

Coastal South Carolina and Georgia Largest Regional Real Estate Powerhouse



Selling Your Property?

Why You Should List With Todd McDaniel and
Berkshire Hathaway Bay Street Realty Group



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NOTHING LESS THAN LUXURY

Thank you! for the opportunity to discuss your Property. The information below will provide you with some idea of where we need to be, to make your price point compelling enough to attract traffic. Please call me to discuss this information.

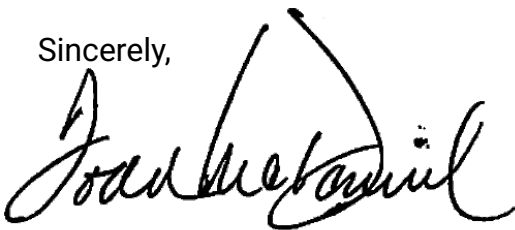
As a certified Berkshire Hathaway HomeServices Luxury Collection Specialist, I believe that selling a luxury home should be a luxury experience. I understand that your home isn't just part of your family's history – it's a significant investment. That's why it's essential to have the power of a world-class brand in your corner.

I'm proud to represent a company that stands for strength, integrity and trust. I plan to leverage their considerable business strength and unparalleled marketing advantages to provide you with an experience that is as effective, efficient and enjoyable as possible.

My affiliation with Berkshire Hathaway HomeServices Luxury Collection grants me access to the most up-to-date marketing tools, as well as connections to the world's most elite consumers. Our combined knowledge of the luxury market, commitment to customer service and technological expertise will afford you marketing advantages that no local firm or international competitor can hope to match.

Thank you for the opportunity to represent you.

Sincerely,



Todd McDaniel

Quite simply, high-end real estate deserves to be represented by an expert who specializes in the luxury market.

*Contact
Me!*

BHHS IS YOUR COMMUNITY EXPERT!

WE HAVE DEEP UNDERSTANDING OF THE LOCAL COMMUNITY

One of the key factors that set Bay Street Realty Group apart is our extensive presence throughout Beaufort, SC. We have multiple offices strategically located in key areas, ensuring that we are accessible and cater to the diverse needs of our clients. This expansive reach enables us to provide comprehensive support and expert guidance, making us the go-to choice for individuals seeking real estate services.

Our team of agents at Bay Street Realty Group boasts a wealth of experience in servicing high-end communities. With years of industry knowledge and a deep understanding of the local market, our agents possess the necessary expertise to navigate the complexities of luxury real estate transactions. Their proven track record in both sales and listings demonstrates their unparalleled skill and dedication to delivering exceptional results for our clients. Our agents are deeply ingrained in the fabric of Beaufort, SC, actively participating in local events and engaging with community organizations. This involvement allows us to stay updated on the latest market trends, neighborhood developments, and other factors that influence the real estate landscape in the area. As a result, we can provide our clients with invaluable insights and personalized recommendations tailored to their specific needs.



Scan here to visit my
YouTube Channel or click
here link to be redirected to
YouTube Favorite Videos



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GETTING TO KNOW US BETTER

TODD McDANIEL



I graduated from University of South Carolina with a BS in Business Administration and furthered my education at the REALTORS Institute. I have been a Realtor since 1993 starting with Fripp Island Real Estate sales. I consistently rank in the top 5% in sales among all other Realtors in Northern Beaufort County and the surrounding area. My experience and success is a result of a strong work ethic and dedication to my clients. I have been recognized as "Realtor of the Year" in my local Realtor association and have served my fellow Realtors as a leader at both the local and the state levels. In addition I am heavily involved in my community. I have sat on many boards. I love to share my experiences and my love for this area with every client I meet. I remain at the top in real estate sales because of my hometown pride and the many genuine relationships I develop!

