HOME BUYE

that sc real estate chick Roni Haskell

KEL

WHO YOU WORK WITH MATTERS



OUR 5-STAR PROMISE

- To consistently and clearly communicate with you in the manner and frequency that you prefer.
- To treat you and your family with straightforwardness, integrity, and respect at all times.
- To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction.
- To hold myself accountable to finding the perfect home for you after all, that is what my business is built on.
- To serve the community as a leader in the real estate industry and as a friend and neighbor.
- To always do the right thing, even if it isn't what is easiest.
- To take care of your needs at the highest level through unparalleled professionalism and attention to detail, no request is too small.
- To serve as a trusted local expert and adviser by your side.
- To create a 5-star experience for you, earning a review and your referral business.

meet THE TEAM



Roni Haskell

TEAM LEAD | REALTOR® | BROKER ASSOCIATE



Allison Salmon





REALTOR®







Jup 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

TEAM LEAD

experience

MATTERS



Roni Haskell

Realtor/Broker Associate of Keller Williams Key



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

- 22 years experience of helping over 1,500 families with buying/selling their real estate investments
- In 2023, my listings averaged 31 days on the market
- 2023 average of 98% list/sold price
- 2023 Production was 79 sold properties totaling \$29,191,528
- 2023 Realtor of Distinction, Top 1% in sales production of ALL Charleston Agents
- I serve as a board member of the North Area Top Producer Club
- Team Lead over 4 licensed agents and 2 support staff

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, 12, 15, and 16.





KW leading THE INDUSTRY

When you choose to work with my team, you're partnering with trained agents that have the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network. And, by choosing to partner with us and the Keller Williams Family, you gain access to a suite of technology that keeps you informed and engaged with what's happening in the neighborhoods you're eyeing. Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

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

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.

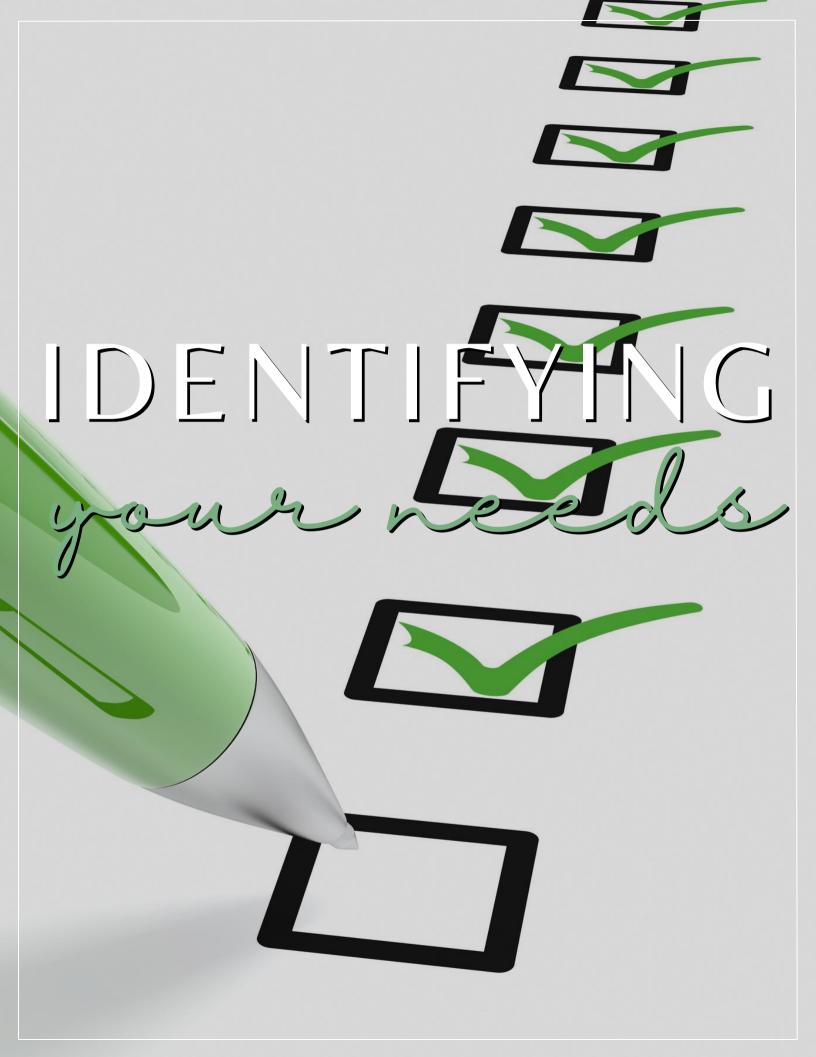
What qualities make an SRES® different?

