

CHARLOTTE · NORTH CAROLINA · 2026

The *Charlotte* Seller's Guide

A Discerning Seller's Plan for the Queen City

MAREN BRISSON-KUESTER · CORCORAN HM PROPERTIES

A NOTE FROM MAREN

Welcome *home.*

I was born in Charlotte, grew up in Weddington, and have raised my own kids here. Licensed since 2003. Watching this market through 2008, the post-2020 frenzy, and the rebalancing happening now is what makes me a useful guide.

Selling well right now is different work than it was two years ago. Buyers have time, options, and information. The houses that move at the right price do so because of preparation, presentation, and pricing discipline. The houses that linger almost always missed one of those three.

This is the conversation I would have with a friend asking what it actually takes to sell here today. No urgency tactics, no flattery. What the market rewards, and what it punishes.

— Maren Brisson-Kuester

Broker & COO · Corcoran HM Properties



Preparation.
Presentation.
Pricing discipline.

THE THREE THINGS THAT SELL A HOUSE

WHY ME

Why work *with me.*

Third-generation Charlottean. I care about the roots you planted here, and I know this region block by block: Myers Park, Eastover, SouthPark, Lake Norman, Lake Wylie, Weddington, Marvin, Fort Mill. The homes on the market and the ones not yet listed.

I see everything about a house and I am honest with you about it. I love to negotiate. It is one of my favorite parts of this work. And I have an eye for design and staging, with vendors I can call at a moment's notice.

If your home needs work before it lists, I will tell you. If it does not, I will tell you that too. The goal is to sell it well, not to flatter you.





PRICING

What sets *the price.*

Comparable sales tell you the floor and the recent ceiling. They do not tell you what your house is worth today. Condition, finishes, lot, and presentation set the ceiling. Comps set the conversation.

Most sellers price emotionally. They price for what they paid, what they put into it, what their neighbor got, what they need to net. The market does not weigh any of that. The market prices statistically, against what is available right now.

The work of a good listing strategy is to bring the two together honestly: a number that respects what the house genuinely is, and the patience to hold the line when it is right.

BY THE NUMBERS

What the market *is doing.*

AS OF Q2 2026 · CANOPY MLS, MARCH 2026 DATA

What pricing discipline looks like, in numbers.

+9.1%

year-over-year pending sales, March 2026

Charlotte region — strongest spring signal since 2023.

2.7

months of supply, Mecklenburg County

Inventory up 17% YoY, yet still well below the 6-month balanced-market line.

+11%

year-over-year price growth, $1M+ tier

Roughly five times the appreciation rate of the broader Charlotte market.

THE BROADER MARKET

Median sales price *+1.0% YoY*	$395,750
Median days on market *up from 55*	63 days
Months of supply *rebalancing, not balanced*	3.0
% of original list price *down less than 1 pp*	95.6%
Active inventory *+12.7% YoY*	~10,900

THE LUXURY TIER

$1M+ year-over-year price *vs. ~+1% market-wide*	+11%
$1M+ months of supply *tighter than the broader market*	3.6
$1M+ list-to-sale ratio *luxury holding price*	97.3%
28207 (Myers Park / Eastover) avg sale *Q4 2025 — only Charlotte ZIP above $1.5M avg*	$1.51M

BEYOND CHARLOTTE PROPER

Lake Norman waterfront — Q1 median *+ activity rising in $2M–$4M tier*	$2.36M
Lake Wylie — YTD median *+3.1% YoY; waterfront avg above $1.4M*	~$578K
Weddington / Marvin / Waxhaw (28173) median *list-to-sale 98%; luxury inventory rising*	$693K
Union County overall median *pending sales +15.7% YoY*	$449K
York County, SC (Fort Mill, Tega Cay) *Indian Land $522K; Rock Hill $318–360K*	Median ~$432K

Sources: Canopy Realtor Association / Canopy MLS (canopyrealtors.com); Realtor.com Research; Zillow Research; NAR. Stats reflect the 16-county Canopy MLS region or the specific submarket noted. Data refreshes quarterly.

