From "For Sale" to "Sold!"

with help from your friendly neighborhood agent, Michael!

A guide to selling your home in Greenville, SC

This guide is for Greenville-area homeowners wondering what selling really takes. Inside: how to know if it's time, what your home is worth, what selling costs, how to get it guest-ready, and every step from listing to closing.

No pressure. No jargon. Just the real answers.

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About Me



On a road trip, my wife and I stopped in Greenville for dinner and fell in love with the city. Within a year, we'd moved our family here. Now we're welcoming people who want to do the same.

Born in Beaufort, SC, and raised near Chattanooga, I went overseas at 20 and found my calling serving God. That led to 10 years of missions in more than 30 countries, then serving the local church in South Florida, until God called me to real estate.

These days, I'm married to my best friend, Paige, and we're proud new parents to our baby girl. We love trying Greenville's restaurants and breweries. I'm happiest on a hike, on a run, or around a campfire. At home, I'm baking sourdough, tending my plants, or diving into a good movie or new series. I go all in on the things I love, and I bring that same energy to every client.

10/10

"There's no one I trust more. I'd definitely buy a house from him."

— My wife

★★★★★

"I've believed in him since day one. I can't recommend Michael enough."

— My mom

👍👍

"I could hang out with him all day."

— My daughter, probably

For me, real estate is less about houses and more about the people in them. I've been the buyer and the seller, and I know how stressful it can be. Selling a home means closing one chapter and starting the next, and it should feel exciting, not overwhelming. My goal as an agent is to be someone you can trust, who's in your corner from the first conversation to the day you hand over the keys, and long after. — Michael

Should You Sell Now?

Before you think about price or paint colors, answer these four. They decide almost everything that comes next.

1 Why are you selling?	A growing family, a new job, downsizing, or just ready for a change. Your reason shapes your timing, your price, and how much prep is worth doing.
2 Where are you going next?	Staying in the Greenville area, or moving away? If you're buying here next, we plan both moves together so you're not stuck with two payments or nowhere to live.
3 When do you need to be out?	Work backward from your move date. Prep, listing, and a typical financed closing can take a couple of months , so give yourself more room than you think.
4 What do you owe?	Ask your lender for a payoff amount, not just your statement balance. Sale price, minus payoff, minus selling costs, is what you walk away with (page 5).

Buy first or sell first? *the big one*

Sell first

Upside: you know exactly what you have to spend on the next home.

Trade-off: you may need a short-term rental, or ask the buyer to let you stay a few days after closing.

Buy first

Upside: you move once, on your schedule.

Trade-off: you may carry two payments for a while, or need an offer that depends on your sale. Ask a lender what you qualify for.

Do this

Write down your "why" and your ideal move-out date before you talk to any agent, including me. Every decision after this gets easier.

What Your Home Is Worth

not just what Zillow says

3 numbers
to know before you list

Median sale price: what homes like yours actually sell for nearby. **Days on market:** how long you can expect to wait. **Sale-to-list price:** how close sellers are getting to their asking price.

They change month to month, so I'll pull current numbers for your neighborhood.

Online estimates	A starting point, not a price. They can't see your new roof, your updated kitchen, or the busy road out back.
A real pricing analysis	A comparative market analysis (CMA) compares your home to recent nearby sales of similar size, age, and condition. It's the real foundation for your price, and I'll put one together for you for free.
Price it right the first time	Your listing gets the most attention when it's brand new. Overprice it, and it sits while buyers start wondering what's wrong with it. Price cuts later rarely win that attention back.
The appraisal	If your buyer is financing, their lender's appraisal has to support the price. Price far above recent sales, and the deal can come back to the table later.
Upgrades vs. value	Not every dollar you put in comes back out. Good systems, fresh paint, and updated kitchens and baths matter to buyers. Very personal choices often don't.

Do this

List every upgrade and repair you've made, with rough dates: roof, HVAC, water heater, appliances, flooring. Buyers and appraisers notice, and it helps support your price.



***Pro tip:** Keep your receipts and warranties in one folder. Future buyers love a homeowner who kept records.*

What It Really Costs to Sell

Your net
what you walk away with

Sale price − mortgage payoff − selling costs = your net

Ask me for a net sheet. It estimates your net at a few different prices, so you decide with real numbers.

