

WELCOME TO OUR WORLD

A Seller’s Field Guide

What to expect when you list with us

BLACKSTREAM | CHRISTIE’S INTERNATIONAL REAL ESTATE

CONTENTS

01 WELCOME

02 YOUR TEAM

03 THE TIMELINE

04 OUR PROCESS

05 DHG STUDIOS

06 PHOTOGRAPHY DAY

07 MARKETING YOUR HOME

08 PRICING STRATEGY

09 OUR COMMISSION

10 FREQUENTLY ASKED QUESTIONS

11 PREFERRED VENDOR DIRECTORY

01

WELCOME

Selling a luxury home is a different discipline than selling a house. The stakes are higher, the buyer pool is more discerning, and the margin for error on presentation, pricing, and marketing is thinner. That is exactly why you are here.

The Damian Hall Group operates at the intersection of data, design, and relentless preparation. We do not wing it. Every listing follows a structured process that has been refined across years of high-end transactions in the Greenville, South Carolina market and the surrounding Upstate region.

This field guide walks you through what happens from the moment you decide to list with us to the day you hand over the keys. No surprises. No guesswork. Just a clear picture of how we turn your home into the most compelling listing in the market.

RECORDS HELD

Highest sale price in Lake Lure history	1883 BUFFALO SHOALS ROAD
Most expensive residential home sold in South Carolina at the time	
Record sale in the city of Asheville	39 SUNSET SUMMIT
Record sale for Polk County	HIDDEN HOLLOW FARM, COLUMBUS
Second highest off-water sale in Upstate history	125 SCENIC CREST, KEOWEE SPRINGS

Five closed sales, not list prices.

FROM A SELLER, IN HER OWN WORDS

My husband and I have moved more times than I care to admit, from several big cities over the years, so I do not say this lightly: selling our home at The Cliffs at Glassy in Landrum, with Damian Hall, was the finest real estate experience we have ever had. Nothing in all of those moves comes close.

What truly set it apart is that Damian brought us the buyer himself. He already had a family in mind who wanted precisely our view, and that quiet bit of matchmaking made the whole process far smoother than I imagined possible. He even arranged a month-long lease-back so we were never rushed to find our next chapter.

After a lifetime of moves, I finally know what it feels like to be genuinely well cared for.

KIM DANIELS

130 STONY ROAD, THE CLIFFS AT GLASSY · UNDER CONTRACT IN SEVEN DAYS

SHARED WITH HER PERMISSION

We do not sell houses.
We position properties, tell stories,
and create urgency in the market.

02

YOUR TEAM

We stay small so you get us. We stay connected so you get everyone else.

When you list with us, you are not hiring one agent. You are hiring a team built to handle every stage of the process, from market analysis to closing coordination, with the Christie's International Real Estate network behind it.



Damian Hall

MANAGING DIRECTOR

(864) 561-7942
dh@damianhallgroup.com



Erin Hubbard

REALTOR | LISTING DIRECTOR

(864) 678-0178
erin@damianhallgroup.com



Ray Mack

REALTOR | SALES DIRECTOR

(864) 546-0189
ray@damianhallgroup.com



Annette Wrenn

REALTOR | CLIENT EXPERIENCE DIRECTOR

(305) 904-7746
annette@damianhallgroup.com



Tyler James

OPERATIONS DIRECTOR

(864) 640-6009
tyler@damianhallgroup.com

Closing Coordinator

DHG CLOSING TEAM

closing@damianhallgroup.com

Our closing team takes over the file the moment you are under contract and manages every document, deadline, and detail through closing. You will always know who to call and what comes next.

03

THE TIMELINE

From signed listing agreement to MLS go-live, our target is two weeks. Some homes require more preparation. We will tell you up front if yours does.

DAY 1

Listing Agreement Signed

We formalize the engagement, set the strategic price, and build your listing file. Our operations team begins coordinating vendors, photography, and marketing production immediately.

DAYS 2 - 4

Property Preparation

Staging consultation, vendor walk-throughs, minor repairs, and curb appeal work. We provide a specific preparation checklist for your home.

DAYS 5 - 7

Photography & Media

Professional photography, drone aerials, 3D virtual tour, floor plans, and video. We schedule this when the home is fully prepped and the light is right.

DAYS 8 - 13

Marketing Production

Listing copy is written, collateral is designed, digital ads are built, and your property page goes live on our website.

DAY 13

Coming Soon Drop

We activate our coming-soon channels, notify our buyer and broker networks, and create pre-launch momentum before the listing hits the open market.

DAY 14

Listing Launch | MLS Go-Live

Your listing launches on MLS, syndicates to 80+ consumer sites, and our paid advertising goes live.

DAYS 14 - 90

Listing Amplification & Reassessment

Following launch, we amplify your listing through our marketing campaigns and strategies. Paid digital, email sequences, social content, and agent outreach run continuously. At the 30 to 45 day mark, we reassess pricing strategy based on showing activity and buyer feedback, double down on the campaigns that are working, and shift ad spend accordingly.