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.





YOUR HOME wish list

WANTS - VS - NEEDS

Identifying your wants and needs is an important factor in buying a home. This can also aid in your financial planning and helping determine your budget.

----- QUESTIONS TO ASK YOURSELF -----

- How many bedrooms do you need?
- How many bathrooms do you need?
- What are your preferences for the master's suite?
- What features must your kitchen have (e.g., breakfast nook, types of appliances, etc.)?
- What finishes do you like (e.g., countertops, flooring, cupboards, sink, appliances, etc.)?
- What style do you envision for the interior of your home (e.g., formal, casual, cozy, traditional, minimalist, modern, etc.)?
- What kind of floor plan do you prefer (e.g., open vs. walls or divided living spaces)?
- What style do you envision foir the exterior of your home (e.g., french country, traditional, colonial, mid centry modern, etc.)?

- Location: Do you like to be close to the city or prefer suburban areas?
- Is proximity to work important?
- How far are you willing to travel for work?
- Are schools an important factor? Do you need to be located within walking distance of schools? Are specialty schools needed? What school districts do you prefer?
- Do you prefer amenities within the community?
- Would you like to be near recreation areas (e.g., parks, lakes, walking paths, etc.)?
- Where are your favorite places to shop? What other conveniences would you like nearby?
- Identify your budget. Have you been preapproved for a loan



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

Communication
Motivation
Time frame
Location
Home buying decisions
Budget
Positive experiences
Concerns
Expectations

YOUR NEIGHBORHOOD

Your neighborhood is an extension of your home. Neighbors, surroundings, and access to everyday things can and should factor into your decision. Once we narrow down the neighborhoods you are most interested in, I will send you information on homes that could interest you.

Always remember, that you can search, save, and organize your favorites on my app.

MAKE MY APP YOUR HOMEBASE

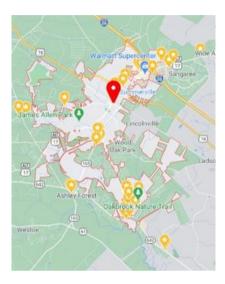
Save searches, favorite homes, and collaborate with us. Get notifications whenever a good fit becomes available, even when on the go.

To get started, download my app!



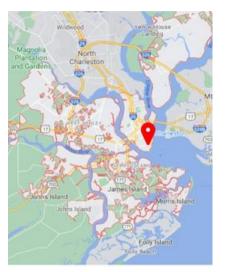
NEIGHBORHOOD SNAPSHOT

SUMMERVILLE



Median Sales Price: \$391,535

CHARLESTON



Median Sales Price: \$570,000

MOUNT PLEASANT



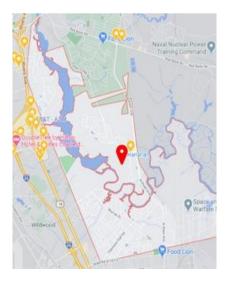
Median Sales Price: \$835,000

Price/Sq. Ft.: \$190

Price/Sq. Ft.: \$336

Price/Sq. Ft.: \$378

HANAHAN



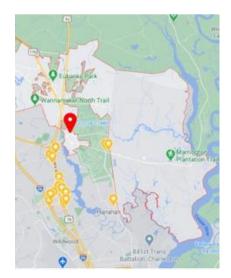
Median Sales Price: \$348,750

MONCKS CORNER

Naimari Supercen

Median Sales Price: \$344,000

GOOSE CREEK



Median Sales Price: \$310,000

Price/Sq. Ft.: \$233

Price/Sq. Ft.: \$173

Price/Sq. Ft.: \$200

VYOUR HOME

HOME LOANS AT A GLANCE

- Get pre-approved for your loan.
- Apply for a mortgage.
- Get your home appraised.
- You loan goes through underwriting.
- You're cleared to close!