Mortgage payoff *at closing*	Your remaining loan balance plus interest through closing day, and any home equity line. The closing attorney gets the exact payoff from your lender.
Agent compensation *at closing*	Always negotiable, and spelled out in your listing agreement before anything goes live. You'll also decide whether to offer anything toward the buyer's agent. I'll walk you through both before you sign.
Deed recording fee *at closing*	South Carolina charges a state and county fee to record the deed, based on the sale price (per SC Department of Revenue). In the Upstate, the seller usually pays it.
Closing attorney *at closing*	Sellers typically pay for preparing the deed and a few related documents. Ask for a quote early so there are no surprises.
Property taxes *split at closing*	Taxes are split by the day you sell. Because SC property taxes are paid after the year ends, you'll usually credit the buyer for your share.
Repairs + credits *after the inspection*	Buyers may ask for repairs or a credit toward their closing costs. Set some money aside so a request doesn't catch you off guard.
Prep + moving *before + after*	Paint, a deep clean, small fixes, and the truck. Buying again in South Carolina? Apply for the 4% property tax ratio on your next home right after you move in. Skip it, and you're taxed at 6%.

Do this

Call your lender this week and request a payoff quote. It's free, and it turns "I think we'll be fine" into an actual number.



Get It Guest-Ready

I ran a five-star Airbnb and a cleaning company. Getting a home ready for guests and getting it ready for buyers is the same job: help people picture themselves living there.

Worth doing

- ✓ **Declutter:** clear counters, closets, and shelves. Buyers open everything.
- ✓ **Deep clean:** like a guest checks in tomorrow. Baseboards, windows, grout, ceiling fans.
- ✓ **Small fixes:** drippy faucets, burnt-out bulbs, sticky doors, loose handles.
- ✓ **Fresh paint:** neutral colors where walls are scuffed or bold.
- ✓ **Curb appeal:** fresh pine straw, a trimmed yard, a clean front door, a new doormat.
- ✓ **Light:** open the blinds, match your bulbs, and turn on every lamp for photos.

Usually skip

- ✗ **Big remodels:** right before listing, you rarely get the money back.
- ✗ **Brand-new appliances:** buyers may already have their own picked out.
- ✗ **Very personal decor:** pack family photos and collections. Buyers need to picture their stuff.
- ✗ **Heavy scents:** clean beats perfumed. Open a window instead.

The 10-minute showing reset *before every showing*

- ☐ Beds made
- ☐ Counters clear
- ☐ Trash out
- ☐ Pets + bowls away
- ☐ Lights on
- ☐ Comfy thermostat

Do this

Walk through your home like a first-time guest. Start at the curb, come in the front door, and write down the first thing you notice in every room.

From my Airbnb days: **Fresh white towels, a made bed, and one green plant photograph better than any rented staging furniture.**

Listing to Offer

Photos + listing	Most buyers meet your home online first, so photos matter more than almost anything. Schedule them after the deep clean, on a bright day.
Showings	Step out while buyers tour so they can relax and talk honestly. Their feedback comes to me, and I'll pass along what's useful.
Open houses	A good way to reach neighbors and buyers who are just starting their search. I'll host it and follow up with everyone who signs in.
Counteroffers	You can accept, counter, or decline. Countering on price, closing date, or credits is normal, and it keeps the conversation going.

Comparing offers in South Carolina

highest isn't always best

LOOK AT	WHAT IT TELLS YOU
Price + loan type	Cash, conventional, FHA, or VA, and whether they're pre-approved. It affects how likely the deal is to close.
Earnest money	How much they're putting down to show they're serious.
Due diligence fee + days	What they'd pay you to walk away during due diligence, and how long that window lasts.
Contingencies	Financing, appraisal, or selling their own home first. Fewer usually means a smoother deal.
Closing date + credits	Does it fit your move? Are they asking you to pay toward their closing costs?

Do this

Decide your walk-away terms before the first offer arrives: your lowest price, your latest closing date, and what you're willing to repair.

Showing Day Bingo

Here's the catch: you'll never actually see a showing, because you won't be home. (You'll be hiding in a Target parking lot.) So this card is everything that happens **to you** while your home is listed.