As an experienced and highly trained Berkshire Hathaway HomeServices Luxury Collection Specialist,* I possess the specialized knowledge, expert skills and luxury home sales experience that you seek and deserve. With nearly three decades as a real estate sales professional, I have successfully marketed many of the finest homes in in the surrounding Sea Islands of Beaufort

Professional Achievements and Certifications

- Past President of the Community Board of Realtors® 2010
 - Beaufort County Association of Realtors REALTOR® of the Year" 2012
 - Beaufort County Association of Realtors MLS Chairman from 2009 - 2024
 - Berkshire Hathaway HomeServices Chairman's Platinum Circle Award 2018 - 2024
 - South Carolina Association of Realtors Board Member 2015 - 2024
 - The top echelon of sales achievement within the Berkshire Hathaway HomeServices Real Estate Network
 - Member of the International Real Estate Federation FIABCI
 - Berkshire Hathaway HomeServices Luxury Collection Specialist
- ## Community Activities
- Beaufort Charities 20 Year Sponsor & Volunteer
 - Local Board of the Lowcountry Regional MLS Volunteers
 - Board Member Greater Beaufort /Port Royal Convention and Visitors Bureau 2020 - 2025

Owner / REALTOR®

Todd McDaniel

843-263-1906

Licensed Realtor and Owner

todd@Baystreetrealtygroup.com

www.toddmcdaniel.com

Digital Business card



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Client Testimonials

WHAT MY CLIENTS HAVE TO SAY ABOUT ME

You will find no better agent and partner than Todd. It was a true pleasure working with him.

I rarely write reviews but, in the case of Todd McDaniel, it is my pleasure to do so. As an out-of-state client I relied heavily on Todd's local market expertise in selling my property. He was relentless in identifying qualified buyers and his communication was impeccable as he kept me apprised of what was transpiring every step of the way. You will find no better agent and partner than Todd. It was a true pleasure working with him.

Bill Peters

We found Todd to be wonderful to work with! He is very professional and calm in what was a very stressful real estate environment. He was able to successfully negotiate what we needed and keep everyone up to date with strong communication skills. We are tremendously thankful to have him representing us!

Mike & Kerry Walsh

He is beyond the best real estate agent in the Lowcountry.

I cannot recommend Todd to you too strongly. He knows the market and listens to you to find your perfect property. He then moves the purchase toward negotiation and closing expertly.

Todd knows the Beaufort area and has an extensive network of friends and contacts. He will help you find that perfect attorney, insurance agent, accountant, plumber, etc. He has even introduced me to a contact about returning to teaching! He is beyond the best real estate agent in the Lowcountry.

William Ginn

To read more reviews, follow the link below

bit.ly/ToddsGoogleReviews



Todd McDaniel, Realtor

701 Bay St, Beaufort, SC

5.0 ★★★★★ (64 reviews)

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Please Tell Me more

About Your Situation

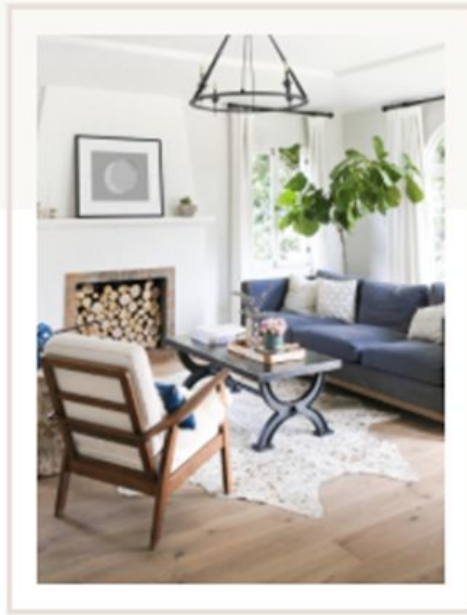
UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is your moving deadline?



02

Your Plan

Do you have a plan should your property not sell in the expected timeframe?



03

Obstacles

Do you anticipate any major challenges or issues with selling your property?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your property so we can accomplish your goals.

The Top Three

Pricing Factors To Consider

PRICING YOUR PROPERTY TO SELL

As the seller, it's easy to let emotions influence what you believe your property is worth. Pricing your property too low can cost you money while pricing too high can cost you buyers.

As your REALTOR, you can trust that our pricing strategy will be unbiased. With our skill set we will list your property at an accurate price to benefit you in the long run. We will determine the best strategy for you with genuine and practical intentions. Your property will warrant its own particular pricing strategy based on the following factors.