HAVE-ON-HAND!

- A month's worth of your most recent pay stubs.
- Copies of your last two years' federal tax returns and W-2's.
- The names and addresses of your employers over the last two years, compiled into one list.
- Last three months of bank statements.
- A copy of your real estate agreement.
- The names and addresses of your landlords over the past two years.
- Divorce/Separation decree.
- Child support papers.
 - Bankruptcy, discharge of bankruptcy papers.

CONGRATS!

YOU'RE APPROVED FOR A LOAN!

Follow these tips to protect your loan.

D0:

- Notify your lender of any address change, whether it's your home address or another listed on your application.
- Notify your lender of any salary or wage changes.
- Be prepared to provide proof of significant bank deposits.
- Acquire homeowner's insurance immediately after going under contract.
- Keep all forms of debt paid and in check.

DO NOT:

- X Make large purchases using existing credit without first talking to your lender.
- Apply for or acquire any additional lines of credit Pay o, transfer, or close credit balances unless your lender instructs you to do so.
- Change jobs without first talking to your lender.
- X Co-sign for another person seeking to obtain a line of credit or to make a purchase.
- × Pay off collections before conferring with your lender.





KELLIE COLLINS

Loan Officer | NMLS 1776559 Direct: (843) 810-7219 kcollins@ihmcloans.com



SERVICE packages

CUSTOM DESIGN BOARD \$170 PLUS SELECTED TEIR

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 furninshings.

RENOVATION \$455 INTERIOR | \$605 EXTERIOR

You will receive 1 custom design board with clickable links to shop all items. Revisions will be billed at \$85 hour.

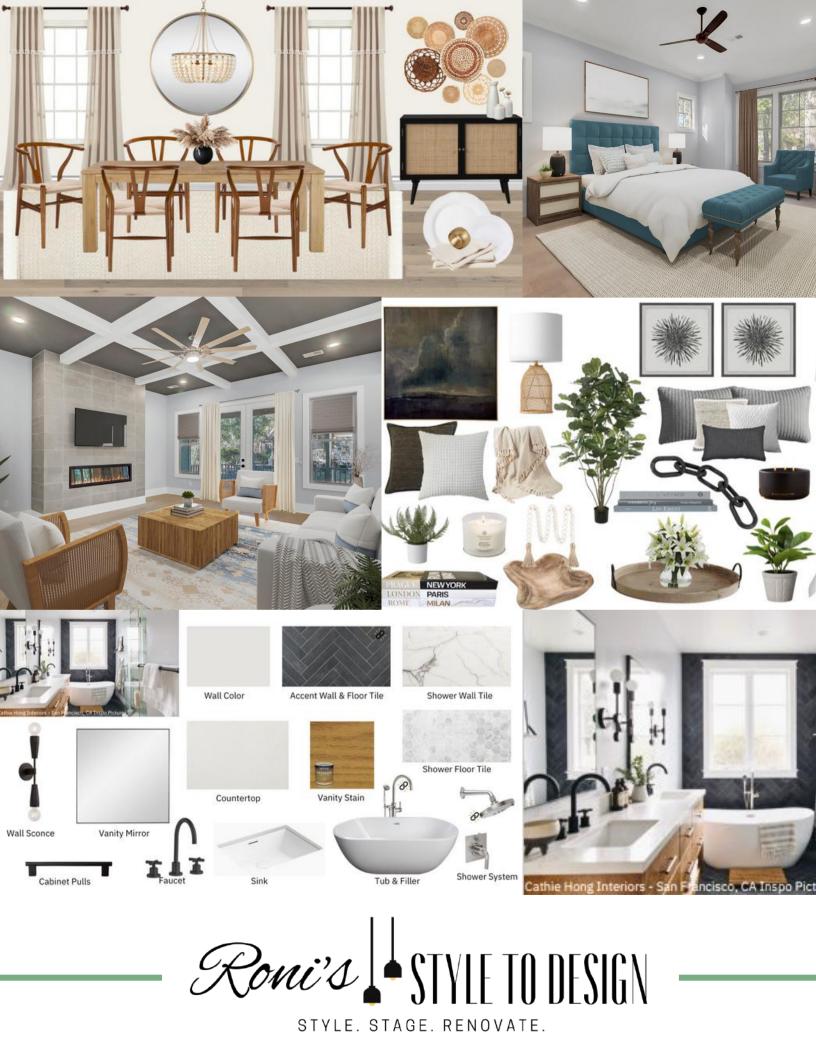
Consultation

2 Hour evaluation appointment to determine space, design preferences, and budget. Pictures of space will be taken at this time.