“The level of service we got from the whole team was excellent and someone was always accessible if we had a question or needed something. Our home hit MLS early April and we were under contract in a couple of weeks with the house sight unseen, probably due to the incredible marketing and vast exposure in multiple publications.”

DIANE L. SELLER

04

OUR PROCESS

Every DHG listing moves through six defined phases. This is not a checklist we improvise. It is an operating system that ensures nothing gets missed and every decision is intentional.

01

Consultation & Strategy

We begin with a detailed walk-through of your property and a conversation about your goals, timeline, and expectations. The first visit is a tour and a conversation. We walk the home, talk through your goals and your timeline, and show you exactly how we work. We do not price a house we have not stood in. After the appointment, once we are versed on your home, we pull the comparable sales, prepare a comprehensive market analysis, and come back to you with pricing strategy, the marketing plan, and our read on where your buyer is most likely to come from. This is a collaborative conversation, not a pitch. We want to understand how you think about your home so we can position it the right way.

02

Pre-Market Preparation

Once the listing agreement is signed, our operations team takes over. We coordinate a staging consultation, schedule vendors for any needed repairs or cosmetic updates, and build a preparation timeline specific to your property. You approve every line item before work begins.

03

Media & Content Production

We brief DHG Studios, our in-house photographer and videographer, on your home's architecture, light, and style. We produce professional still photography, drone aerials, a cinematic virtual tour, architectural floor plans, and social media reels and content. Our listing copy is written specifically for your home with editorial care. It does not read like every other listing on MLS. It reads like something you would find in a design magazine.

04

The Launch

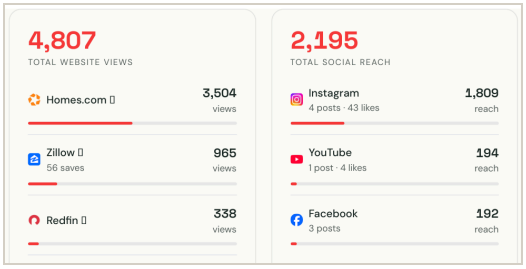
Launch is a coordinated event, not a listing upload. Your home goes live on MLS and syndicates to Zillow, Realtor.com, Trulia, and 80+ consumer search sites, plus The Wall Street Journal, christiesrealestate.com, Robb Report, and our global affiliate network. The same week, the film premieres, the launch eblast reaches our buyer database, Just Listed postcards hit your neighborhood, the social campaign opens across our channels, and the press pitch goes out where the story earns it. The first two weeks decide how the market reads your home, so everything arrives at once, on purpose.

05

Amplification

After launch week, the campaign keeps working. Ongoing digital and social ad campaigns retarget the buyers who engaged and reach new feeder markets. Tailored print follows where it earns its keep: brochures for showings, magazine placements for the properties that warrant them. Curated events, from broker opens to private previews, put the right people inside the home. And the rest of the marketing plan unfolds on schedule: the DHG Tours video feature, fresh social angles, email touches to our network, and repositioning whenever the data says the market is not responding. We send a marketing report every other week so you always know exactly what is happening, how many people are seeing your home, and how showings are tracking.

A PAGE FROM A LIVE REPORT



43 High Laurel Way, Travelers Rest. Every portal and every channel counted separately, so you can see which ones are working and which ones are decoration. The full report adds showing feedback in the agent's own words, your comparable set, and every piece of marketing we ran that period.

06

Offers, Negotiation & Close

Every offer is presented in a clear, organized breakdown. We review terms, contingencies, buyer qualifications, and timing. Once you are under contract, your Closing Concierge manages every deadline through closing day.

STRATEGIC LEVERAGE

NEGOTIATION FOCUSED ON OUTCOME, NOT EGO.

Luxury negotiations are rarely linear, and the headline price is the least reliable number on an offer. Redfin found seller concessions in 44.7% of U.S. sales this summer. We advise sellers through three questions:

- What does this offer actually net, after credits, concessions and carrying costs?
- Where can it break: financing, appraisal, inspection, or the buyer’s own sale?
- How do we counter so the leverage stays on your side of the table?

The goal is a contract that closes on your terms, not weeks of back-and-forth. We have negotiated leasebacks, 1031 exchanges, livestock and one kangaroo. Your deal will not surprise us.

05

DHG STUDIOS

We move masterpieces.

10 TB	Zero
ORIGINAL FILM ALREADY IN OUR LIBRARY	VENDORS. THE TEAM IS IN-HOUSE, FULL TIME

> Every agent promises professional photography. That usually means a contractor with a wide lens and ninety minutes. DHG Studios is a production studio inside the brokerage, built over two decades of shooting islands, castles, horse farms, and properties to $22,000,000. Sellers see the difference in the first frame, which is the only frame most buyers give you.