THE MARKET



Your local areas current housing market conditions will play a large factor in helping determine the best price for your property listing.

THE COMPETITION



We will look to see what other properties are on the market to determine how your listing will compare to others in your area.

YOUR TIMELINE



We will establish a timeline based on your urgency and flexibility. This will help determine the best listing price to meet your goals.

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Selling Your Property

My Top Priority

PRICING IS CRUCIAL

I will work with you to establish a fair market value for your property. I want to ensure you are confident in the listing price for your property. My goal is to attract the greatest quantity of quality buyers as soon as your property hits the market.

My goal is to price your home correctly the first time!

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From Just Listed to Sold

My Proven Marketing Plan

UNDERSTANDING YOUR GOALS



Create a professional listing flyer & in-property marketing book



Informative & engaging MLS listing description



Exposure to my associates at bi-monthly business meeting



Strategic postcard campaign featuring your property



Hold an Open House 1-2 weeks after placing property on the market



Promote at a Realtor Open House luncheon



Use Professional quality photography



Target one-to-one social media advertising



Door-Knock the neighborhood & pass out listing flyer

We will work together to establish a winning marketing plan for your property. I approach each listing with a fresh perspective, so we will be sure to customize a marketing plan specifically for your property.

Selling Your Property The Value of Global Marketing

MAXIMIZING REACH AND INFLUENCE WHEN BUYING
AND SELLING LUXURY PROPERTIES



For your luxury home to provide you with the largest return on your investment, it must be exposed to the greatest number of prospective buyers.

There are a number of reasons why the ultimate buyer of your home may emerge from outside your local market or region. This is due as much to demographics and technology as it is to the discretionary nature of luxury home acquisition.

Affluent consumers are generally more mobile and more likely to be frequent flyers, with more discretionary income available for travel. They frequently travel for business and are more predisposed to foreign travel.

The growth of telecommuting may enhance the appeal of luxury properties in small towns, resort communities, and rural locations.

Individuals of significant wealth may not wish to identify themselves as potential luxury homebuyers until they discover a marketed property that piques their interest.

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Additional Marketing Tools

How We Achieve Our Success



- Professional Custom Property Brochures
- National and International Online Exposure
- Direct Marketing
- Private Showings
- Private Broker Receptions
- Multiple Listing Service
- Professional Peer Networking
- HDR, 3D, and Drone photography Available
- Matterport 3D Tour of Your Property
- Traditional Print Ads
- Mass email to Agents and Client Database
- Targeted Digital Ad
- Just Listed Postcard
- 1000's of Online Platforms
- Yard Sign*
- Open Houses
- Virtual Showings
- Other Marketing Materials
- Social Media Exposure
- Video and Mobile
- Large Referral Network
- Staging Resources
- Two Minute Highlight Video
- Twilight Photography

Consumer advertising in prestigious publications:

*duPont REGISTRY - The Wall Street Journal - Unique Homes - Prestige Magazine

My Proven Property Selling Timeline

MY SIGNATURE PROCESS

Step One

Listing Consultation

After viewing your property, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the property and when your property will go active on the market.

Step Two

Professional Photography

After your property is prepared and staged, it will be professionally photographed by a top local real estate photographer. These photos will be used for the MLS listing and marketing, which means high-quality photos are a must.

Step Three

My Marketing Plan

Your property will now be live on several regional MLS's and viewable to potential buyers. To ensure maximum exposure we will run social media ads, hold an open house, contact potential buyers, and commence a unique marketing plan designed specific to your property.

Step Four

Showings

Whether it be virtual or in-person, it's important that you allow showings at your property. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your property to potential buyers.