How a price gets set.

01 Comparable sales.

We start with what has actually closed in the last ninety days within your block, your school zone, and your price tier. Active and pending listings tell us what we are competing against; closed sales tell us what buyers are willing to pay.

02 Condition relative to comps.

A recently renovated kitchen, a re-roof, a pristine yard: these move you up the comp set. Worn finishes, deferred maintenance, and dated systems move you down. Honest assessment is what separates a confident list price from a hopeful one.

03 The first two weeks.

The market votes immediately. Strong showing traffic and a serious offer inside the first fortnight is the signal of a price that is right. Silence is a signal too. A price that needs a chase is almost always a price that started too high.

Most sellers price emotionally.

The market prices statistically.

Preparing *the house.*

01 The honest walk-through.

Before anything is listed, we walk every room together with the eye of a buyer, not the eye of an owner. We note what reads as fresh, what reads as tired, and what a critical buyer will price down for.

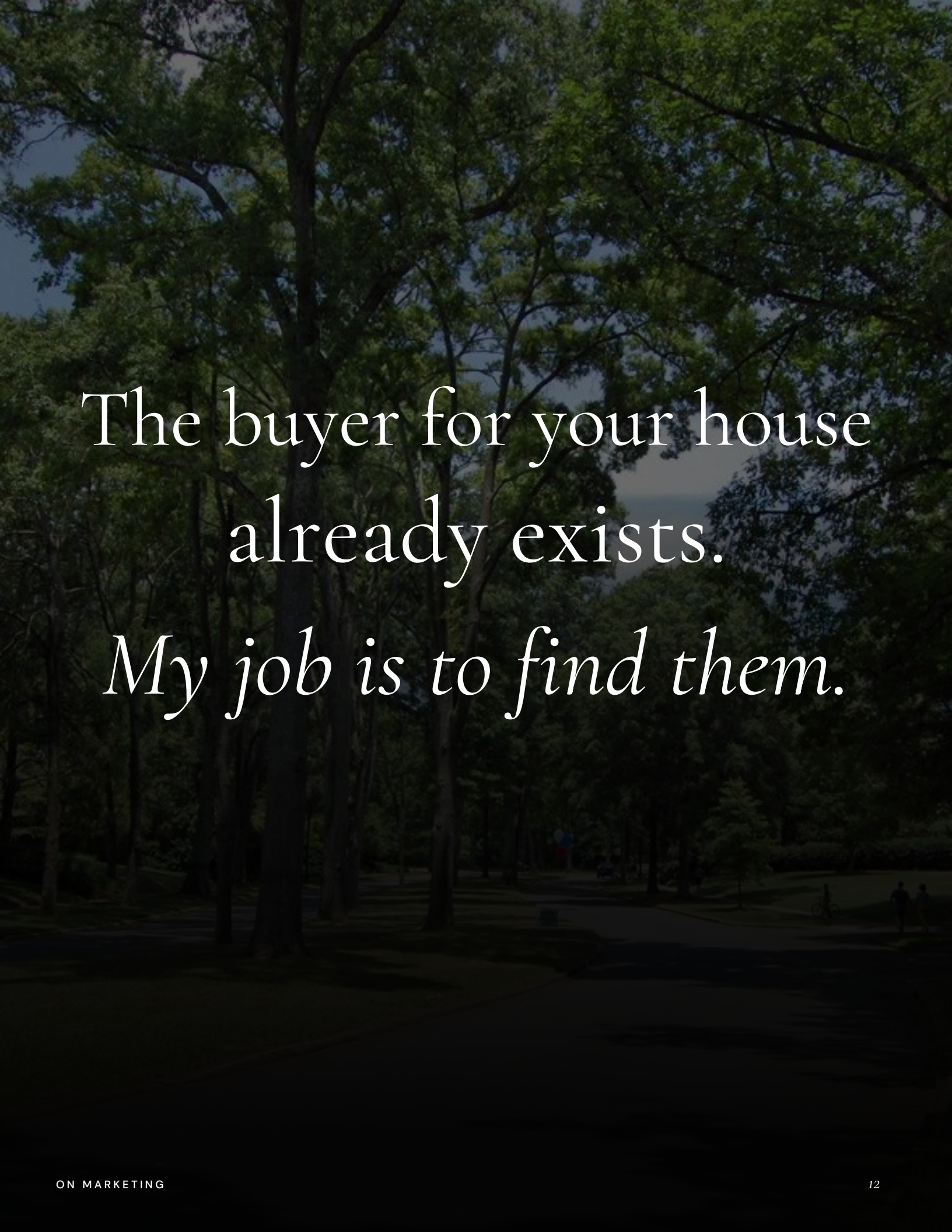
02 Pre-list improvements that pay back.

