST:

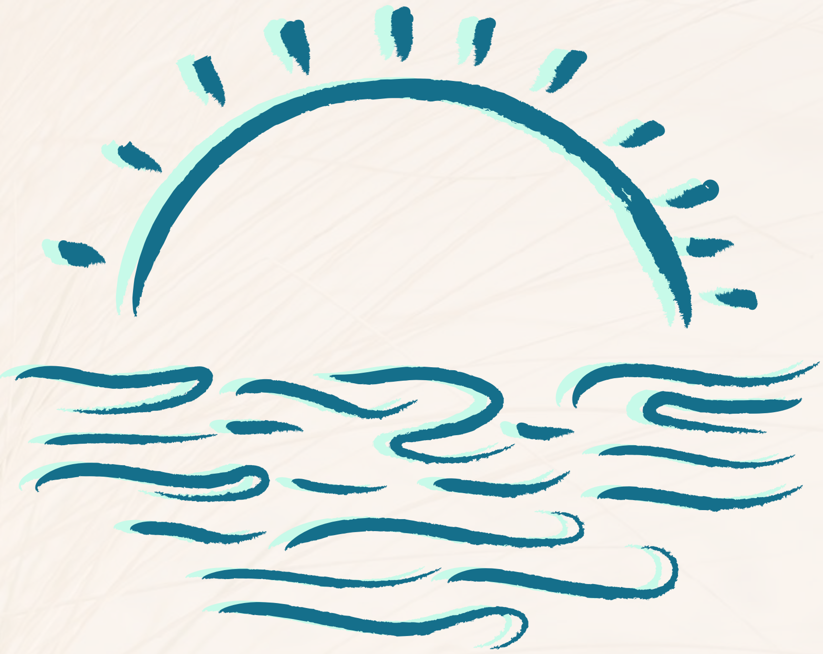
- ☐ Home inspection complete
- ☐ Minor repairs finished
- ☐ Exterior washed and landscaped
- ☐ Professional cleaning scheduled
- ☐ Staging or decor refresh done

CHAPTER 3: SETTING THE RIGHT PRICE

- Use a Comparative Market Analysis (CMA) focused on similar coastal neighborhoods.
- Consider view premiums, distance to beach access, HOA fees, and insurance factors.
- Pricing too high stalls showings; pricing too low leaves equity on the table.

PRO TIP:

Aim for the “Goldilocks Zone”—competitive enough to drive traffic, realistic enough to appraise.



CHAPTER 4: MARKETING YOUR COASTAL HOME

- 1) Professional Photography & Video — sunrise and twilight shots show lifestyle appeal.
- 2) MLS Exposure — list through an agent or flat-fee service for broader reach.
- 3) Online Presence — Facebook, Instagram, and YouTube (short walk-throughs work wonders).
- 4) Print & Signage — clean “For Sale” sign, QR code flyer box, directional arrows at intersections.
- 5) Open Houses & Private Tours — schedule when natural light and tides highlight the property best.

LOCAL INSIGHT:

Grand Strand buyers respond well to aerial drone clips showing proximity to the Intracoastal Waterway and beach access points.

CHAPTER 5: MANAGING SHOWINGS & PRE-QUALIFYING BUYERS

Scheduling & Access

- Keep showing times flexible—most coastal buyers travel from out of town.
- Use a showing calendar or app if you list through the MLS.
- Ensure the home is spotless, lights on, blinds open, and soft music playing.