Virtual Rendering

Once your board has been selected, you will receive 1 digital rendering of the renovation in your space.

CALL TO SCHEDULE YOUR <u>FREE</u> CONSULTATION! (843) 297-1935





FAVORITE LOCAL RESTAURANTS





BREAKFAST, LUNCH & COFFEE

Coastal Coffee Roasters - Summerville

If you want a fresh, organic coffee, Coastal Coffee is the place to go! They also offer pastries, breakfast & lunch items. Pair your lunch with a glass of wine or a cold brew.

Mercantile and Mash - Charleston

Offering a unique selection of homemade items & local products, such as charcuterie, cheese, wine, baked goods, locally roasted coffee, grab-and-go items, and other gourmet food essentials

The Eclectic Chef

Locally owned and operated, Eclectic Chef offers an assortment of sandwiches, paninis, wraps and quesadillas - to a captivating selection of salads and soups. They utilize the freshest ingredients that are in season.

Poogan's - Charleston • Summerville

Poogan's has multiple branches in the Low Country. They offer authentic Southern favorites that are made from scratch. Brunch & dinner are served daily.

Vicious Biscut - Summerville • Mt. Pleasant

Made-from-scratch biscuits that are layered, smothered or made into a sandwich with so many options to chose from (BBQ, traditional gravy, fried chicken and more!). This is a local favorite.

Five Loaves Cafe - Summerville • Mt. Pleasant • Charleston

Get a taste of all things local! South Carolina raised meat & local purveyors/makers of produce, fresh pasta, nuts, breads, even wine & beer.

DINNER

Halls Chophouse - Charleston • Summerville

A local favorite since 2009, serving the finest steaks, hearty family-style sides paired with an extensive wine list. Other menu options include seafood, veal and lamb.

Ice House - Summerville

Family owned restaurant serving eclectic, farm to table, southern fare. They offer daily specials with ingredients and flavors to temp your taste buds.

Page's Okra Grill - Mt. Pleasant • Summerville • Moncks Corner

Locations include the restaurant in Mt. Pleasant and food trucks in Summerville & Moncks Corner. POG combines simple Southern cuisine with the casual elements of traditional coastal seafood. Local ingredients, spirits & craft brews.

Magnolias - Charleston

Magnolias has been a part of Historic Charleston since 1990. They serve upscale Southern Cuisine blending traditional ingredients and cooking techniques with modern flair for artful presentations.

COMMUNITY LINKS

SCHOOLS

School report cards and ratings can be found at: https://www.niche.com/

Dorchester County

- Dorchester School District II https://www.ddtwo.org/
- Dorchester County District 4 https://www.dorchester4.k12.sc.us/home

Berkeley County

Berkeley County School District - https://www.bcsdschools.net/

Charleston County

- Charleston County School District https://www.ccsdschools.com/
- Districts by location https://www.ccsdschools.com/domain/695

Colleges & Universities

- College of Charleston https://www.cofc.edu/
- Charleston Southern University https://www.charlestonsouthern.edu/
- Medical University of South Carolina https://www.web.musc.edu/
- Trident Technical College https://www.tridenttech.edu/

TOP EMPLOYERS

- Joint Base Charleston: Area U.S. military commands 24,9000 Employees
- Medical University Of South Carolina (MUSC): Hospital, post-secondary education, research 17,000 Employees
- The Boeing Company: Aircraft manufacturing 7,864 Employees
- Charleston County School District: Education, public schools 7,100 Employees
- Roper St. Francis Healthcare: Roper and Bon Secours St Francis Hospitals 6,100 Employees
- Volvo Car USA: Manufacture S60, EX90 and Polestar all-electric SUV production lines 2,200 Employees
- Mercedes-Benz Vans, LLC: Production of Mercedes Sprinter Vans for the U.S. market 2,000 Employees

