



▶▶ top producer

SETH STISHER

By Jennifer Guerra | Photos by Charleston Real Estate Media

Seth Stisher of Carolina One has spent his life always following his passions. Blessed with a life most people could only dream about, Seth spent 20 years as a water-skiing coach, traveling the world and honing his craft before joining the world of real estate. Now, he's coaching differently, but still using his knowledge and skills as a Top Producer in Charleston to help as many people as he can learn the huge benefits of owning

real estate. Not to mention, he's a bonafide TV star, having hosted the real estate show Waterfront House Hunting!

After moving to Charleston full-time to pursue his dream of waterskiing professionally, Seth decided to couple his dream with a degree in education and established himself as one of the most well-known coaches in waterskiing throughout his career.

"Ultimately I have traveled the world through water skiing (taking me to places like Dubai, Lebanon, France, Cypress, England, Chile, Peru, Brazil, Ecuador, Costa Rica, Mexico, Canada, New Zealand and Australia) for both coaching and competing. This has not only kept my mind open to other cultures but also created lifelong contacts all over the world. It made getting my





Certified International Property Specialist Designation a no-brainer.”

Seth’s many travels have taught him how to deal with people from different cultures and backgrounds, making real estate the perfect fit for him and his talents. He has seen it all in his 10 years as an agent and has learned how to, “Fail forward,” learning from his mistakes and building his business into one that should be rivaled. It was his foray into buying real estate that would eventually lead him to get his license, and the rest, as they say, is history.

“At some point, I thought I was a brilliant tycoon...UNTIL...2007/2008. I was stuck with two properties that I didn’t love and for which I had to supplement my cash flow to keep until the market rebounded. Through that

process, I learned how much I didn’t know. Rather than give up, I decided to FAIL FORWARD and learn what I didn’t know. Several years later, I got my license and endeavored to learn as much as I could every single day. I still operate this way today. I have been in real estate for a while now (almost 10 years as an agent and most recently getting my broker’s license last year) and recognize every day that I need to learn more! When you add on top of this the educational piece where I can help my clients understand the market, the process, and the potential that real estate provides. I have the opportunity to still use my passion for education in another way. How you do it is through CARE and communication for your clients and their real estate moves. Help them first and you will be rewarded intrinsically and financially.” With education and diligence at the center of everything he

does for his clients, Seth’s business has grown exponentially.

However, doing it alone would be nearly impossible. There is no doubt he would be lost without the help of his transaction coordinator, his mom, Sandra, who has been with him almost his whole career, and with his mom by his side at the office, his family at home is Seth’s reason for working as hard as he does. Seth’s wife, Meghan, who is his best friend, is his rock in all ways, along with his two kids who are pretty impressive themselves! His daughter Madalyn is in nursing school at the University of North Carolina-Wilmington and his son, Landon, who shares his dad’s love of waterskiing, is a Visual Artist at the Charleston School of the Arts. They both share their dad’s sarcasm, which often comes back to bite Seth in the butt!

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No one can gain this amount of success by themselves, so with his family by his side, and in his office, Seth will continue to be a Top Producer in the Charleston market. A feat he could not have reached without those who have helped him along the way, and it's important to him for those people to get their recognition.

“I could not achieve my level of success or the next level I am working towards without help. My Broker-in-Charge, Kenny Keathley, and the entire Carolina One family are a huge

part of that now. My move to Carolina One has given me a platform to do my best work, and Kenny is an amazing motivator and resource to inspire me and ensure that I am armed with all of the tools to be the best agent I can be. My mother as my transaction coordinator has been instrumental in that and now I have a long-time friend, Grace Wilkins, working with me full-time while she is getting her license. She is also instrumental in helping with marketing, systems, research, etc, to make sure we are giving our clients the best we have.

Additionally, I have worked with two great brokers in the past who deserve tons of credit for helping me grow as an agent and as a professional. First, it was my first broker in charge, Ann Whalen. She believed in me and helped me learn on the fly when I was balancing two careers in the beginning. I will always be grateful for her giving me the start! Also, Jennifer Krause, my broker in charge before I moved to Carolina One. She is a genuinely caring broker who offered a ton of support and help whenever needed. We are still friends today and I appreciate those connections!”