Pre-Qualify Every Buyer

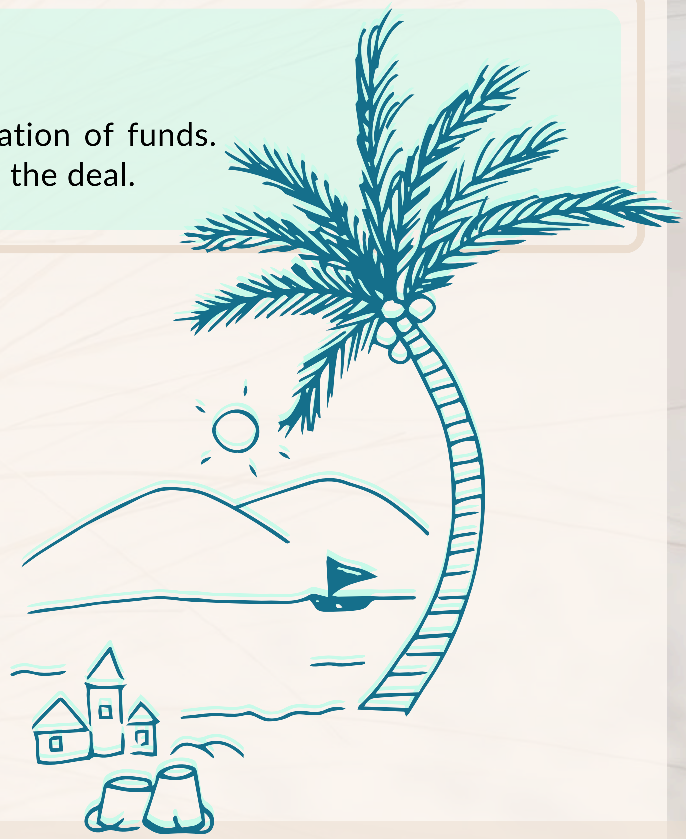
- Before negotiating, make sure each interested party is financially capable. Ask for:
- A recent mortgage pre-approval letter (typically within 30 days) or proof of funds for cash buyers.
- Proof of funds if it's a cash buyer.

Red flags include vague financing terms, long approval timelines, or contingencies based on selling another home.

If you're working without an agent, verify directly with the lender named on the letter.

PRO TIP:

Never accept an offer without written verification of funds. A "handshake promise" can delay closing or kill the deal.



CHAPTER 6: NEGOTIATING OFFERS & COUNTEROFFERS

Evaluating Offers — Look beyond price:

- Proposed closing date
- Contingencies (sale of another home, financing, inspection)
- Closing costs: who pays what

Responding Strategically
You can: (1) Accept as written, (2) Reject, or (3) Counteroffer.

When countering, change only what truly matters—price, possession, or repairs. Too many edits can discourage a buyer.

PRO TIP:

Stay calm and professional. Emotion is the enemy of profit.

CHAPTER 7: HANDLING INSPECTIONS, REPAIRS & APPRAISALS

Inspections

- General home, termite (CL-100), and sometimes septic or HVAC.
- Review reports promptly. Decide whether to repair items, offer a credit, or decline the requests.

Appraisals

- If the buyer uses financing, the lender will order an appraisal.
- If value comes in low, you can:
  - Rebut the appraisal with comparable sales,
  - Offer a small price reduction, or
  - Request the buyer cover the gap.

PRO TIP:

Homes that are spotless and well-maintained appraise higher because condition influences value adjustments.

CHAPTER 8: LEGAL & DISCLOSURE ESSENTIALS

South Carolina requires sellers to provide accurate, signed disclosures.

Required Forms

- 1) Residential Property Condition Disclosure — lists known defects or issues.
- 2) Lead-Based Paint Disclosure — for homes built before 1978.
- 3) HOA or Regime Documents — if applicable.
- 4) Flood Zone or Elevation Certificates — common on the coast.

Be Honest

- Failure to disclose known defects can lead to post-closing lawsuits.
- If you're unsure whether to disclose something—disclose it. Transparency builds trust.

Contracts

- Use forms that comply with South Carolina law (SC Realtors® contracts or attorney-prepared agreements).
- If selling by owner, consider having a real estate attorney review offers before you sign.

LOCAL INSIGHT:

Always provide buyers with recent utility averages and insurance premiums—these are deal-shaping numbers in coastal areas.

CHAPTER 9:
FROM CONTRACT TO CLOSING

Once you've accepted an offer and contingencies are in motion, the focus shifts to coordination and follow-through.