B	I	N	G	O
You hide in a Target parking lot	A showing request with 20 minutes' notice	You come home and every closet door is open	Your dog has been to more coffee shops than you	Dirty dishes hidden in the oven
You drive past to see if they've left yet	A fresh handprint on the window you just cleaned	Neighbor asks, "So what are you asking?"	You refold the towels. Again.	The lights are on in a room you never use
Your Zestimate changes overnight	Another agent's business card left on your counter	★ **FREE** You made the bed. Again.	You check for feedback 47 times	Feedback: "Loved it! But..."
Second showing booked!	Your kid asks why strangers were in their room	You eat dinner in the car	It rains on photo day	You can't remember where you hid the laundry basket
Someone changed your thermostat	You stress-clean baseboards at midnight	A stray shoe bootie on your porch	You run the vacuum with 5 minutes to spare	An offer comes in!

Got BINGO? Snap a picture of your card and send it to me. Bragging rights guaranteed.

Under Contract to Closing

Due diligence	The buyer inspects, gets insurance quotes, and may ask for repairs. Under SC's standard contract, they can still back out in this window by paying the due diligence fee.
Repair requests	You can agree, offer a credit instead, or say no. Focus on the big systems: roof, HVAC, water, electrical, structure.
Low appraisal	Your options depend on the contract: lower the price, meet in the middle, or the buyer covers the gap. We'll talk it through together.
Closing attorney	In South Carolina, a real estate attorney handles the closing and pulls together documents from buyer, seller, agents, and lender. Already moved? Ask about signing ahead of time.
Moving out	Leave it broom-clean, with keys, garage remotes, and manuals on the counter. The buyer does a final walkthrough before closing.

don't skip this one!

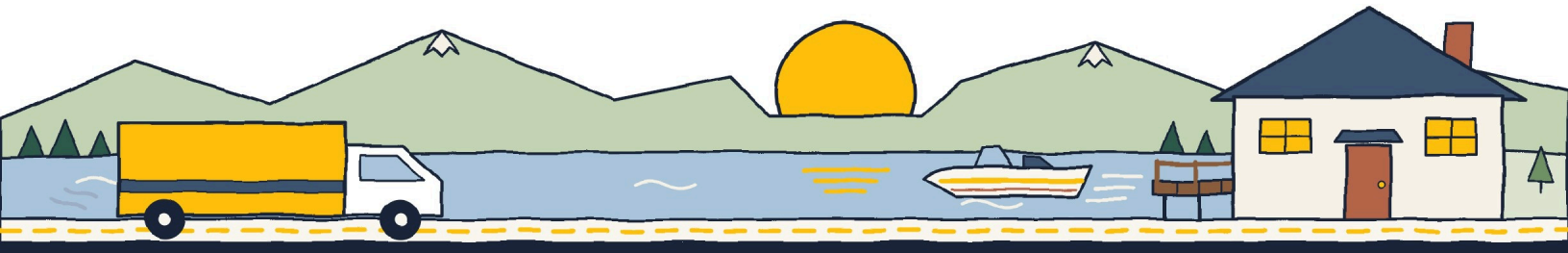
Watch for wire fraud

Your sale proceeds are a target too. Confirm how you'll be paid by calling your closing attorney at a phone number you found yourself. **Never trust banking instructions that arrive by email alone.**

Do this

Keep receipts for any agreed repairs and leave copies on the counter. It makes the final walkthrough quick and painless.

Local's tip: Celebrate your sale with dinner at Passerelle Bistro, overlooking Falls Park!



Seller Mistakes to Skip

01 Pricing high "to leave room"

Buyers search by price range. Too high, and the right ones never see it.

02 Skipping the deep clean

Buyers notice dust before they notice granite.

03 Hiding known problems

Be honest on SC's property disclosure. It protects you.

04 Staying home for showings

Buyers can't picture living there with you in the kitchen.

05 Taking feedback personally

It's about the house, not you or your taste.

06 Forgetting your next move

Know where you're headed before you go under contract.

WHAT'S NEXT

Your Next Step

Thinking about selling in the next year? Send me a message and tell me about your home and where you're headed next, even if you're not ready to list yet.

Call, text, email, or DM me. Let's talk about your "someday."

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Free for Greenville-area homeowners: a pricing analysis and net sheet. No pressure, no obligation to list with me.



In your corner to turn "someday" into "welcome home."

This guide is general information, not legal, tax, or lending advice. Confirm fees, taxes, and timelines with your closing attorney and Greenville County.