RECREATION

Summerville

• Parks, Athletics, Camps & Special Events - https://www.summervillesc.gov/196/Parks-Recreation https://www.visitsummerville.com/parks

Goose Creek

• Parks, Athletics, Classes & Camps - https://www.cityofgoosecreek.com/recreation

Hanahan

• Parks, Facilities, Special Events, Athletics & Programs - https://cityofhanahan.com/government/parks-and-recreation/ Moncks Corner

• Parks, Facilities, Special Events, Athletics & Camps - https://www.monckscornersc.gov/recreation

Charleston

• Parks, Facilities, Special Events, Athletics, Camps & Beaches - https://www.charleston-sc.gov/357/Recreation https://ccprc.com

Mount Pleasant

• Parks, Facilities, Special Events, Athletics & Programs - https://www.tompsc.com/203/Recreation

HELPFUL LINKS



Click <u>HERE</u> to enjoy a video tour of Charleston and neighboring towns



Click <u>HERE</u> to see the beaches and towns/cities surrounding Charleston



Click **HERE** for Counties and Zip Codes



Click HERE for New Construction Neighborhoods



Click <u>HERE</u> for a map including our favorite spots to eat, drink and play in the North Area

THINGS TO DO

BEACHES

Folly Beach Isle Of Palms Sullivan's Island

BOATS

Schrooner Pride Sailboat Cruise Spirit Line Cruises Charleston Harbor Sunset Cruise

PLANTATIONS/GARDENS

Middleton Plantation - Charleston Magnolia Plantation and Gardens - Charleston Boone Hall Plantation - Mt. Pleasant



WINE BARS & BREWERIES

Wine

Deep Water Vineyard, Wadmalaw Island • Accent on Wine, North Charleston & Summerville • Uncork, Charleston • Vintage Lounge, Charleston

Breweries

Holy City Brewing, North Charleston • Reverly Brewing, Charleston • Edmond's Oast, Charleston • Oak Road Brewery, Summerville • Ghost Monkey, Mt. Pleasant

PARKS/RECREATION

Palmetto Islands County Park - Mt. Pleasant

Trails • Bike, Pedal Boat & Kayak Rack Rentals • Splash Island Waterpark • Big Toy Playground • Off Leash Dog Park • Fishing • Picnic Sites • Nature Island • Grass Volleyball Court

James Island County Park - Charleston

Trails • Spray Play Fountain • 18-Hole Disc Golf Course • Campground • Dog Park • Splash Zone Waterpark • Climbing Wall • Bike, Pedal Boat, Kayak & Stand-Up Paddle Board Rentals

Wannamaker County Park - North Charleston

Trails • Bike & Boat Rentals • Whirlin' Waters Adventure Park • 18-Hole Disc Golf Course • Dog Park • Sprinkler Water Play Area • Sand Volleyball Court • Horseshoe Pits • Picnic Sites

FAMILY FUN

Bee City Zoo - Cottageville Frankie's Fun Park - North Charleston South Carolina Aquarium - Charleston Children's Museum of The Lowcountry - Charleston

recommended RESOURCES

MORTGAGE BROKER

INTEGRITY MORTGAGE, KELLIE COLLINS

(843) 810-7219 kcollins@ihmcloans.com

ATTORNEY

CHARPIA & HAMMES LAW FIRM (843) 261-7026 office@charpialaw.com www.charpialaw.com

INSPECTOR

CAROLINA PREMIER INSPECTIONS, BOB WIGGINS (843) 226-3640 info@CarolinaPHI.com www.carolinaphi.com

INSURANCE

FARM BUREAU INSURANCE, TIM CARDWELL (843) 873-7391 Ashleyarmstrong@scfbins.com www.scfbins.com

HOME WARRANTY

HOME WARRANTY OF AMERICA, JENNIFER BOWEN (404) 324-2293 jennifer.bowen@hwahomewarranty.com www.hwahomewarranty.com







REAL ESTATE ingo

ANNUAL HOUSEHOLD INCOME

Collective income from everyone in your household before taxes or other deductions are taken, investment income or dividends, Social Security benefits, alimony, and retirement fund withdrawals.

