

Roni AND Co.

A Luxury Team of
KELLER WILLIAMS REALTY
SUMMERVILLE  CHARLESTON

HOME SELLER'S *guide*



Roni Haskell

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thatSCrealestatechick.com



overview



- VALUE OF RONI AND TEAM
- IDENTIFYING YOUR GOALS
- YOUR PROPERTY
- MARKETING PLAN
- ESTABLISHING A PRICING STRATEGY
- PREPARING YOUR PROPERTY FOR SALE

OUR 5-STAR PROMISE



- **Clear & Consistent Communication** – We keep you informed every step of the way, in the manner and frequency you prefer.
- **Integrity & Respect** – You and your loved ones will always be treated with honesty, professionalism, and care.
- **Expert Guidance & Stress Reduction** – We’re here to answer your questions, ease your concerns, and manage every detail of the transaction seamlessly.
- **Unparalleled Service** – Your needs come first, with attention to detail and personalized care—no request is too small.
- **Community Leadership** – We’re not just real estate professionals; we’re your neighbors, dedicated to making a positive impact.
- **Doing the Right Thing—Always** – Even when it’s not the easiest route, integrity is at the heart of everything we do.
- **Your Trusted Local Advisor** – Our knowledge, experience, and commitment ensure you have a confident, successful real estate experience.

We don’t just help you buy or sell a home—we create a 5-star experience that makes you excited to share our name with family and friends.

WHO YOU WORK WITH MATTERS



Our knowledge and expertise will guide you through every stage of the home-selling process. From the development and implementation of a marketing plan, through the negotiation of purchase offers, and the final settlement of the transaction.



MARKETING

Keller Williams leads the industry as the world's largest real estate company, placing your property in front of 180,000+ associates with **international exposure**. Your listing will be featured on our website, weekly newsletter, blog and all of our social media with a following of over **1,800 people locally**. Our marketing is expansive and impactful.



NEGOTIATIONS

As a Certified Negotiations Expert, our specialty is ensuring you get top dollar for your property. Our listings sell for **99%** of the list price, **1% higher** than the MLS average. Negotiations don't end at the initial offer. We will continue to negotiate through the Due Diligence period to seek your best interest and expectation is met.



CLOSING

Systems and processes are in place to keep you informed about your transaction at all times. We take the stress out of the home-selling experience to create a smooth and seamless sale and pride ourselves in selling homes **15% faster** than the MLS average!

our MISSION

The mission of the Roni Haskell Team is to provide our agents with a supportive environment that keeps a balance of successful real estate careers and family life.

We will deliver on the promise of a 5-star customer service experience for each home seller and home buyer we are honored to work with. The knowledge we've gained through years of working in the local market empowers us to provide our home buyers and sellers with the advice they need to make informed decisions.

Whether it's selling a home, searching for a home, or negotiating a contract, each member of the Roni Haskell team is an experienced real estate professional who applies their expert skills to each step of the process to help each client achieve an outstanding result.



EXPERIENCE MATTERS • SERVICE MATTERS • WHO YOU WORK WITH MATTERS

experience MATTERS



Roni Haskell

Realtor/Broker Associate
of Keller Williams Key



Community Involvement

- I believe in giving back to the community that supports my family. 10% of my earnings are given to local charities/non-profits right in Summerville. Contributing to Hopes House, The ARK of Summerville, and Habitat for Humanity.
- I am the Chairman of The Dorchester County Board of Assessment, and a member of the Summerville Referral Group and Chamber of Commerce.
- In my free time, I enjoy running and playing tennis. I am the mom of 3 young ladies, 14, 17, and 18.



BEST REAL ESTATE AGENCY

Interior Designer by Trade

- Graduated Auburn University 2001
- I offer clients assistance with staging your home

New Construction Sales Manager | Agent

- Worked for a national builder 2002-2008
- Extensive knowledge of construction, codes, and land development practices

Real Estate Agent | Broker Associate

- Over 20+ years of experience of helping over 1,600 families with buying/selling real estate
- 2025 average of 98% list/sold price
- 2025 Production was 102 sold properties totaling \$51,600,044
- North Area Top Producer, Top 1% in sales production of ALL Charleston Agents
- Named the Real Estate Agent of the Year 2025 and voted *Best Real Estate Agency* by Reader's Choice
- Team Lead over 3 licensed agents and 4 support staff

