



A Seller's Field Guide

What to expect when you list with us



BLACKSTREAM | CHRISTIE'S INTERNATIONAL REAL ESTATE

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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.

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

YOUR TEAM

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.



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Shannon Jones

CLOSING COORDINATOR
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Shannon 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.

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 800+ 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

OUR PROCESS

Every DHG listing moves through five 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. Before we meet, our team has already pulled market data, analyzed comparable sales, and built a preliminary pricing framework. After our appointment, once versed on your home, we prepare and present a comprehensive market analysis, discuss pricing strategies, and outline the marketing plan. 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

Launch & Active Marketing

Your home goes live on MLS and syndicates to Zillow, Realtor.com, Trulia, and 800+ consumer search sites. Simultaneously, we activate paid social advertising, email campaigns, Just Listed postcards to your neighborhood, and targeted outreach to our buyer network. Your listing also syndicates to The Wall Street Journal, christiesrealestate.com, Robb Report, and our global affiliate network. 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.

05

Offers, Negotiation & Close

Every offer is presented in a clear, organized breakdown. We review terms, contingencies, buyer qualifications, and timing. Our negotiation approach is strategic, not reactive. Once you are under contract, our transaction coordinator manages every deadline through closing day.

DHG STUDIOS

We move masterpieces.

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

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.

WHAT WE NEED FROM YOU

The house needs to be fully prepped before the crew walks in. That means every room decluttered, every surface clean, every light on, every ceiling fan off, all personal items stored out of sight, and all vehicles removed from the driveway. The lawn should be freshly mowed within 48 hours, outdoor spaces staged, 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.

MARKETING YOUR HOME

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

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

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 800+ consumer sites. It also goes live on christiesrealestate.com, which draws more than 50 million visitors annually.

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 Masters Circle network (top 1% of agents globally), 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.

PREMIUM PARTNER WEBSITES

Listings promoted on Barron's, Country Life (UK), Financial Times, Mansion Global, MarketWatch, and The Wall Street Journal digital platforms, reaching an international buyer audience.

TARGETED SOCIAL & VIDEO ADS

Paid campaigns on Instagram and Facebook targeted to feeder markets and buyer demographics. YouTube pre-roll ads targeted geographically to relevant buyer pools. Track record: 30,000+ views on a single Tryon-area placement targeting NYC buyers.

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.

“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.

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.

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 ranks among the top 30 agents worldwide in the Christie's International Real Estate network. That standing 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.

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



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

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

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	✓	—

	DHG	TYPICAL LISTING
Marketing report every other week, with a hyperlocal market update	✓	—
Showing assistant and same-day feedback	✓	—
Dedicated transaction coordination, 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. 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

PROFESSIONAL ORGANIZER

Wood & Wicker

Celeste Oddo

704-937-5746 | woodandwickerorganization@gmail.com

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REAL ESTATE ATTORNEY

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PAINTING

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LANDSCAPING

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PRESSURE WASHING

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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.



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.*

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

An Affiliate of Christie's International Real Estate

DAMIANHALLGROUP.COM

A Seller's Field Guide
Greenville, South Carolina

Christie's International Real Estate network figures verified June 2026.