APR

APR refers to the annual percentage rate, which is the interest rate you'll pay expressed as a yearly rate averaged over the full term of the loan. APR includes lender fees in the rate, so it's usually higher than your mortgage interest rate.

APPRAISAL

A written justification of the price paid for a property, primarily based on an analysis of comparable sales of similar homes nearby.

APPRAISED VALUE

An opinion of a property's fair market value, based on an appraiser's knowledge, experience, and analysis of the property. Since an appraisal is based primarily on comparable sales, and the most recent sale is the one on the property in question, the appraisal usually comes out at the purchase price.

CLOSING COSTS

Generally 2 to 5 percent of the purchase price include lender fees, recording fees, transfer taxes, third-party fees such as title insurance, and prepaids and escrows such as homeowner's insurance, property taxes, and HOA fees.

CLOSING DISCLOSURE

A document that provides an itemized listing of the funds that were paid or disbursed at closing

The legal document conveying title to a property.

DOWN PAYMENT

A cash payment of a percentage of the sales price of the home that buyers pay at closing. Different lenders and loan programs require various down payment amounts such as 3 percent, 5 percent, or 20 percent of the purchase price.

EARNEST MONEY DEPOSIT

Also known as an escrow deposit, earnest money is a dollar amount buyers put into an escrow account after a seller accepts their offer. Buyers do this to show the seller that they're entering a real estate transaction in good faith.

ENCUMBRANCE

Anything that affects or limits the fee simple title to a property, such as mortgages, leases, easements, or restrictions.

EQUITY

A homeowner's financial interest in a property. Equity is the difference between the fair market value of the property and the amount still owed on its mortgage and other liens.

ESCROW

Putting something of value, like a deed or money, in the custody of a neutral third party until certain conditions are met.

DEED

REAL ESTATE ingo

HOMEOWNER'S ASSOCIATION FEE (HOA)

A fee required when you buy a home located within a community with an HOA that typically pays for maintenance and improvements of common areas and may include the use of amenities.

HOMEOWNER'S INSURANCE

Insurance that provides you with property and liability protection for your property and family from damages from a natural disaster or accident. Lenders usually require borrowers to buy homeowner's insurance.

HOME WARRANTY

A contract between a homeowner and a home warranty company that provides for discounted repair and replacement service on a home's major components, such as the furnace, air conditioning, plumbing, and electrical systems.

LENDER FEES

Part of the closing costs of a home purchase and may include an application fee, attorney fees, and recording fees. The lender's underwriting or origination fee is usually 1 percent of the loan amount.

LOAN TYPES

Mortgages have different terms ranging from 10 to 30 years and are available with fixed or adjustable interest rates. Your lender can discuss down payment, insurance, credit requirements, and other specifics of various loan types.

MONTHLY DEBT

The minimum payment on credit card debt; auto, student, and personal loan payments; and alimony or child support. Rent or mortgage for a property that you will pay after your home purchase must also be included

MORTGAGE

A loan from a bank, credit union, or other financial institution that relies on real estate for collateral. The bank provides money to buy the property, and the borrower agrees to monthly payments until the loan is fully repaid.

MORTGAGE INSURANCE

Insurance that protects the lender and repays part of the loan if the borrower defaults and the loan can't be fully repaid by a foreclosure sale. Usually required on loans with less than a 20 percent down payment.

PROPERTY TAXES

Typically imposed by local governments on real property including residential real estate. The tax rate can change annually, and the assessed value of your property is usually recalculated annually.

PREPAIDS

Prepaids are expenses paid at the closing for bills that are not technically due yet, such as property taxes, homeowner's insurance, mortgage insurance, and HOA fees.

THIRD-PARTY FEES

Any closing costs charged by someone other than your lender, typically including fees for an appraisal, a property survey, a title search, owner's and lender's title insurance, and sometimes an attorney.

Let's get started!



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

- (843) 297-1935
- 🔀 roni.haskell@kw.com
- www.thatSCrealestatechick.com

www.roni-haskell.kw.com

that sc real estate chick Rovi Haskell

126 E 2nd North Street, Summerville, SC 29483