The Closing Timeline

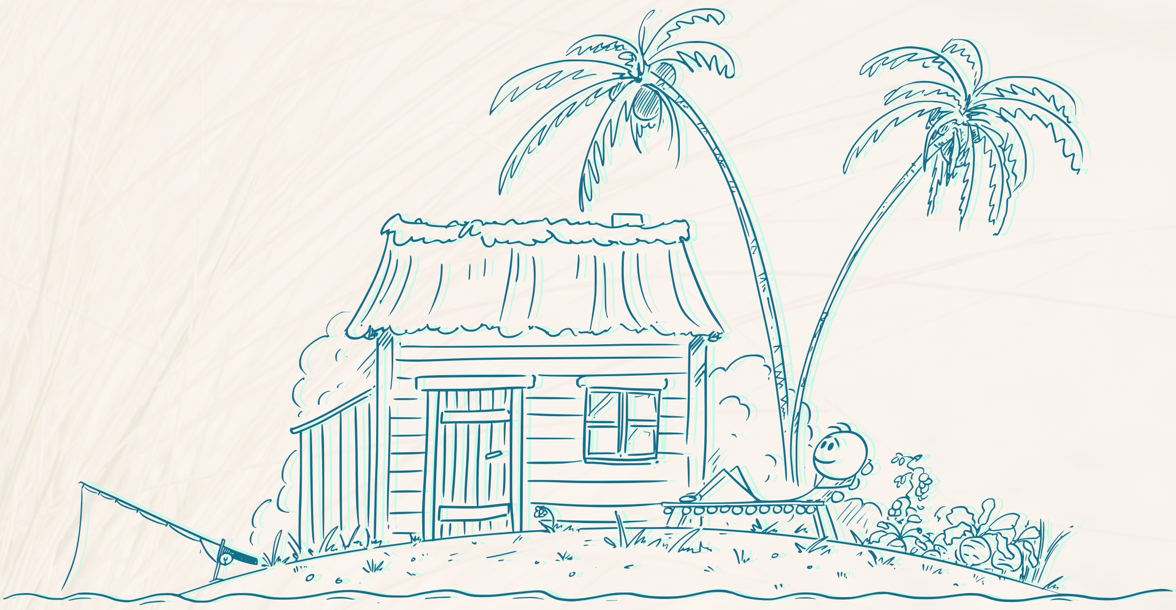
- **Day 1–10:** Inspections and repair negotiations
- **Day 11–25:** Appraisal and loan underwriting
- **Day 26–35:** Title search, survey, and final walk-through scheduling
- **Closing Day:** Review and sign settlement documents with the closing attorney

Your Responsibilities

- Keep utilities on until after closing
- Provide requested HOA or insurance documents promptly
- Remove all personal property unless otherwise agreed in writing.
- Leave keys, remotes, and manuals neatly labeled for the buyer

PRO TIP:

Schedule movers one day after the planned closing date in case of last-minute funding delays.



CHAPTER 10: HOW MY DUAL EXPERTISE SIMPLIFIES THE SALE

As both a licensed Realtor® and Mortgage Loan Officer, I understand how the selling and lending sides connect.

That combination means I can:

- Identify qualified buyers faster
- Interpret lender requirements before problems arise
- Help you evaluate offers not just by price, but by strength of financing
- Coordinate timelines so inspections, appraisals, and closings align smoothly

When you work with someone who speaks both "real-estate" and "mortgage," you avoid surprises and shorten the distance between contract and closing table.

CHAPTER 11: WHY YOU CAN TRUST ME TO GUIDE YOUR HOME SALE

Selling your home is more than a transaction—it's a transition.

I've built my career helping families navigate that transition with clarity, honesty, and local insight.

I treat every seller as a partner, not a paycheck.

From pricing strategy to closing day, you'll always know where things stand and what comes next.

That's how I've earned repeat clients and lifelong friends—people who know that on the South Carolina coast, You've Got a Friend at the Beach.