ONE

The Standard

- **Architectural Digest style tours, not walkthroughs.** Square footage is a fact. A film is a reason to get on a plane.
- **Directed, not ordered.** Damian directs the shoots himself. Director, photography advisor, producer, and when the property calls for it, horse wrangler.
- **An eye earned the long way.** Nearly two decades and more than $250,000,000 in career sales, including the second-highest residential sale in upstate South Carolina history and the record sale in Asheville. The work has run in *The Wall Street Journal* and on HGTV.

TWO

What That Looks Like on Site

- **More than thirty hours on site** at Circle Creek Farm, because the property earned every one of them.
- **A 1951 Rolls-Royce** rented for a property film, because the house deserved the right car in the drive. For a Lake Lure listing, a ski boat, a captain, and a wakeboarder, so the water read as a life rather than a feature.
- **Drone, lighting rigs, and a 10 TB library** of original footage covering Lake Keowee, downtown Greenville, the Cliffs communities, and the Tryon horse farms, so your home is never shown in isolation from the place that makes it worth owning.

THREE

Why In-House Matters

- **A vendor shoots a shot list.** Our team shoots the property, and they have done enough of these to know which twenty minutes of the day the house looks like itself.
- **One eye, every time.** Same studio and same standard whether the home is $900,000 or $6,000,000.
- **Included.** Stills, film, drone, and production are covered by DHG on every listing. No media invoice at closing.

Anyone can hire a photographer. Very few can tell you why the shot is the shot.

06

PHOTOGRAPHY DAY

Photography is the single most important marketing asset for your listing. Buyers form their first impression online, and the quality of your photos determines whether they book a showing or keep scrolling.

Our photography sessions typically run 2 to 4 hours. We strongly recommend that all residents, including pets, vacate the property during the shoot so our team can work efficiently and capture each space at its best.

WHAT WE HANDLE

DHG Studios shoots your home. Every session includes professional still photography, drone aerials, architectural floor plans, and a property film. We build the shot list around your home's architecture, light, and orientation, and we handle all scheduling and creative direction. You do not need to be present. A recent Cliffs at Glassy listing produced 94 finished photographs from one session, cut into three channel sets: twenty for Facebook, twelve for Instagram, and an MLS set ordered to lead with what buyers respond to first. You have seen the alternative. Eight or ten frames, shot at noon, in the order they came off the camera.

WHAT WE NEED FROM YOU

The house needs to be fully prepped before the crew walks in: decluttered and clean, every light on, every ceiling fan off, personal items out of sight, vehicles off the driveway, the lawn mowed inside 48 hours, and the interior styled to photograph at its best.

Our Property Prep Checklist covers every detail room by room, with the specific context behind each item. We provide it as a separate document so you can work through it at your own pace and tape it to the fridge. One of us will walk you through it and coordinate any vendors you need to get the job done.

Your Property Prep Checklist is included with this guide. If you have questions about any item, call Erin or Annette directly.

07

MARKETING YOUR HOME

Putting a listing on MLS is not a marketing plan. It is the minimum. Our approach is a coordinated campaign that draws on the global reach of Christie's International Real Estate and our own local infrastructure to find the right buyer, wherever they are.

AN AUDIENCE, NOT A CAMPAIGN

Most marketing plans rent attention. An ad runs, you pay for it, and the attention stops the day the money does. That is the whole model almost everywhere in this business.

Alongside the brokerage we publish Southern Escapes, a media property about the Great Southern Migration: the people leaving California, New York, New Jersey and Illinois for Highlands and Cashiers, Lake Keowee, Greenville, Charleston, Hilton Head, Western North Carolina and the private golf communities. The Southern Ledger goes out on Tuesdays, a letter on the markets, the residences and the slower returns of moving to the Southeast. The Weekend Escape follows on Saturdays. The Pulse carries weekly market intelligence for these regions. And thirty-one hyperlocal community pages we own and rank.

Read that list of markets again. It is a description of where your buyer is coming from.

That is the difference between a marketing plan and an audience. We did not build it for your listing. We built it years before your home came to market, pointed at the exact person most likely to buy it, and your listing inherits the whole thing on the morning we go live.

You are welcome to watch it work. Subscribe to The Southern Ledger and you will see what we put in front of your buyer pool every week, whether or not your home is in that edition.

The same operation produces the Southern Escapes Intelligence Briefing, a full report on migration and pricing across the Carolinas and the Lowcountry. Who is actually moving here, from where, and what it has done to values. Ask us and we will send it, whether or not you ever list with us. It is the research behind the pricing conversation we are going to have anyway.

Direct reach, before a single ad runs

Audiences we can put your home in front of on day one. Figures are minimums.

SOCIAL AUDIENCE 25,000



Across Damian Hall Group and Southern Escapes channels, built organically over years.