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Step Five

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

Step Six

Inspections

The buyer's agent will schedule any inspections during the time period negotiated in the contract. Together we will negotiate any requested repairs. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

Step Seven

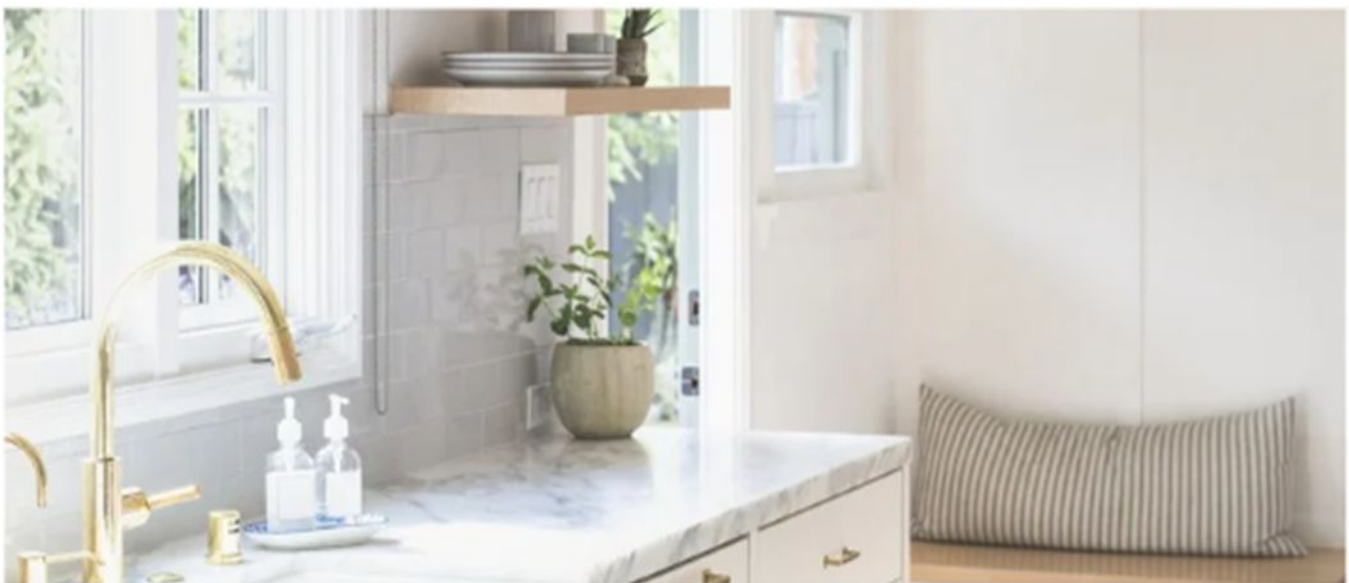
Appraisal

The mortgage lender will typically order an appraisal to determine the value of your property. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