20+ 1,600+

YEARS OF EXPERIENCE

CLIENTS SERVED

\$485K AVERAGE SOLD PRICE



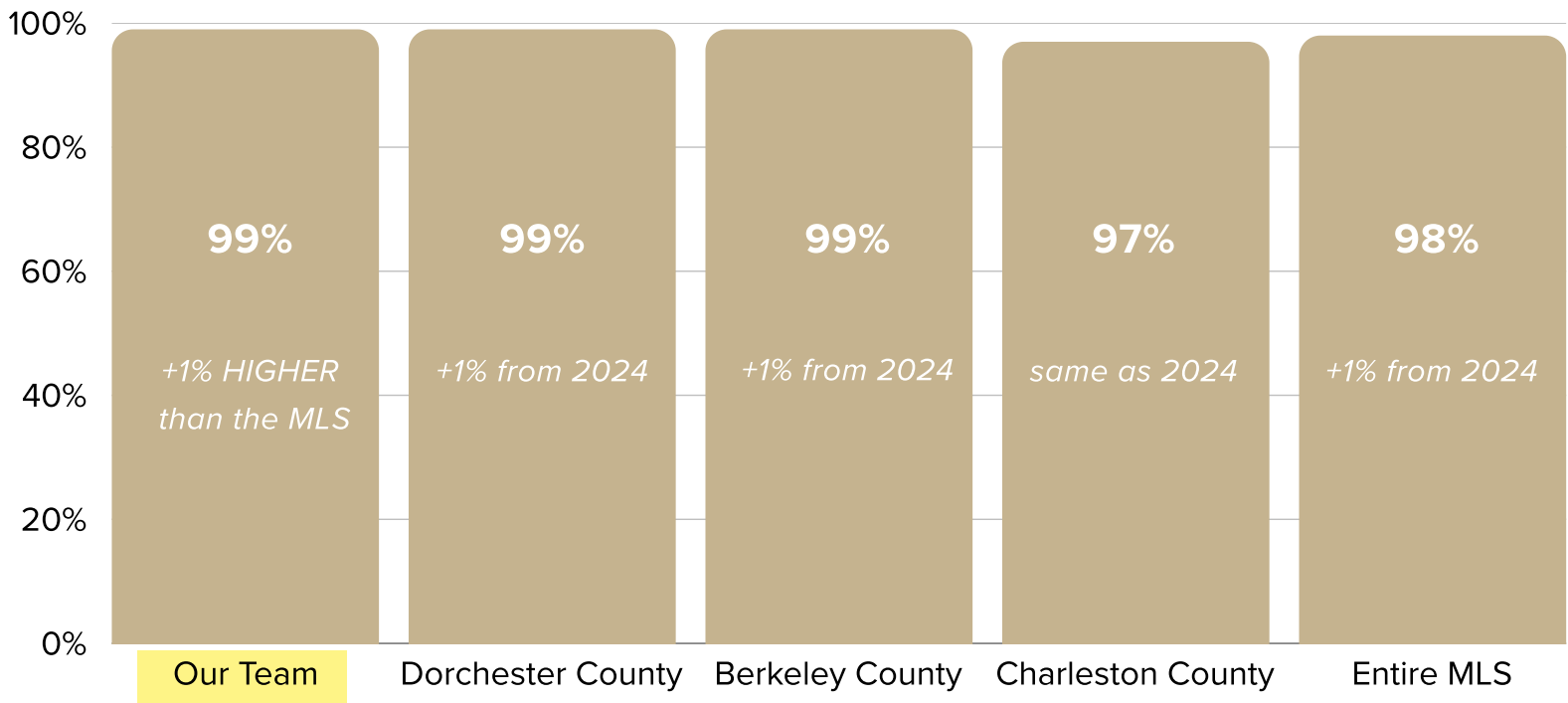
PROUD SUPPORTER
OF OUR MILITARY



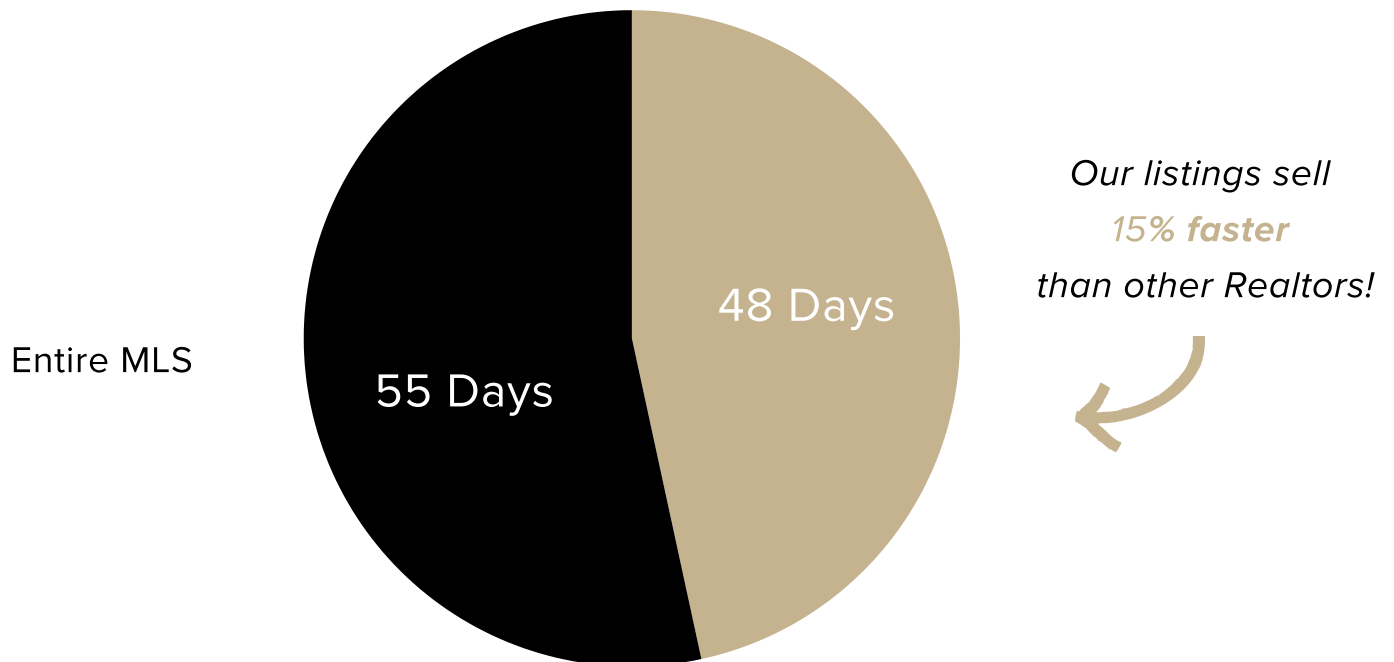
MEMBER 2021



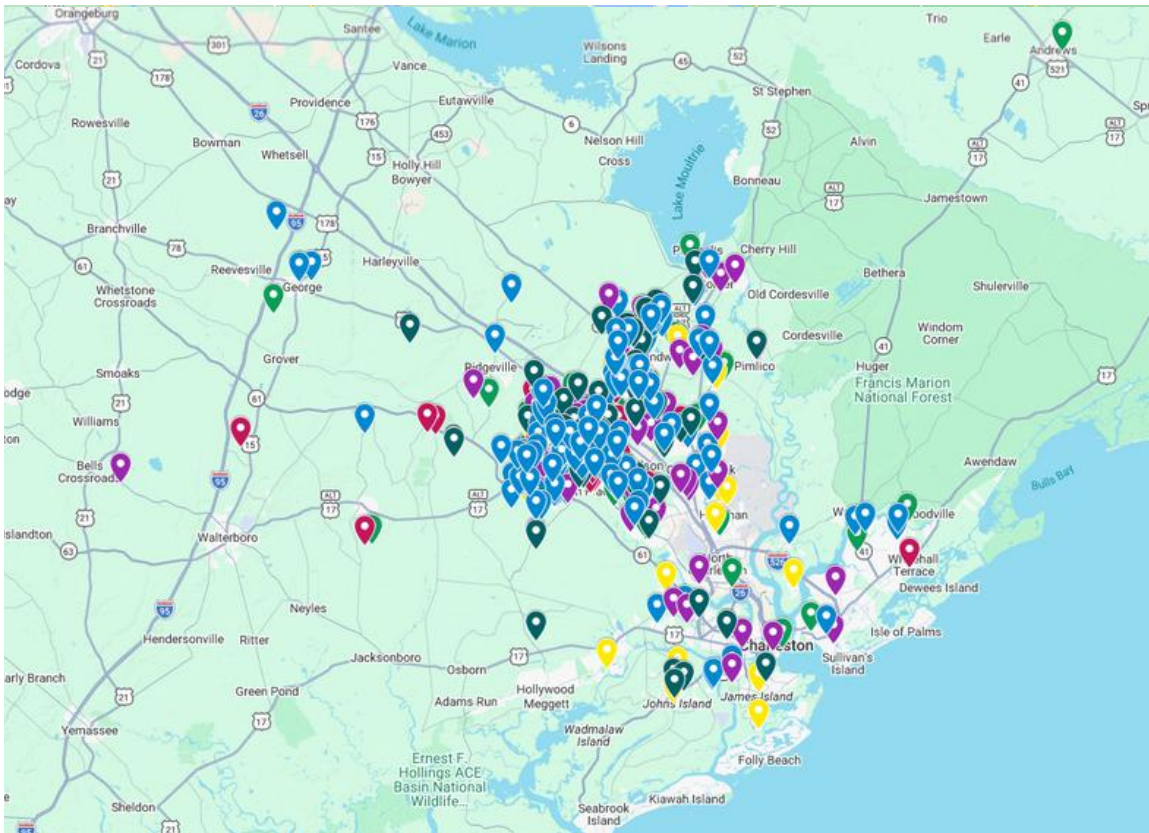
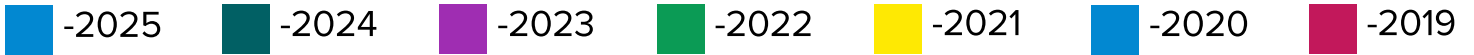
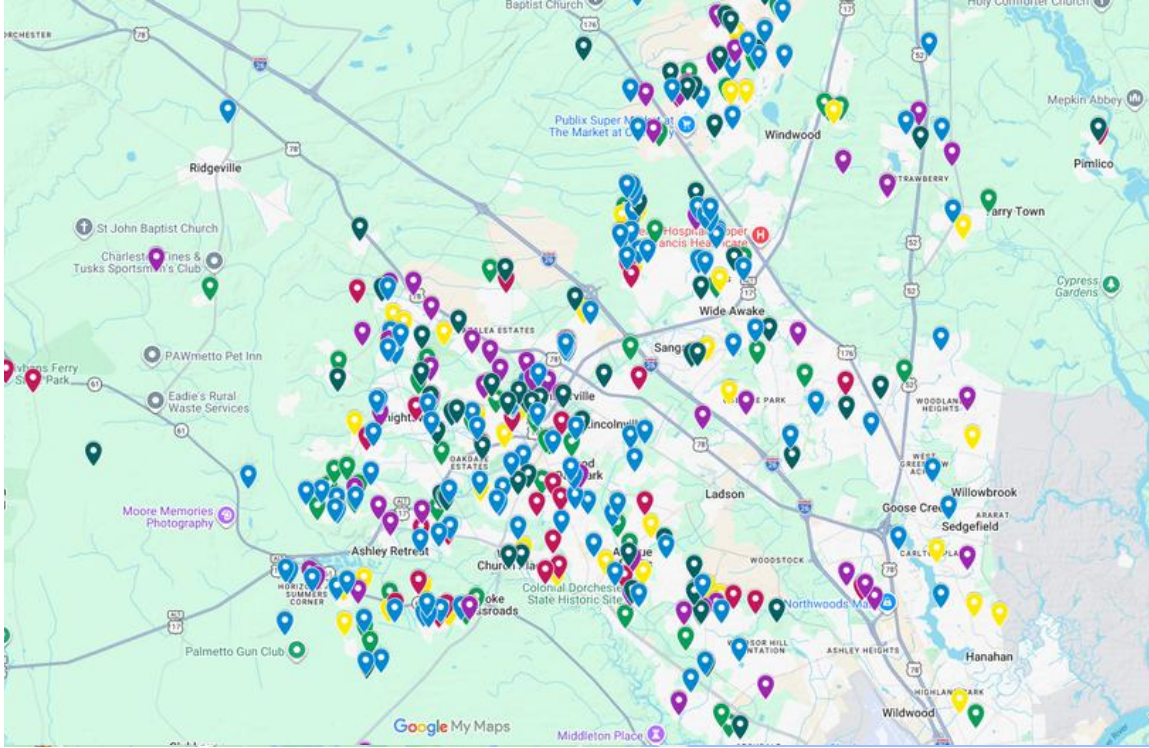
2025 LIST PRICE VS SALE PRICE



2025 AVERAGE DAYS ON MARKET



2019 - 2025 SALES



KW *leading* THE INDUSTRY

- WIN-WIN** or no deal
- INTEGRITY** do the right thing
- CUSTOMERS** always come first
- COMMITMENT** in all things
- COMMUNICATION** seek first to understand
- CREATIVITY** ideas before results
- TEAMWORK** together everyone achieves more
- TRUST** starts with honesty
- EQUITY** opportunities for all
- SUCCESS** results through people



CLIENT testimonials



M. Atkinson

"Roni is extremely professional, artful in negotiations, realistic in evaluations, and is the buyer/seller's greatest resource. She & her team excel in marketing your property. This team proves to be a great asset behind the scenes as they provide information, publicity, and are fully knowledgeable about the client and property. This is an excellent agent and team that are by far the best in the area and will serve you well!"

L. Ingram

"ABSOLUTELY THE BEST! God knew what He was doing when He brought Roni and her Team into our lives! TOTALLY UNBELIEVABLE what she accomplished! How do we say "Thank You!" When all we have are words? You want someone to come alongside you and take "care of business"... Two Words... Roni Haskell!"



H. Duncan

"We had an incredible experience. With a property that needed a lot of work, Roni scheduled vendors to make repairs, paint, replace flooring, and clean. She even picked out the color scheme she felt would be best suited to the property. We didn't have to travel to manage any part of this process. Communication is excellent - not one detail was missed. She is honest, responsive, diligent, has a sense of urgency, and knows her market. Roni also surrounds herself with top vendors who share the same qualities. She truly went above and beyond for us and I can't say enough great things about her and her team."