CHRISTIE'S AGENT NETWORK 11,000



Luxury Connection newsletter, twice monthly, worldwide. Every DHG listing is placed. We pay for it.

PRIVATE DATABASE 7,500



Past clients, buyers, and agents we have transacted with directly.

Bars drawn to scale against one another.

AND THE REACH WE BUY INTO ON YOUR BEHALF

- 50M annual visitors to christiesrealestate.com
- 500,000 annual readership, Christie's International Real Estate Magazine
- 800 consumer sites your listing syndicates to
- 31 hyperlocal community pages we own and rank
- 5 MLS boards, Greenville to Highlands-Cashiers
- 100 publications our PR team pitches monthly

HOW YOUR LISTING IS WRITTEN

Every agent writes a listing description. Almost none of them check anything before they start.

In April 2026 Zillow published the Buzz Index, which measures the lift in daily buyer engagement produced by more than 600 individual home features, drawn from 235 million monthly users. Their earlier research set the stakes: a listing saved by five or more buyers a day typically has an accepted offer inside a week, and one averaging ten or more saves a day tends to sell above list. Engagement is not a vanity metric. It leads both price and speed.

So we audit your home against that index before a word of copy is written, and whatever the audit finds earns the opening line rather than a mention in paragraph four.

DAILY LIFT BY FEATURE, AS PUBLISHED BY ZILLOW, APRIL 2026

+20% exposed beams, the highest lift measured	+19% Victorian
+15% exposed brick	+11% Cape Cod
+11% saltwater pool	600+ features measured in total

The first home we ran through the audit did 4,786 views and 135 saves in its first eight days, with Zillow's own verdict that it was likely to sell faster than 82 percent of nearby homes. It was under contract in thirty days. Eight days in, that seller wrote to ask whether there would be a Prosecco party when the listing hit five thousand views.

What the audit never does is invent a feature. If your home carries none of them, the copy falls back to neighborhood architectural character, mature landscape, regional context, and then the life the house makes possible that others in its price band cannot. Generic copy on a neutral home underperforms. Inventing a feature is worse than underperforming.

CUSTOM PROPERTY WEBSITE

Every listing gets a dedicated, address-based domain with a full photo gallery, virtual tour, floor plans, neighborhood information, and lead capture. This becomes the hub for all advertising traffic.

MLS & GLOBAL SYNDICATION

DHG holds memberships in five MLS boards: Greater Greenville, Western Upstate (Lake Keowee), Spartanburg, Canopy (Charlotte to Asheville), and Highlands-Cashiers. Your listing enters every applicable board and syndicates to Zillow, Realtor.com, Trulia, and 80+ consumer sites. It also goes live on christiesrealestate.com, which draws more than 50 million visitors annually.

THE NETWORK ITSELF

Every brokerage claims global reach. Usually that means a listing feed nobody reads. Christie's International Real Estate is invitation only. Firms are asked to join. They cannot apply and they cannot buy in. Blackstream was asked.

What that buys your home is the advisor in another country, working a buyer who wants water and mountains and privacy in the American Southeast, who finds your home because it is already inside the network she works in every day. That referral appears in no marketing report and closes more homes at this level than any portal does. Damian is one of 30 agents selected to The Council, the group the network asks to advise its leadership, and he has been in the room since its inaugural summit in Chicago.

THE NETWORK, IN NUMBERS

1766 the year Christie's was founded	50+ countries and territories
450 brokerage offices	10,000 luxury advisors
13,000 active listings at any moment	30 agents selected to The Council worldwide. Damian is one.

THE MASTERS CIRCLE & THE COUNCIL

THIRTY AGENTS THE NETWORK ASKS FOR ADVICE.

The Christie's International Real Estate Council is an invitation-only advisory group launched in 2026. It seats 30 agents selected from the roughly 10,000 real estate professionals in the Christie's International Real Estate network worldwide. Damian Hall is one of them.

Selection is not a sales-volume award. Council members are chosen for:

- Leadership in their own markets
- Exceptional performance at the top of the luxury market
- The way they represent the Christie's International Real Estate brand
- The judgment to advise the wider network on market trends and strategy
- Real relationships with high-net-worth clients and brokers across markets

The Council puts the network's leading agents in one room to trade market intelligence, open referral lines between markets, advise the network's leadership, and help set the direction of the brand. Its inaugural summit was held in Chicago, and its members collectively sell more than $7 billion in real estate a year.

It is separate from, and far smaller than, the Christie's International Real Estate Masters Circle, which recognizes the network's top producers each year: 504 agents worldwide in the 2026 class. Damian has been named to it every year since 2019. Put simply, the Masters Circle recognizes performance. The Council recognizes performance, influence and strategic leadership.

For a seller, the difference is practical. When your buyer is more likely to be in Miami, Park City or Los Angeles than in Greenville, Damian calls a colleague he sits with, by name, the week your home goes live.