Step Eight

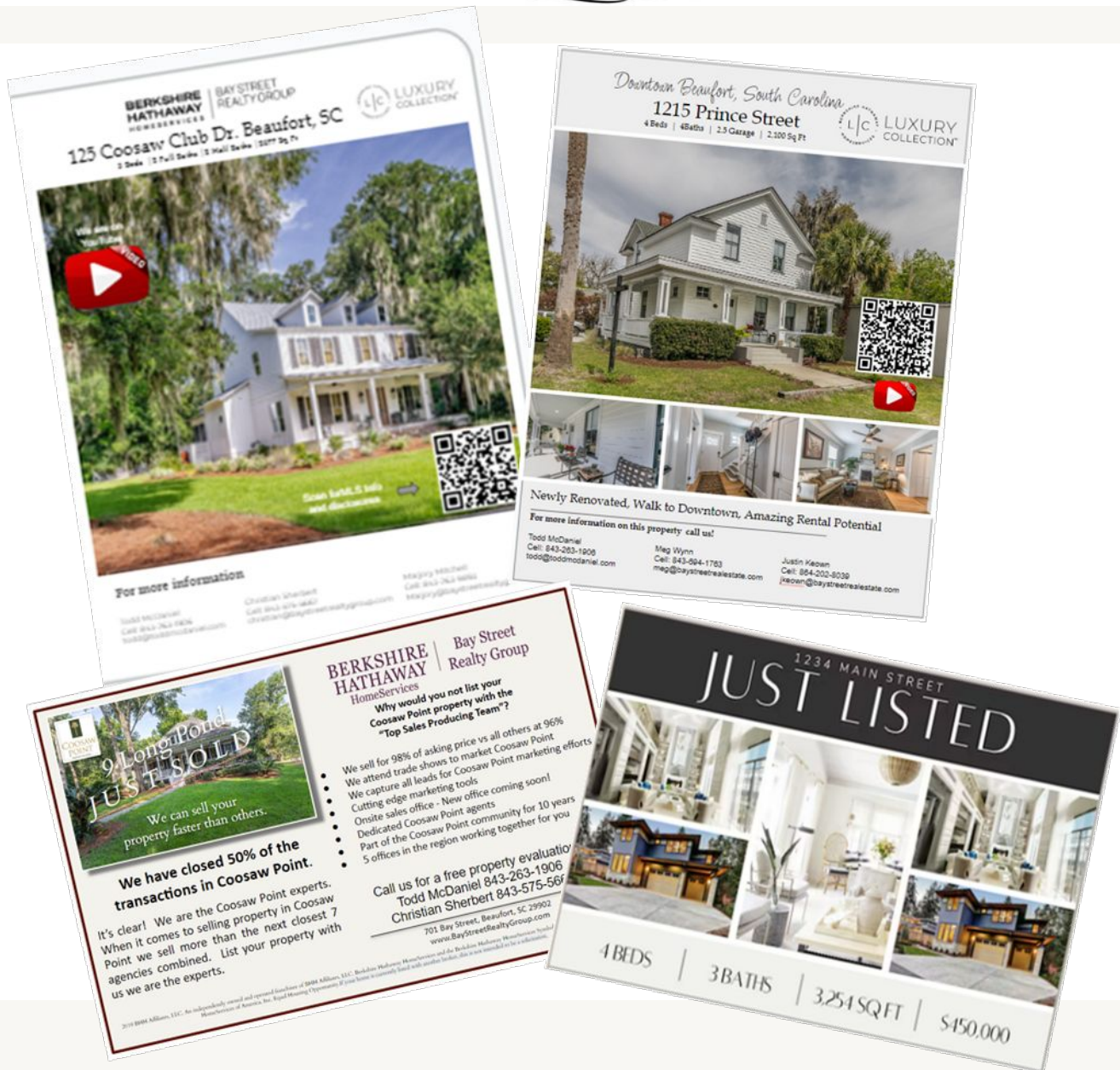
The Closing

You will need to fulfill any closing obligations including: making agreed upon property repairs, submit disclosures, review closing costs and move out. After you sign the documents, it's time to celebrate because the property sale is complete.