CNE Designation Certified Negotiations Expert

RONI HASKELL RECEIVES NEW “CERTIFIED NEGOTIATION EXPERT (CNE®)” DESIGNATION

Professional negotiation skills are necessary for all real estate agents in helping home buyers and sellers, especially in the current market.

Roni Haskell has been awarded the Certified Negotiation Expert(CNE) designation from the Real Estate Negotiation Institute (RENI). The CNE is earned by real estate professionals after successfully completing formal negotiation training over two days. Agents who receive this certification are among the top agents in the country in negotiation skills.

With professional negotiation skills, agents are able to help clients obtain better results in the sale or purchase of their home. CNE agents have a higher skill level which enables them to

1. Communicate more effectively to uncover desired information
2. Help clients understand their options
3. Work collaboratively with others
4. Resolve deadlocks
5. CNE agents have a thorough understanding of how to negotiate effectively to help achieve their client's goals.

The Real Estate Negotiation Institute is the leading negotiation training and coaching company in the real estate industry. Collectively, the Real Estate Negotiation Institute's instructors have over 300 years of real estate and negotiation experience. Tom Hayman, the CEO and Co-Founder of the Real Estate Negotiation Institute, asserts: "Any Buyer or Seller who hires a CNE agent can feel confident they have one of the best trained negotiators in real estate. They should achieve superior results and have better resolution of all issues when represented by a CNE agent."