EMAIL CAMPAIGNS

Your property is distributed to the Damian Hall Group database of 7,500+ contacts, the Christie's International Real Estate global Affiliate network, the Christie's International Real Estate Masters Circle (504 agents worldwide in the 2026 class), our fellow Council members, who see DHG listings before they go public, and the local agent community. Multiple sends, not a single blast.

CHRISTIE'S CO-OP ADVERTISING

Through Christie's International Real Estate, your listing gains access to cooperative advertising placements in The Wall Street Journal, The New York Times, Financial Times, Country Life (UK), Mansion Global, and JamesEdition. We match placements to your property and buyer profile.

PRESS DISTRIBUTION & PR

Your listing is sent to The Wall Street Journal, The New York Times, and Robb Report at launch. Our PR team pitches monthly to Architectural Digest, WSJ, NYT, and 100+ publications. DHG listings have been featured as WSJ House of the Day and on the cover of the WSJ Mansion section.

BEYOND THE HOUSE

Some sales involve more than the property. Art on the walls, a wine cellar, jewelry, a car collection, furniture with provenance.

Because our affiliation is with Christie's, you are assigned a dedicated liaison to the specialists who handle those categories at auction. You are not sent off with a phone number and good luck. If the estate needs a valuation, a private sale, or a consignment, that conversation happens inside the same relationship that is selling your home.

Most sellers never need this. The ones who do have usually spent months trying to solve it alone.

PREMIUM PARTNER WEBSITES

Your listing is promoted on the digital platforms where affluent buyers already read: the Financial Times, The New York Times, Barron's, The Wall Street Journal, Mansion Global and JamesEdition, plus Country Life in the United Kingdom and MarketWatch. Christie's own social channels add roughly two million people a month across 150 countries, and *Luxury Defined*, the brand's editorial channel, reaches 9,000 subscribers who open it at 50 percent.

PAID SUBSCRIBERS AT THREE OF THOSE TITLES, AS THE COMPANIES THEMSELVES REPORTED IN 2026

13.35M The New York Times, subscribers at 30 June 2026

4.71M The Wall Street Journal, subscriptions, quarter ended 31 March 2026

1.53M Barron's Group, subscriptions, quarter ended 31 March 2026

Nineteen and a half million paid subscriptions across three titles, and that is before the Financial Times, Mansion Global, JamesEdition, Country Life and MarketWatch, whose audiences are counted differently. Sources: New York Times Company second quarter 2026 results; News Corporation fiscal third quarter 2026 results.

TARGETED SOCIAL & VIDEO ADS

Funded campaigns on Instagram and Facebook, built around the buyer most likely to purchase in your community rather than boosted to whoever happens to be nearby. YouTube pre-roll targeted geographically to relevant buyer pools. A recent seven-day flight on a Cliffs at Glassy listing cost $111.94, reached 18,197 people, and put 1,873 of them on the property itself. Six cents for a visit to the home rather than for an impression, and nearly nine in ten people who tapped made it all the way to the property.

1,873	$0.06
VISITS TO THE PROPERTY IN SEVEN DAYS	**COST PER VISIT, NOT PER IMPRESSION**

INTELLIGENT MARKETING & AI SEARCH

Buyers no longer start every search on a portal. A growing share ask ChatGPT, Claude, or Gemini where to find a gated estate near Greenville, and those systems answer with whatever they can read and trust. We write and structure every listing to surface there: descriptions, headlines, and metadata built to rank in AI-driven search as well as Google, and YouTube titles and descriptions engineered around the exact phrases buyers type. Behind the scenes, an AI-assisted operation reads campaign performance daily, shifts budget toward the audiences that respond, and assembles the report you receive every other week. The technology does the reading at scale. The judgment about your price, your positioning, and your negotiation stays human, and stays with us.

PRINT MARKETING

Just Listed postcards to 300-500 homes in your neighborhood. Custom printed brochures for marquee listings. Full-page placement in *Christie's International Real Estate Magazine*, which reaches an annual readership of 500,000, is available as an optional placement. We will tell you whether your property is a fit and what it costs before you decide.

DHG TOURS VIDEO SERIES

30 to 45 days post-launch, we shoot a lifestyle-focused property video for our YouTube series, creating a second wave of exposure. The series collectively generates 15,000+ views.

REPORTING EVERY OTHER WEEK

Every other week you receive a detailed marketing report showing ad impressions, website traffic, showing activity, and agent feedback. The same report carries an update on your hyperlocal market: what sold, what came on, and what either one should change about how we are positioned.

Showing feedback arrives in the showing agent's own words, unedited. From a current listing: *"Clients really appreciate the quality of the house, level of finishes and view. Feel the price is very attractive. Their challenge has to do more with timing."* That is a seller finding out the price is not the problem. Most sellers never get to read the sentence that tells them.