Examples Of My Presentations

Professionally Designed Materials



Professionally Designed Brochures

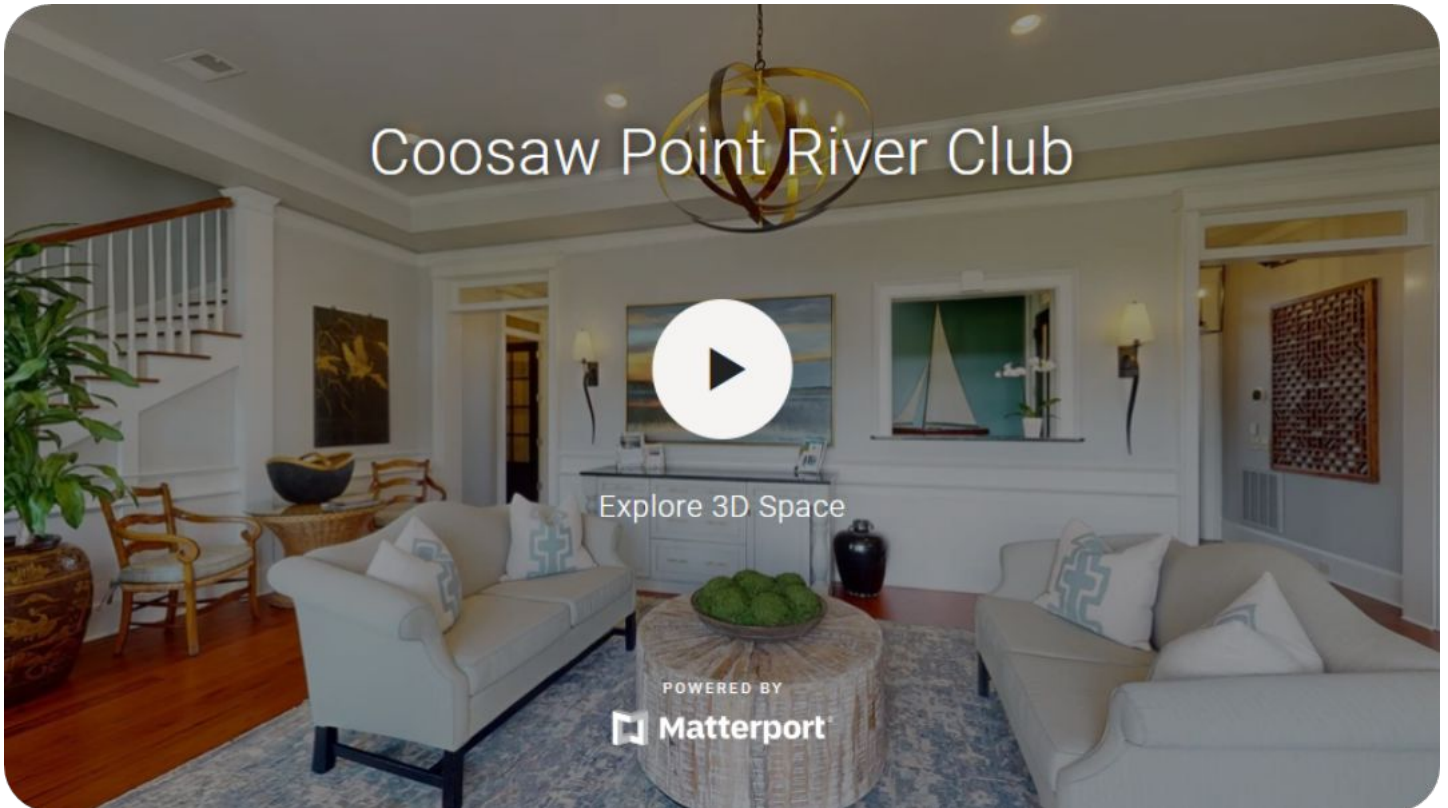
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Additional Marketing Tools

My Matterport / Virtual Tours



 **Matterport**
3D/360° Virtual Tours



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Additional Marketing Tools

View some of my YouTubes



..My Favorite Beaufort Videos

by Todd McDaniel

Playlist • Public • 36 videos • 780 views

A list of videos that contain information on the different communities of Beaufort as well as what to do in it. [...more](#)

[▶ Play all](#) [+](#) [✎](#) [↻](#) [⋮](#)

Sort **All** Videos Shorts

Experience Beaufort, Port Royal & the
ExperienceBeaufortSC • 73K views • 13 years ago

Port Royal, SC by Drone
Todd McDaniel • 34 views • 11 months ago

Extraordinary Beaufort Living
Bay Street Realty Group • 311 views • 4 years ago

Beaufort, SC - Enrich Your Collection
Visit Beaufort, SC • 4K views • 11 years ago

Beaufort John Wollwerth
Todd McDaniel • 59 views • 5 years ago



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Additional Marketing Tools

Property Brochure

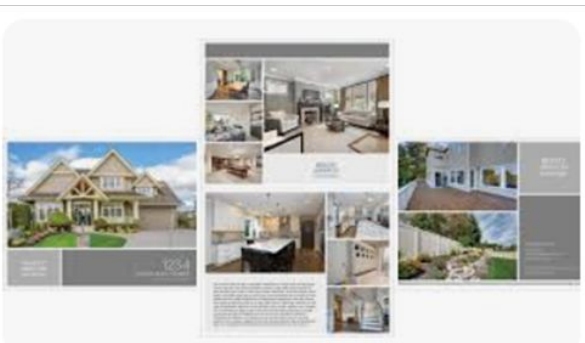
An eye-catching, professionally designed brochure can be one of our most effective tools to illustrate the distinctive qualities of your property.

Brochures will be distributed exclusively to leading luxury real estate professionals and targeted buyer databases. We will also maintain a supply of these marketing materials at your property and at select Berkshire Hathaway HomeServices Real Estate Network member offices.