SRES Designation Senior Real Estate Specialist

**More of what you LIVE for.
Find your ideal home with my help.**

I'm your SRES®

Every transition is an opportunity, regardless of your stage in life. With the right preparation, a new home can provide the fresh start and continual enjoyment you've been working toward.

By partnering with an SRES® like me during your new home search, you'll gain the help and expertise of a REALTOR® specialized in meeting the needs of home buyers and sellers aged 50 plus.

I have both the education and real estate experience to serve as your trusted advisor through the unique financial and lifestyle transitions involved in relocating or selling your family home.

What is an SRES®?

A Seniors Real Estate Specialist® (SRES®) is a real estate agent who is uniquely qualified to assist the 50 plus market in housing sales and purchases. The SRES® designation is awarded only to real estate agents who have additional education on how to help seniors and their families with later-in-life real estate transactions.

SRES® designees also draw upon the expertise of a network of specialists, such as estate planners, CPAs, and eldercare lawyers, and are familiar with local community resources and services. Their mission is to help seniors and their families navigate the maze of financial, legal and emotional issues that accompany the sale of the home and assist Boomers in relocating to the home of their future.

What qualities make an SRES® different?

Has knowledge, experience and compassion in dealing with 50 plus issues.

Can suggest housing alternatives, including ones that may allow an aging parent to remain in the home instead of selling it. Takes a no-pressure approach to the transaction and has a

Strong service orientation. Will take the time needed to make a client feel comfortable with the complex Selling process. Understands the emotional demands a sale can make on a 50 plus client and tries to minimize them.





IDENTIFYING

your goals

UNDERSTANDING YOUR *expectations* AND PUTTING YOUR *needs* FIRST

The following topics will help me understand what is most important to you in the sale of your property

- Communication
- Motivation
- Time frame
- Relocation assistance
- Home selling decisions
- Price
- Marketing plan
- Prior home selling experience
- Positive experiences
- Concerns
- Expectations

SEAMLESS

process



Initial Consultation

- Determine your needs and priorities
- Review “Agency” choices and select appropriate working relationship
- Discuss Marketing Plan
- Establish Pricing Strategy



Design and Implement Marketing Plan

- Complete home enhancement
- Carry out scheduled marketing activities
- Show the property to brokers and prospective “qualified” buyers
- Communicate with you on a regular basis
- Monitor results of marketing activities
- Modify Marketing Plan and Pricing Strategy as necessary



Review Offer and Reach Agreement with Buyer

- Buyer’s real estate professional presents offer
- Discuss and clarify proposed terms and conditions
- Negotiation; possible counter offers
- Reach final agreement



After-sale Service

- Help you find your next home, as needed
- Assist you with relocation, as needed
- Provide resources for other after-sale homeowner needs



Complete Settlement Process

- Deposit of buyer’s earnest money
- Sign documents
- Title search, preliminary title report to buyer
- Inspections
- Removal of remaining contingencies
- Buyer’s final walk-through of property
- Loan funding/balance of funds from buyer
- Recording of title
- Relocation of seller, possession of property by buyer



Evaluating Your Property

Each property has special features that will interest buyers.
Please tell me about your home.

- What do you feel are the most appealing features of this property?
- What features does this property have that differentiate it from other similar properties?
- What changes or enhancements would you suggest to make your property as marketable as possible?
- What do you regard as the most attractive features of the surrounding community?
- Do you have any special terms or conditions regarding the sale of your property I should be aware of (e.g., items of personal property to be excluded, etc.)?
- Are you aware of any problems or concerns regarding the property or the community that will need to be disclosed to prospective buyers?

A person is sitting at a desk with a marble top, working on a laptop. The desk is decorated with a white coffee cup, a small potted succulent, and a notebook with a pen. The laptop screen shows a dashboard with various icons and text. The person is wearing a red long-sleeved shirt and blue jeans. The overall scene is a cozy home office environment.

marketing

YOUR HOME

marketing YOUR PROPERTY



www.thatSCrealestatechick.com

This is my personal local leading website to share information pertaining to your home and solicit interest to prospective buyers.

- YOUR home will be featured on the FRONT page.
- High categorized IDX link allows many search methods for finding area homes
- I use this site in all my advertising
- Brings awareness to my listings and highlights those new to the market.



Real Estate Websites

Your listing will be marketed on each one of these sites, as applicable.

- Each website is user friendly
- Designed for the general public to view active listings
- Our virtual walk-through pushes your listing to the top of searches



Keller Williams

Leading the industry, Keller Williams is an international franchise representing 50 regions across the globe. When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

- International exposure
- Designed for the general public to view active listings
- The KW App is available to download and stay close at hand throughout the buying/selling process
- Allows buyers to search by neighborhood, zip code, school districts, and landmarks
- Brand awareness among millions of potential homebuyers and sellers.
- Exclusive partnership with Zillow Preview



kw

x

Zillow[®]

WE'VE PARTNERED WITH **ZILLOW PREVIEW**

“

The bottom line is that

real estate markets work best when
homes are easy to find and buyers are
free to compete.

Boydell

KELLER WILLIAMS + ZILLOW PREVIEW

What is a Preview Listing?

A Preview Listing allows your home to be marketed before full MLS exposure, creating early demand while maintaining control over timing and visibility.

Why This Benefits You as a Seller

Create Early Demand

Your home is introduced to buyers before it officially hits the market, positioning it to stand out from day one.

Maximize Exposure

Reach buyers on Zillow first, then expand to the full MLS and all major platforms for a powerful second wave visibility.

Stronger Negotiating Position

Early attention often leads to stronger competition, giving you more leverage to secure stronger offers and better terms.

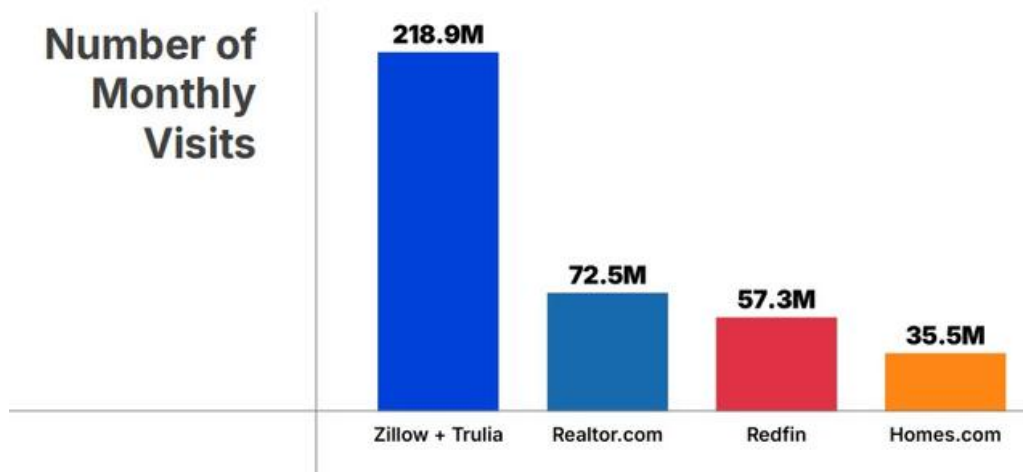
Discretion & Control

You have flexibility around timing, visibility, and how your home is presented throughout the process, including days on market and pricing history.