CHAPTER 12: READY TO SEE WHAT YOUR COASTAL HOME IS WORTH?

Every coastal property has its own story and its own market rhythm.

If you'd like a clear picture of what your home could sell for today, request a complimentary home-value consultation.

There's no cost or obligation—just an honest, data-driven look at your property's value and your best next steps.

Schedule your personalized consultation:

John Rackley | Real Broker, LLC | NMLS #161352
www.CallSouthCarolinaHome.com

Because when it comes to selling your coastal home—You've Got a Friend at the Beach.

STAY CONNECTED

Stay Connected with John Rackley

Selling on the coast isn't a one-time event—it's part of a lifestyle that keeps evolving with the tides.

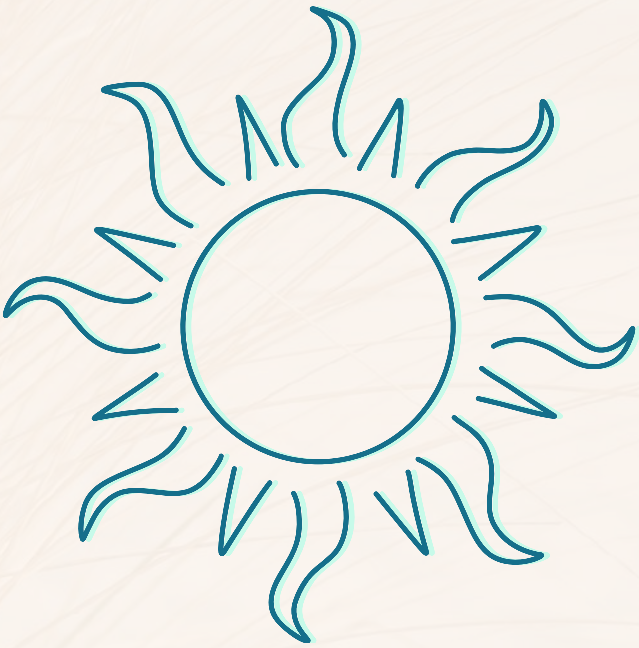
Get Free Coastal Market Updates
Sign up at www.CallSouthCarolinaHome.com for monthly insights on:

- Market trends and price shifts
- New listings and investment opportunities
- Home-maintenance tips for coastal properties
- Community events and local stories

Connect on Social Media

- **Facebook:** facebook.com/CallSouthCarolinaHome
- **LinkedIn:** linkedin.com/in/johnrackleyrealtor
- **YouTube:** Boomer at the Beach Channel

Stay informed, stay inspired, and remember—You've Got a Friend at the Beach.



QUICK SELLER CHECKLIST
YOUR COASTAL HOME SELLING ROADMAP

Before You List

- [ ] Research comparable sales in your neighborhood
- [ ] Schedule a pre-listing home and termite inspection
- [ ] Complete minor repairs and fresh paint touch-ups
- [ ] Declutter, clean, and stage each room
- [ ] Gather key documents (title, tax, HOA, insurance)
- [ ] Verify your home’s square footage

While It’s on the Market

- [ ] Hire professional photography and video tours
- [ ] List on MLS and social media platforms
- [ ] Keep your home show-ready at all times
- [ ] Track showing feedback to adjust strategy if needed
- [ ] Screen potential buyers and verify pre-approvals

Once You Accept an Offer

- [ ] Confirm all deadlines and contingencies
- [ ] Prepare for inspections and appraisals
- [ ] Review repair requests and decide on credits or repairs
- [ ] Keep communication open with your closing attorney and buyer’s agent

Final Week Before Closing

- [ ] Transfer utilities, forward mail, and cancel insurance post-closing
- [ ] Schedule movers for the day after closing
- [ ] Leave manuals, remotes, and keys for the buyer
- [ ] Celebrate your successful sale!

For guidance every step of the way — You’ve Got a Friend at the Beach