Your brochure will be provided directly to select groups with proven track records of finding buyers for luxury properties of comparable value. These include:

- Affluent residents of our community and the surrounding counties.
- Business professionals, community leaders and cooperating brokers who represent prospective buyers of means.
- Past clients – a valuable source of qualified referrals and repeat buyers.
- Select Berkshire Hathaway HomeServices Luxury CollectionSM Specialists and cooperating brokers.

*Scan here to view a
property brochure*



MAXIMIZING THE APPEAL OF YOUR HOME

First Impression

The current condition of your home and the first impression it makes on prospective buyers carry enormous financial weight in the marketing of a luxury property. Since affluent home buyers are often influenced by family members, friends and the professionals who represent them, your property is likely to be previewed by astute eyes before it is ever presented directly to qualified, prospective buyers.

To ensure you receive the most value out of your property, we work closely with the finest professionals to stage your home so that it always shows to its maximum potential. From catered parties to exclusive preview events, we pride ourselves on delivering qualified buyers directly to your door.

Homes of distinction must be maintained in show condition through the sales transaction. Please notify me immediately should there be a change in your property's condition after it is introduced to the market, as this information may need to be disclosed to potential buyers.

Staging Accentuates The Positives

In light of the exacting standards of today's more discerning, affluent homebuyer, our strategy includes collaborations with professional stagers to enhance the overall appeal of your property. Even relatively minor cosmetic changes could add significant eye appeal that may result in increased interest in your home. Examples of notable cosmetic changes might include:

- A lighter color palette or rearrangement of furniture to provide a more spacious appearance to key rooms.
- Removal of objects d'art and personal photographs to focus prospective buyer attention on appreciating your home instead of your prized collections.
- The addition of flowers and plants to make walkways and landscaping appear more welcoming.



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OTHER MARKETING CONSIDERATIONS

Discretion, Timing and Communication.

As an experienced and highly-trained luxury home marketing professional, it is exceptionally important that I represent you to all interested parties. In addition to confirming that prospective buyers are qualified to purchase your home, I can ensure that all information communicated about it, and its sale requirements (including any timing constraints due to relocation), are correctly and discreetly managed. This process will greatly reduce the likelihood of encountering surprises from prospective buyers when the time comes for me to negotiate offers of sale. For this reason, I respectfully request that clients refrain from showing their own properties or communicating directly with prospective buyers or buyer representatives.

Helping Buyers Emotionally Connect

Prospective buyers must get a feel for any home they are considering for purchase. This means they must make an emotional connection by envisioning your property as they would live in it. To enhance prospective buyers' ability to form this emotional connection, they must feel relaxed and comfortable when visiting your home. For this reason, I always ask that homeowners and their family members (including pets) vacate the property at least twenty minutes prior to each showing, and not return until after the showing is complete. I will provide you with the prospective buyers' feedback, as well as my professional observations.



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LET'S TALK ABOUT YOUR PROPERTY'S VALUE



These next few pages will discuss our market forces and where your property is positioned in our current market.

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THE IMPACT OF PRICING

Get It Right The First Time

Along with an effective marketing plan, pricing dramatically impacts the attraction of acceptable offers from qualified buyers. The price should be high enough to ensure that you receive a maximum return on your investment, yet enticing enough to pique the interest of informed buyers with access to comparable sales information. The existing pool of prospective buyers, along with the following conditions, determine the value of a high-end property:

- The property's location, design, amenities and condition.
- The availability of competing existing properties.
- The availability of competing new properties.
- Economic conditions relevant to upper-tier real property transactions.
- Your timeline for selling your home.