Increased Buyer Reach

Capture serious buyers early through direct inquiries and tour requests.

How the Portals Stack Up



Our Competitive Advantage

Many agents list a home and wait for the market to respond. We take a more proactive approach, creating demand, not chasing it.

Sell your home faster, with stronger offers, and on your terms.



SHOWCASE

by  Zillow

An Elevated Listing Experience

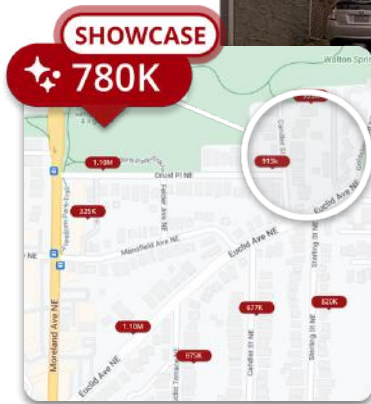
Unleash an **Exceptional Marketing Package**

81% more Page Views

75% more Saves

79% more Shares

than similar nearby non-Showcase listings on Zillow.



Highlights Details

Sally Reeds | North Bridgeway Realty

Request a tour as early as today at 6:30pm

Listed by **Sally Reeds**

Contact Sally

3 beds 4 baths 3,100 sqft

Ave NE, Atlanta GA 30307

1,000/mo Get pre-qualified

Residence Built in 2021 7,456 sqft

es \$449 price/sqft

This 2-bedroom, 3-bath home is loaded with Spanish-style architectural character, including arched open beams, paneled ceilings and natural light throughout. Located in a charming, historic neighborhood close to

Sell Faster **Sell For More**



Showcase Listings are almost

20%

more likely to go pending in

14 Days*

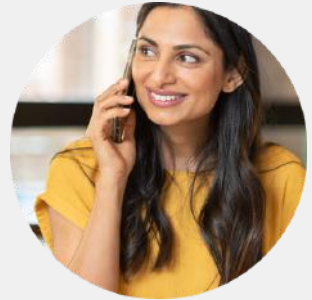
Showcase Listings sell for

2%

more. That is over-

\$9,000

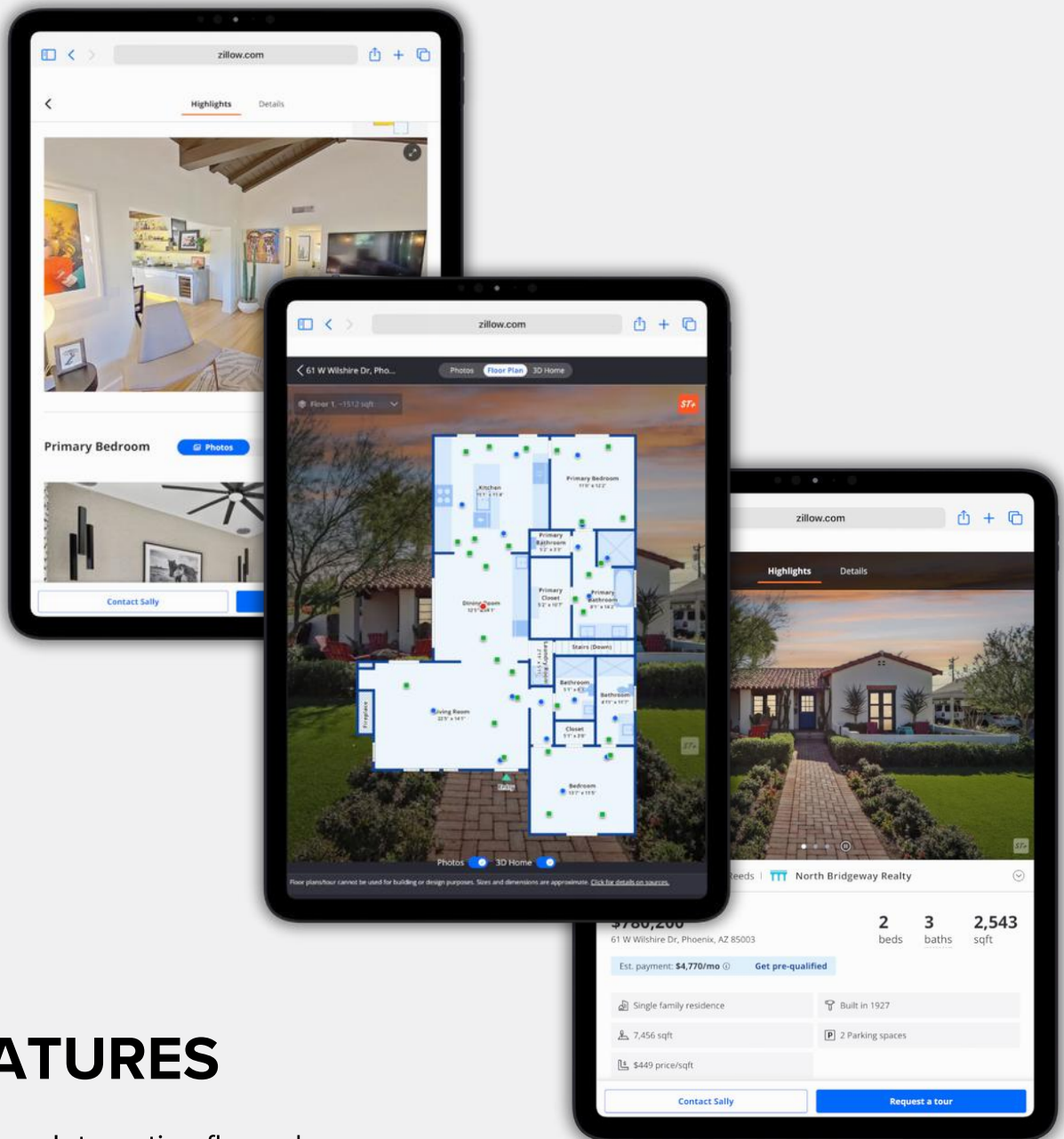
more on average house**



Compared to similar non-Showcase listings on Zillow

**Substantiation: Showcase listings on Zillow include an interactive floor plan, a virtual tour, and specialized exposure on Zillow (the "Showcase Treatment"). The average home sales price in the United States is from the U.S. Census Bureau and U.S. Department of Housing and Urban Development, Average Sales Price of Houses Sold for the United States ("ASPUS Data") dated March 27, 2024. This claim is based on Zillow data analyzed in Showcase markets with at least one For Sale By Agent listing and is limited to listings using the Showcase Treatment on the date the listing went live in the applicable MLS and selling on or before March 14, 2024 ("Showcase Listings"). The Showcase Listings were compared to For Sale By Agent listings on Zillow: (i) without the Showcase Treatment; (ii) of the same home type; (iii) located in the same MSA as the Showcase Listings; (iv) listed in the same month as the Showcase Listings or the immediately prior month; and (v) containing a similar list price to the Showcase Listings. *The data is for listings sold on or before March 18, 2024 and is an average from the immediately preceding six month period. The data excludes the top 5% and bottom 5% from the delta between list price and sold price from each month and the immediately preceding six month average. As of the date of publication, listings on Zillow with the Showcase Treatment represent less than 1% of listings on Zillow.