Paint, light fixtures, landscaping, deep cleaning, and targeted repairs return multiples of their cost. Major renovations rarely do. The discipline is knowing where the line is for your specific house and price band.

03 Staging.

Empty rooms photograph poorly and feel smaller. Over-personal rooms ask the buyer to imagine past your life rather than into their own. Good staging is quiet: edited furniture, neutral palette, real light.




The buyer for your house
already exists.
My job is to find them.

How I market *a listing.*

Photography & storytelling.

Architectural photographers, twilight exteriors, drone where it earns the shot. The listing copy is written, not templated. The first ten seconds online decide whether anyone schedules a showing.

Targeted reach.

Paid placements aimed at the buyer profile most likely to land on your house: relocation directors, qualified national searches, the right luxury aggregators. Volume of impressions matters less than precision.

The network.

The Corcoran network and my own broker relationships move information ahead of public listings. For the right house and the right seller, an off-market or pre-market window gives us leverage public exposure cannot.

Three channels, one objective: the right buyer at the right time.



VENDORS · STAGING · PREPARATION

Vendors *at the ready.*

An eye for design and staging is the part of this work I love most. Empty rooms photograph poorly. Over-personalized rooms ask buyers to imagine past your life rather than into their own. The right staging is quiet: edited furniture, a neutral palette, real light. It changes how a house photographs and how it shows.

I have vendors I can call at a moment's notice. Painters, landscapers, electricians, a roofer I trust, two stagers whose work I have used for years, an architectural photographer whose twilight exteriors are the difference between a listing that gets clicked and one that gets scrolled past.

If your house is ready to list, I will tell you. If it needs work first, I will tell you exactly what work and who to call. The goal is to bring it to market in the strongest version of itself, then price it accordingly.

I love to negotiate.

It is one of my favorite parts of this work.

— MAREN BRISSON-KUESTER

Negotiation *and closing.*

Reading the offer.

Price is one variable in five. Financing strength, inspection terms, contingencies, due diligence money, and timing each carry weight. A lower clean offer often nets more than a high offer with conditions that erode through closing.

Counter-strategy.

Every counter is a position, not a number. We choose what to give back, what to hold, and where to invite the next move. Tone matters: tough but professional keeps the buyer engaged rather than defensive.

Due diligence and closing.

After acceptance, the work is unglamorous and decisive. Repair negotiation, appraisal management, lender coordination, and a clean path to the table. Most deals are won or lost in the thirty days no one talks about.

Negotiation is craft. The contract is just the beginning of the work.

About *Maren.*

Third-generation Charlottean. I grew up in Weddington, raised my kids here, and have built my practice across both Carolinas: from Myers Park and Eastover to Lake Norman, Lake Wylie, Fort Mill, and the luxury estate market in Marvin and Weddington. Broker and COO at Corcoran HM Properties.

My practice is luxury and full-service: a small number of clients at a time, each one given the attention a serious sale requires.

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PAST TWO-TERM PRESIDENT,
CANOPY REALTOR® ASSOCIATION
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Sell it well. *Not just sell it.*

— MAREN BRISSON-KUESTER

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Selling well in the Queen City.

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