"From day one of contacting Damian, he and Tyler have never failed to answer a text or an email or a phone call, literally, immediately. Nothing my husband or I asked them to help us with went unanswered. No issue was too small or unimportant for them to assist us with."

SHERRY D. SELLER

PRICING STRATEGY

Price is the single variable that determines how quickly and competitively your home sells. Our approach to pricing is data-driven, not emotional, and it accounts for factors that standard automated valuations miss entirely.

We use a sum-of-parts methodology that evaluates your home's lot, location, construction quality, finishes, condition, and lifestyle features individually against comparable sales. This produces a more accurate range than a blanket price-per-square-foot calculation.

Every seller receives a detailed Comparative Market Analysis before we agree on a list price. We will walk you through three pricing approaches:

MARKET PRICING

Positioned in line with the most recent comparable sales. This is the most common approach and generates consistent showing activity from day one.

STRATEGIC PRICING

Positioned slightly below perceived value to widen the buyer pool and create competitive urgency. Best suited to properties in high-demand areas where multiple offers are realistic.

ASPIRATIONAL PRICING

Positioned at the top of the range to test the market. This requires patience, a longer timeline, and the willingness to adjust if early activity does not support the price.

THE MARKET THIS FALL · SEPTEMBER 2026

WHAT THE WRONG NUMBER COSTS RIGHT NOW.

Buyers have time, choices and the confidence to ask for help at closing. Three national figures, each from the organization that measures it, show what that does to a home that starts too high.

10%

overpriced is enough to add more than a month to time on market.

REDFIN · MARCH 2026

44.7%

of U.S. sales included seller concessions, the highest August share since at least 2020. Atlanta 72.8%, Charlotte 67.9%, Raleigh 66.3%.

REDFIN · SEPTEMBER 2026

4.9

months of supply nationally, the highest level in more than ten years.

NAR · AUGUST 2026

Time costs money, too. Realtor.com's June 2026 analysis found that homes closing by about the four-week mark sold for 1.8% more than homes selling at the average pace, while homes on the market 18 weeks or longer sold for 1.3% less. On a $2,000,000 home, that spread is about $62,000. In Realtor.com's own words, an overpriced home "gets stale, loses leverage and sells for less."

None of this is a reason to underprice a fine house. It is a reason to price it where the buyers already are, and to decide in advance what we will do if the market disagrees.

> ### The 10/10 guideline
>
> It is a guideline we follow, not a clause you sign. If ten days pass with no showings, or ten showings pass without an offer, that is our cue to talk about price. Most of that conversation happens along the way: we keep an open dialogue about expectations from day one, so nothing arrives as a difficult call in week nine. You still choose the number. The guideline means neither of us waits for the market to choose it for us.

Sources: Redfin, "Over Half of Home Listings Have Been Lingering on the Market for More Than 2 Months," 30 March 2026. Redfin, seller concessions analysis, 18 September 2026 (three months ending 31 August; 29 metros; concessions are repairs, closing costs and rate buydowns, not price cuts). National Association of Realtors, Existing-Home Sales, 10 September 2026. Realtor.com, "By Week Four, Your Listing Is Either Getting Offers or Price Cuts," 11 June 2026. National figures; ask us for the same read on your neighborhood.

We will always give you an honest assessment. The market sets the price. Our job is to present the data clearly so you can make an informed decision, then execute a marketing campaign that supports the strategy you choose.

09

OUR COMMISSION

Our fee reflects the scope of what we deliver: a dedicated team with more than 50 years of combined experience, professional media production, a multi-channel marketing campaign, expert negotiation, and full-service transaction management from listing to close.

It also buys something that does not appear on any line item. Damian is one of 30 agents selected to The Council of Christie's International Real Estate, from a network of roughly 10,000. That seat is not a plaque. It is a phone that gets answered. When your buyer is more likely to be sitting in Miami, Park City, the Hamptons, Lake Tahoe, Los Angeles, Dallas, or Palm Beach than in Greenville, we call the agent who represents that buyer by name, the same week your home goes live. Most listings wait for the right buyer to find them. We go get them.

And there is a buyer nobody else in this market can reach. Because our affiliation runs through the auction house, your home is presented to influential luxury, art, and collector communities. The people bidding on the Warhol, the Breguet, the Ferrari. They own homes too, and they tend to buy them the way they buy everything else: on conviction, quickly, and without needing the price explained to them. That is the honest answer to why our fee is what it is. Not more advertising. A different audience. It is also why we spend what we do on the film and the photography, because you do not sell to a collector with a floor plan.

Listings up to $2,000,000	3%
Listings at $2,000,000 and above	2.5%

01

DEMAND WE ALREADY OWN

Audiences, rankings, and relationships built before your home came to market. You inherit them on day one.

02

PRODUCTION ON YOUR HOME

Photography, film, print, and a funded paid campaign. Produced by our people, billed to us, not to you.

03

THE MACHINE BEHIND THE SALE

Valuation, marketing plan, reporting, showing support, and coordination from contract to close.