Zillow, up to pending (the "Showcase Listings") and is limited to listings using the Showcase Treatment on the date the listing went live in the applicable MLS, up to pending. The Showcase Listings were compared to For Sale By Agent listings on Zillow: (i) without the Showcase Treatment; (ii) of the same home type; (iii) located in the same city and within two miles of the Showcase Listings; (iv) on the market during the same time period as the Showcase Listings or the immediately prior month; (v) containing a similar list price as the Showcase Listings; (vi) having similar square footage as the Showcase Listings; and (vii) having a similar bedroom count. *The data is from March 18, 2024 and is an average from the immediately preceding six month period. For claims including page views, saves, and shares, the data excludes the top 5% and bottom 5% lift of total page views, saves, and shares from each month and the immediately preceding six month average.



FEATURES

3D home Interactive floor plans

AI-powered immersive visuals and innovative design Amplified exposure in personalized search

Special map stickers and dedicated email alerts to **Zillow's** customer database

Ability to be featured on **Apple Vision Pro™** through **Zillow Immerse™ app**

Captivating **new display** on Zillow for your home

Contact button for prospective consumers to get in touch with your agent

THE GOALS OF *effective* MARKETING

OUR MARKETING STRATEGY HAS THREE AIMS

1

PROMOTE DIRECTLY TO PROSPECTIVE BUYERS

- In-home Brochures printed in full color
- Target Marketing on Google and Social Media
- Market on all social platforms: Facebook, Instagram, YouTube, TikTok, Podcast & Blog
- Friday Live Video on Facebook & Instagram
- Featured in our Newsletter with exposure to over 1,500 subscribers
- Professional photography, Drone footage, Virtual walk-through on Zillow/Trulia
- Broad internet exposure with detailed MLS writeup
- Yard sign with rider
- Professional staging if needed
- In-home Broker Events & Conventional Open Houses
- Custom graphics to post on social media groups
- Other marketing materials as needed

2

ENLIST THE EFFORTS OF REAL ESTATE PROFESSIONALS

- Keller Williams Realty Network both local and international
- Referral and relocation services
- Multiple Listing Service (MLS)
- Database of Top 500 North Area Realtors
- Local Facebook groups including KW agents highlighting "Coming Soon"
- Coming Soon Campaign in MLS

3

MAINTAIN COMMUNICATION

- Weekly review of marketing activities
- Discuss all feedback from showings
- Offer advice that will provide results

MARKETING *examples*

Direct Mailers



Social Media



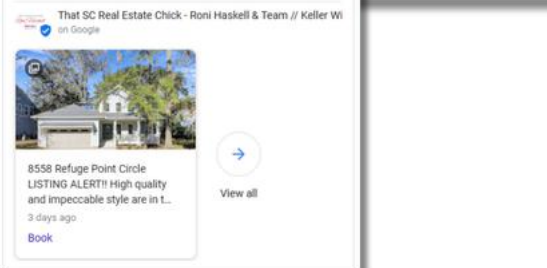
Google Feature



Roni Haskell, That SC Real Estate Chick at Keller Williams
 5.0 ★★★★★ 118 Google reviews
 Real estate agent in Summerville, South Carolina

From That SC Real Estate Chick - Roni Haskell ... [Save](#) [Share](#)

"That SC Real Estate Chick Roni Haskell and the That SC Real Estate Chick team are the premier top producing real estate team in the greater Summerville, SC region for over 20 years. Roni brings a wealth of knowledge and expertise about buying and ... [More](#)



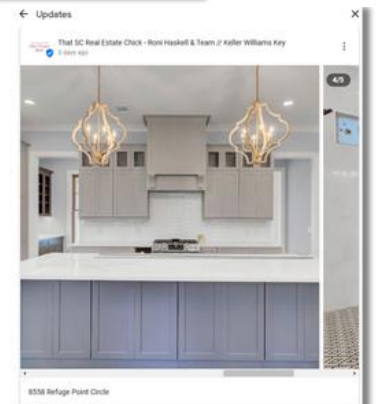
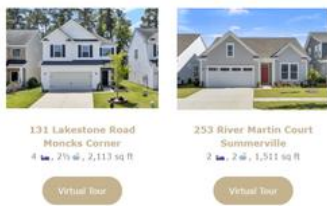
Newsletter



THE CHARLESTON ECONOMY

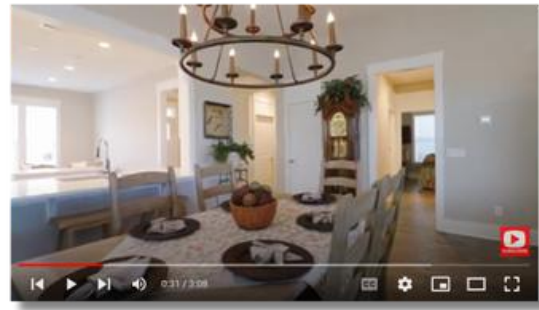
The Charleston area economy is booming. Breeze Airways has introduced seasonal flights from Charleston to New Hampshire's Manchester-Boston Regional Airport on Mondays and Fridays. A \$43M affordable housing complex has opened in Charleston's Eastside, revitalizing the historic Henry P. Archer School into apartments for seniors. Originally built in 1934 as an African-American school, the project now includes 89 one and two-bedroom units. The Charleston Parks Conservancy launched a \$125,000 campaign to renovate Colonial Lake, aiming to create a sustainable urban park, addressing critical environmental challenges and enhancing community livability over the next two years. In Mount Pleasant, the Sherr Creek Shrimp Docks and Shrimp Processing facility are being rebuilt to preserve local shrimping operations and cultural heritage. The College of Charleston is offering an accelerated Executive MBA program for working business careers. Local leaders broke ground on the new Science Center, a state-of-the-art facility and modern historic landmark. This

featured LISTINGS



MARKETING *examples*

Virtual Tours



Professional Photography & Drone Images



A person in a white shirt is working at a desk. In the foreground, there is a white calculator, a pen, and a \$100 bill with keys on it. The background is blurred, showing the person's hands and a laptop. The text "pricing STRATEGY" is overlaid on the image.

pricing
STRATEGY

pricing STRATEGY

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple-offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

UNDERSTANDING MARKET VALUE

Market-sensitive pricing can be the key to maximum market exposure and ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value, based on:

- Location, design, amenities, and condition.
- Availability of comparable (competing) properties.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property.
- The seller's expected net proceeds.
- The amount spent on improvements.