The Best Guide To A Property's Market Value

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

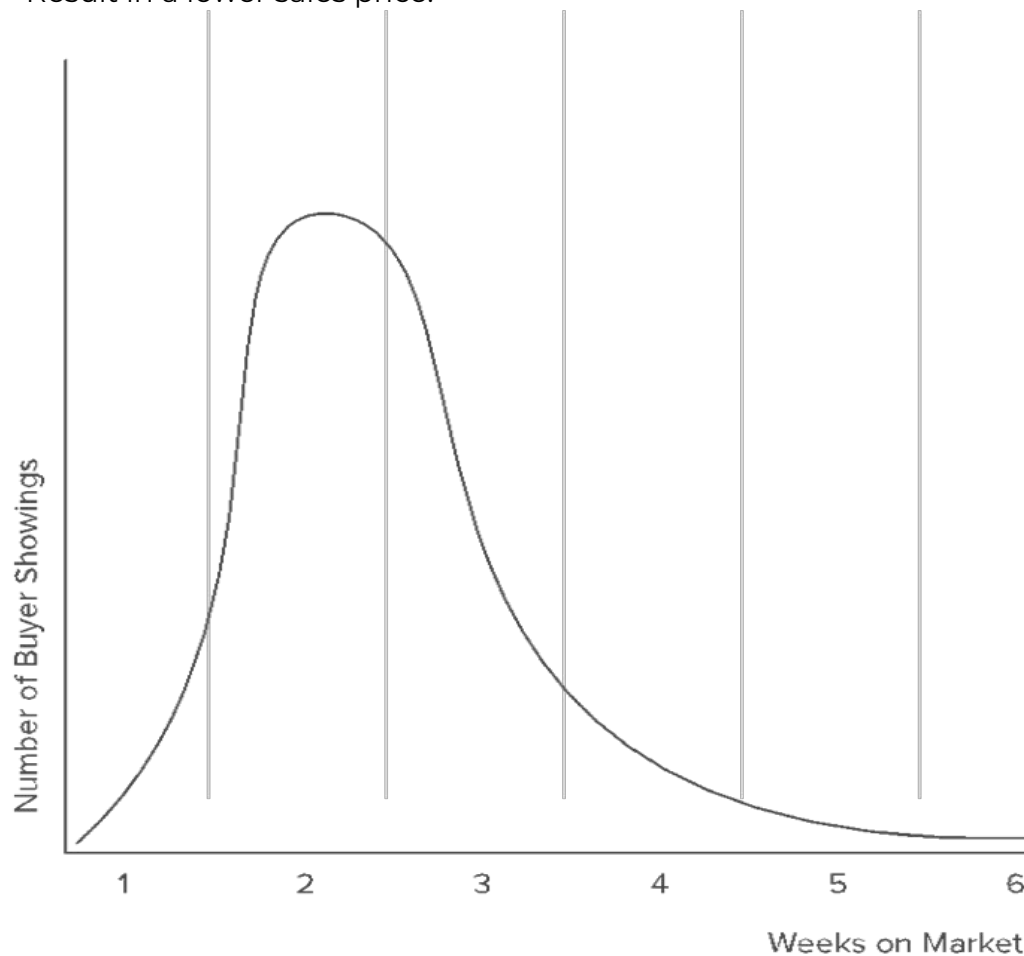
- Have sold in the recent past.
- Are currently on the market (in competition with your property for buyers).
- Are competitive but are within a slightly lower price range.
- Failed to attract a qualified buyer.

Our thorough, research-driven process will identify the true value of your house.

THE RISK OF OVER PRICING

Overpricing can damage the chances for a successful home sale. It may:

- Prolong the time a property is on the market.
- Diminish the impact of the marketing plan.
- Reduce the pool of prospective buyers.
- Result in a lower sales price.





About Your Home

Help us Understand your Property

- ★ What attracted you to this property when you bought it

- ★ What is your favorite feature of your property

- ★ What do you like the most about your neighborhood

- ★ What the nearby attraction and amenities you like

- ★ What don't you like about your property

Selling Your Property

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire home
- Create a list for the photographer of areas of your property you want them to highlight (and any areas you do not)
- Turn on all lights, lamps and overheads and replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Stow pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure any patio furniture is arranged
- Sweep any porch and exterior areas



Selling Your Property Important Info

Preferred day for photographs:

Best day/time for open house:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to remove shoes?

Will pets be home during showings?

Do you have a security system that will be on during showings?

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notes

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THANK YOU FOR YOUR TIME

We look forward working with you in the future

“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity.

What other quality would you want that Berkshire Hathaway HomeServices does not have? I don't think you could find one.”

-Warren Buffett
Chairman and CEO, Berkshire Hathaway Inc.



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