What the fee covers

Line by line, against a standard Upstate luxury listing

	DHG	TYPICAL LISTING
GETTING YOUR HOME IN FRONT OF BUYERS		
MLS and national portal syndication	✓	✓
Christie’s International Real Estate global network	✓	–
Luxury Connection newsletter to more than 11,000 agents worldwide, every listing	✓	–
Southern Escapes editorial platform and 31 hyperlocal community pages	✓	–
Surfaces in AI assistant answers for Greenville and Cliffs sellers	✓	–
Private database of more than 7,500 contacts and a social audience above 25,000	✓	–
Funded paid campaign on every listing, not an upsell	✓	–
YouTube pre-roll and feeder-market audience targeting	✓	–
Press outreach to named editors and editorial calendar windows	✓	–
HOW YOUR HOME IS PRESENTED		
Professional photography	✓	✓
Dedicated in-house photographer and cinematographer	✓	–
Property film and social cut-downs	✓	–
Printed brochure and property collateral	✓	–
Staging and interior design consultation	✓	–
HOW THE SALE IS RUN		
Sum-of-parts valuation and pre-list package	✓	–
Tailored marketing plan built for your home, before you sign	✓	–
Marketing report every other week, with a hyperlocal market update	✓	–
Showing assistant and same-day feedback	✓	–

	DHG	TYPICAL LISTING
A dedicated Closing Concierge, contract to close	✓	–
Preferred vendor network	✓	–

A standard listing reaches the MLS and the portals that pull from it. That is the floor, not the plan. Everything else on this page is distribution and infrastructure we already own, and it costs you nothing beyond the fee.

Buyer agent compensation is discussed and agreed upon separately as part of our listing strategy conversation. We will walk you through current market norms and how compensation structure affects buyer agent behavior and showing traffic.

“They literally sold the property in less than three days. Working one open house on day three produced multiple offers, a bidding war, and was under contract with an above-asking cash offer. I considered a number of agencies to list the property and no one seemed to have the momentum Damian is producing in the high-end arena here in Greenville.”

PATRICK C. SELLER

FREQUENTLY ASKED QUESTIONS

How long will it take to sell my home?

That depends on the price point, the condition, the location, and the current market. In the Greenville market, well-priced luxury homes typically go under contract within 30 to 60 days. Some sell in the first week. Others take longer, particularly at higher price points or in niche neighborhoods. We will give you a realistic expectation based on current absorption rates and comparable time-on-market data for your area.

What should I do to prepare my home before listing?

Start with the basics: declutter, deep clean, and address any deferred maintenance that a buyer would notice during a showing. Beyond that, we will give you a property-specific preparation plan. Some homes benefit from professional staging. Others just need strategic updates. Our staging partner, Linden Creek, is one of the best in the Southeast.

How does your marketing compare to other agents?

Most agents put a listing on MLS and wait. We run a coordinated multi-channel campaign from day one: paid digital advertising, social media content, email marketing, direct mail, agent outreach, and open house events. Every other week you receive a marketing report showing exactly what we did, who saw it, and how it performed, along with what moved in your hyperlocal market. Our goal is that within the first week on market, every qualified buyer in your price range has seen your home. That is not an aspiration. It is the standard. We also engage feeder markets directly using methods most agents have not adopted, including YouTube pre-roll advertising and targeted campaigns powered by AI-driven audience modeling.

Do I need to stage my home?

Not always, but often. Staging is one of the highest-ROI investments a seller can make. A professionally staged home photographs better, shows better, and typically sells faster and for more money. If your home is occupied and well-furnished, we may recommend light styling and accessory updates rather than a full stage. If your home is vacant, we almost always recommend staging. We can also virtually stage and enhance certain spaces to help buyers visualize the potential. We offer a complimentary consultation with our interior designer who can help you use the furnishings and decor you currently have. We will assess your specific situation and give you a straightforward recommendation with cost estimates before you commit.

How do you protect my privacy during showings?

Every private tour is by appointment, and no one walks through your home until they have been pre-qualified by a lender or produced proof of funds. That one requirement removes the casual traffic, the neighbors, and the buyers who are still three years from moving. It means the people standing in your kitchen are people who could actually buy it. Your home is not a public building and we do not run it like one.

Will someone from your team be at my showings?

On the homes where it changes the outcome, yes, and we will tell you before the first showing which yours is. A buyer's agent touring alone will name the rooms and move on. When a property carries something that does not read off a photo, a view line, a build detail, a piece of land that has to be walked, one of us is there to explain it and to bring you the feedback the same day. Some homes show themselves, and on those we do not put a body in the room for the sake of it. You can ask us to attend any showing at any point in the listing, and we will.

How do you handle multiple offers?

We prepare a side-by-side comparison that breaks down every term: price, earnest money, financing type, contingencies, closing timeline, and escalation clauses. We walk you through the strengths and risks of each offer and give you our honest recommendation.