The impact of accurate pricing:

- Properties priced within the market range generate more showings and offers and sell in a shorter period.
- Properties priced too high have a difficult time selling.

DETERMINING A MARKET SENSITIVE PRICE

An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price. A Comparative Market Analysis considers similar properties that:

Have sold in the recent past

- This shows us what buyers in this market have actually paid for properties similar to yours.

Are currently on the market

- These are properties that will be competing with yours for the attention of available buyers.

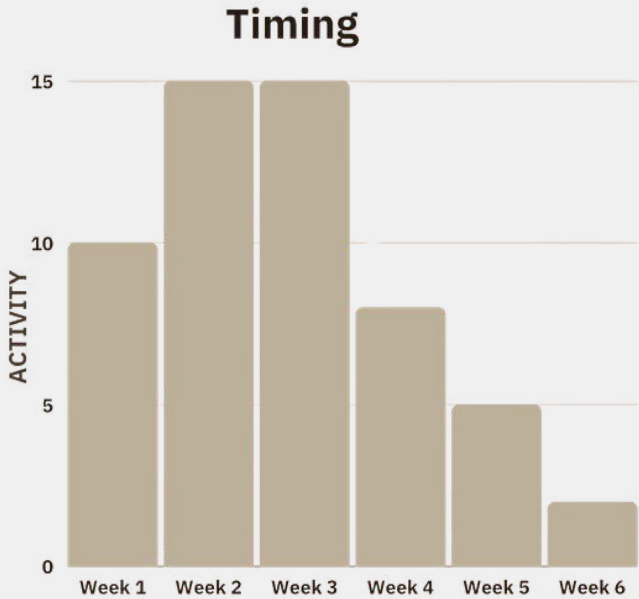
Failed to sell

- Understanding why these properties did not sell can help avoid disappointment in the marketing of your property.

DANGERS OF

overpricing

TIMING & ACTIVITY

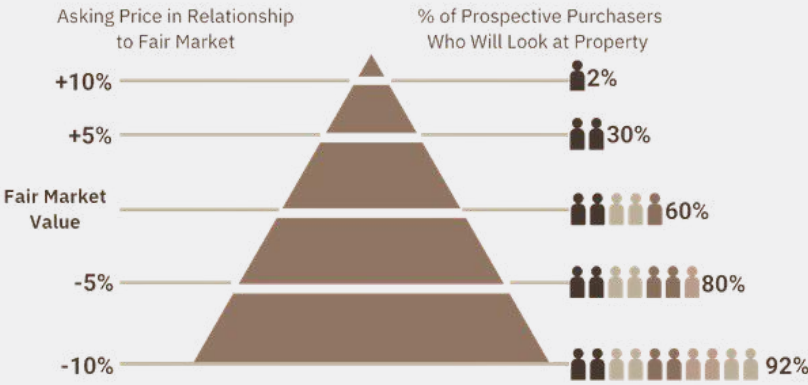


- An asking price that is beyond market range can adversely affect the marketing of a property.
- Marketing time is prolonged and initial marketing momentum is lost.

FEWER BUYERS

- Fewer buyers will be attracted, and fewer offers received.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell below market value.

Percentage of Buyers Who Will View Properties





Preparing

FOR SALE

YOU ARE THE *key player* ON OUR HOME SELLING TEAM

No one has a more important role in the home selling process than you. Here are some ways your participation can contribute to a successful sale:

- Maintain the property in ready-to-show condition.
- Ensure that the house is easily accessible to real estate professionals (lock box and key).
- Try to be flexible in the scheduling of showings.
- When you're leaving on vacations, let me know how you can be reached in case an offer is received.
- If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted.
- Remove or lock up valuables, jewelry, cash and prescription medications.

WHAT WILL A BUYER WILL SEE?

| | |
|----------|---|
| INTERIOR | <ul style="list-style-type: none"> • Peeling paint; smudges and/or marks on walls • Damaged and/or broken blinds • Odor: pets, garbage cans, smoking • Clutter; soiled windows, kitchen and/or bathroom(s) • Worn carpet and/or drapes |
| EXTERIOR | <ul style="list-style-type: none"> • Peeling paint • Dead and/or dying plants • Grease or oil spots on the driveway • Anything that looks old or worn • Clutter; Lawn needs (mowing, edging, untrimmed hedges/shrubs) |

These tips can help your house make the best impression, every time it is previewed by sales professionals or shown to prospective buyers:

SHOW OFF YOUR HOME EVERYTIME!

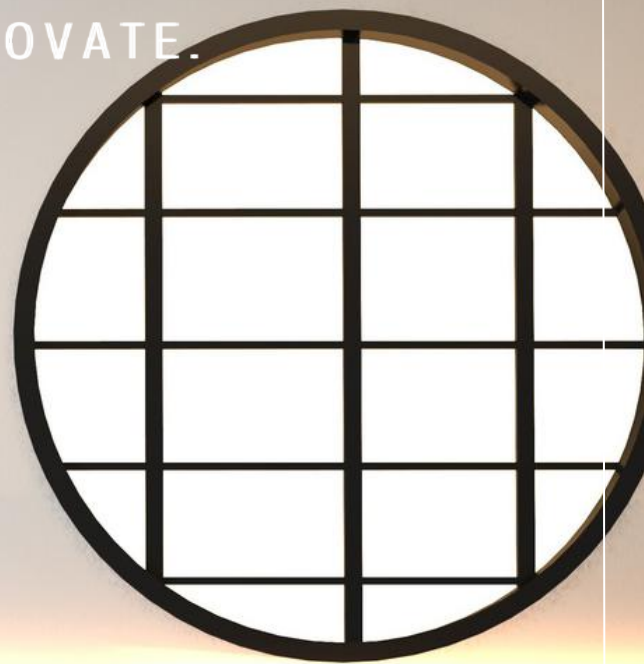
| | |
|----------|---|
| INTERIOR | <ul style="list-style-type: none"> • Arrange fresh flowers, empty wastebaskets, clean up dishes • Make beds; Remove clutter throughout and put away toys • Freshen the air; potpourri or baked goods; deodorize pet areas • Do a quick vacuuming and dusting and set out "show towels" in bathrooms; set a comfortable temperature •Play soft background music; have a fire in fireplace (when appropriate) |
| EXTERIOR | <ul style="list-style-type: none"> • Remove toys and yard tools • Remove newspapers and any other clutter • Add color with flowers and potted plants. • Tidy up; pick up after pets • Park vehicles in the garage or on the street; leave the driveway clear. |

Roni's



STYLE TO DESIGN

STYLE. STAGE. RENOVATE.



SERVICE *packages*

BLUE TAPE SERVICE LISTING BONUS

We will utilize your existing furniture to stage your home. Package not to exceed 7 hours.

- Walkthrough of area to blue tape items that need to be removed
- Arrange donation pickup for items being donated
- Utilize existing furniture, artwork, and accessories to rearrange and stage

VIRTUAL STAGING EMPTY SPACE LISTING BONUS

We will utilize selected images to digitally stage your space. 3 images included when listing with us.

VIRTUAL STAGING DECLUTTER LISTING BONUS

We will utilize selected images to digitally declutter and stage your space. 3 images included.

CUSTOM DESIGN BOARD \$170 PLUS SELECTED TIER

You will receive 1 custom design board with clickable links to shop all items. Pricing per tier includes 1 revision. Additional edits will be billed at \$85 hour.

Consultation

2 Hour evaluation appointment to determine space, design preferences, and budget.

Tier 1 Design - \$600

Window Treatments - Mounted Lighting - Rugs/Flooring - Furniture - Accent Pieces - Soft Furnishings
Accessories

Tier 2 Design - \$450

Furniture - Accent Pieces - Minimal Soft Furnishings - Accessories

Tier 3 Design - \$300

Accessories & Soft Furnishings Only

CUSTOM DESIGN FULL SERVICE \$900

You will receive 1 custom design board with 2 revisions included. Item pricing NOT included in package and will be billed separately. We do the shopping for you.

Consultation

2 Hour evaluation appointment to determine space, design preferences, and budget.

Direct Shipping

Select your items and we will do the shopping for you with direct shipping to your home!

Follow up Visit

1 Hour follow up appointment to assist with staging accessories and soft furnishings.

CALL TO SCHEDULE YOUR FREE CONSULTATION!

(843) 297-1935

VIRTUAL STAGING



coastal



before & after



Roni's  **STYLE TO DESIGN**

STYLE. STAGE. RENOVATE.

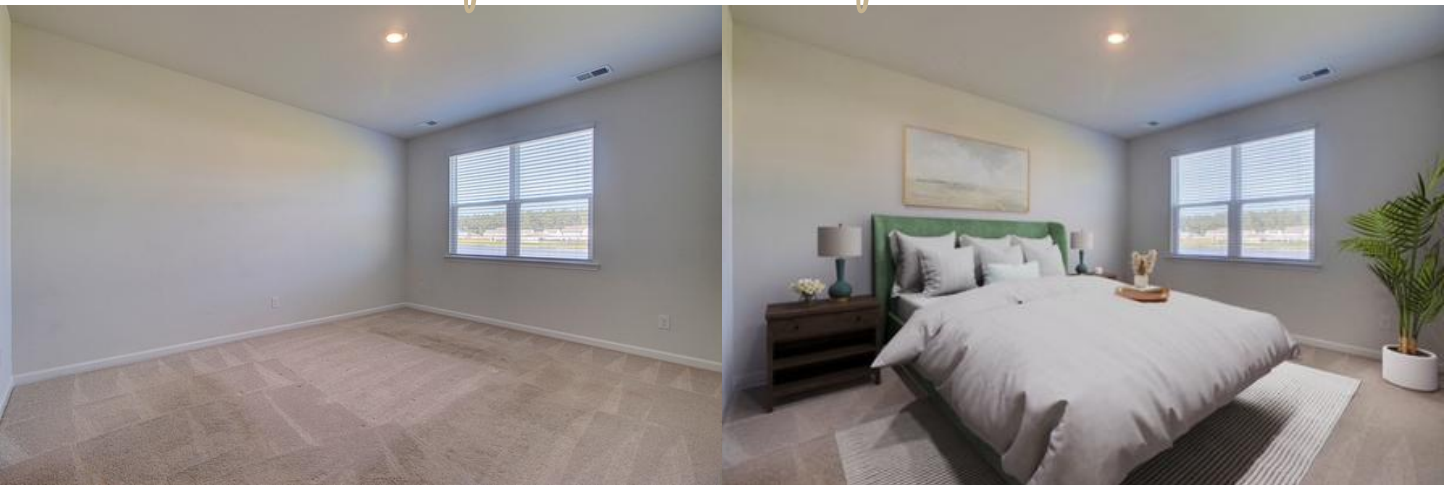
VIRTUAL STAGING



transitional



before & after



Roni's  **STYLE TO DESIGN**

STYLE. STAGE. RENOVATE.

VIRTUAL STAGING



declutter & restage



before & after



Roni's  **STYLE TO DESIGN**

STYLE. STAGE. RENOVATE.



Wall Color



Accent Wall & Floor Tile



Shower Wall Tile



Countertop



Vanity Stain



Shower Floor Tile



Wall Sconce



Vanity Mirror



Cabinet Pulls



Faucet



Sink



Tub & Filler



Shower System



Roni's STYLE TO DESIGN

STYLE. STAGE. RENOVATE.

recommended RESOURCES

GENERAL CONTRACTOR

FURMAN CONSTRUCTION, SETH FURMAN

(843) 557-5808

furmanllc@yahoo.com

PAINTING

CHARLESTON PAINT & PRESSURE WASHING, DON TUCCI

(843) 532-7225

HOUSE CLEANING

BRENDA SANCHEZ

(843) 437-7309

FLOORING

CHRIS WILSON

(843) 708-9337

chris@wilsonscarpetplus.com

LANDSCAPING

LAUREL LANDSCAPING

Aaron Edwins

(843) 330-7527

ROOFING

SOUTHPAW ROOFING, ROBBIE WACHMAN

(843) 998-0211

robbiewachman@southpawroofing.com

FENCING

FLOYD FENCING

(843) 847-1005

ATTORNEY

CHARPIA & HAMMES LAW FIRM

(843) 261-7026

office@charpialaw.com

MORTGAGE BROKER

MUTUAL OF OMAHA MORTGAGE, KELLIE COLLINS

Senior Mortgage Loan Originator

(843) 810-7219

kcollins@mutualmortgage.com

INSURANCE

FARM BUREAU, TIM CARDWELL

(843) 873-7391

timcardwell@scfbins.com



Let's get started!



Here's how you can get in touch with me:

 (843) 297-1935

 roni.haskell@kw.com

 www.thatSCrealestatechick.com

Roni ^{AND} Co.

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Keller Williams Key

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