What happens if my home is not getting showings?

Showing traffic is directly tied to price and presentation. If traffic is below expectations in the first two weeks, we diagnose the issue immediately. We review ad performance, online engagement, agent feedback, and market positioning. If the data says the price needs to move, we will tell you directly. That is why we follow the 10/10 guideline: ten days without a showing, or ten showings without an offer, is our cue to revisit the price, and we keep an open conversation about expectations the whole way. We do not let a listing sit and stale.

How will I stay informed during the process?

Over-communication is our default. You will receive showing notifications in real time, agent feedback after every showing, a marketing performance report every other week, and direct access to your listing team by phone, text, or email. We do not disappear after the sign goes up. If something changes in the market, if an offer comes in, or if we have a recommendation, you will hear from us that same day.

“The house went viral online, and as such, we had a full price offer in hand in a week. Damian and Tyler expertly navigated us through the contract and closing and through a few hiccups. I am in the luxury real estate business myself, and I can wholeheartedly attest that the Damian Hall Group is, as they say, in a league of their own.”

ELIZABETH M. SELLER, THE CLIFFS AT GLASSY

PREFERRED VENDOR DIRECTORY

Over the years, we have built relationships with vendors who understand the standard we hold for our listings. These are the professionals we trust and recommend.

STAGING	Linden Creek 864-214-4193
MOVING	Swamp Rabbit Moving (864) 999-4410 | sales@swamprabbitmoving.com swamprabbitmoving.com
INTERIOR DESIGN	Kerry Howard | Howard House Interiors (404) 234-5902 | kerry@howardhouseinteriors.com howardhouseinteriors.com
INTERIOR DESIGN	Kit Haas Designs (772) 485-2836
ROOFING	Arnold Roofing (864) 982-5254 | info@arnoldroofs.com arnoldroofs.com
HVAC	Reliable HVAC 864-315-3100 | reliablehvacsc.com
HVAC	Sanders Heating & Cooling (864) 288-7671 26 Boland Court, Greenville, SC 29615
ELECTRICIAN	Kirk Services 864-270-6107
CLEANING	Harris Cleaning LLC Victor and Cynthia Harris 864-884-6345 | harris.cleaningllc@gmail.com

CLEANING	Lusso Cleaning Marla | 828-226-7081
WINDOW CLEANING	Jordan Helms 864-710-9381
PROFESSIONAL ORGANIZER	Wood & Wicker Celeste Oddo 704-937-5746 | woodandwickerorganization@gmail.com woodandwickerorganization.com
REAL ESTATE ATTORNEY	Griffin Bell | Bell, Carrington, Price & Gregg (864) 272-0556 | gbell@bellcarrington.com
HANDYMAN / REPAIRS	Contact Ray Mack 864-546-0189 | ray@damianhallgroup.com
PLUMBING	Contact Ray Mack 864-546-0189 | ray@damianhallgroup.com
PAINTING	Contact Ray Mack 864-546-0189 | ray@damianhallgroup.com
LANDSCAPING	Contact Ray Mack 864-546-0189 | ray@damianhallgroup.com
PRESSURE WASHING	Contact Ray Mack 864-546-0189 | ray@damianhallgroup.com

Ray Mack is our Vendor Concierge. He can advise on any service-related recommendation not listed here. If you need a specialist, Ray knows someone.

THE RECORD, LIVE

This guide describes the method. The results page keeps the score.

Every number in our marketing is tracked while the campaign runs: portal views, social reach, days on market against the market average, and the outcome of every listing we take. We publish it, live, and let it speak for itself.



sellingwithdhg.com/results

198 closings. $250 million sold. Updating as campaigns run.

DAMIAN HALL GROUP
LUXURY REAL ESTATE

BLACKSTREAM
CHRISTIE'S
INTERNATIONAL REAL ESTATE

When you are ready, the conversation starts with your home, your timeline, and an honest number. Everything in this guide follows from there.

Damian Hall
MANAGING DIRECTOR

(864) 561-7942
dh@damianhallgroup.com

Ray Mack
REALTOR, SALES DIRECTOR

(864) 546-0189
ray@damianhallgroup.com

Tyler James
OPERATIONS DIRECTOR

(864) 640-6009
tyler@damianhallgroup.com

Erin Hubbard
REALTOR, LISTING DIRECTOR

(864) 678-0178
erin@damianhallgroup.com

Annette Wrenn
REALTOR, CLIENT EXPERIENCE DIRECTOR

(305) 904-7746
annette@damianhallgroup.com

Closing Coordinator
DHG CLOSING TEAM

closing@damianhallgroup.com

Damian Hall Group at Blackstream | Christie's International Real Estate

DAMIANHALLGROUP.COM

A Seller's Field Guide
Greenville, South Carolina
Christie's International Real Estate network figures verified October 2026.