

## **1487 Palomino Drive - A Case Study**

It felt like it was just yesterday when I was opening the door to the pungent smell of cat urine at 1487 Palomino. It was a hot late August day back in 2013, and the Eachon's were looking to get away from the hustle and bustle of Coeur d'Alene. They had found this listing, drove by it, and wanted to investigate further why it was still available.

As we pulled up to the home, it was quickly becoming obvious why a home on 10 acres hadn't sold when it was listed at only \$149,900. The skirting around the double wide was broken, and missing in places. Makeshift fences were set as dog runs. Where there was supposed to be grass, there was only dirt and weeds.

As I walked up to the door dodging the yellow jackets, I remember fearing for my safety with the rickety old wooden stairs leading to the front door. As I opened the lock box, and turned the key in the knob it became even more obvious why this home hadn't sold. The aroma of a litter box hit us in the face like a sack of rocks. Typically when this happens while showing homes, you quickly close the door again, put the key back, and move onto the next home. But this one was different. I could tell that both Chris and Amber had a vision for what this place could be.

So we proceeded with the showing. The walls were covered with wallpaper, the carpet was heavily stained, and mistaken for a litter box. Every little nook and cranny filled with the sellers items. There was no rhyme or reason for any of the décor.

But we kept going. All of the toilets and bathtubs had an orange tint to them, making it very obvious that the well was high in iron. This didn't scare Chris and Amber off either. They knew that all of these were things that they could fix.

We eventually put an offer in on the home, and closed shortly after.

Earlier this year my phone rang, and it was Chris on the other line. He wanted me to come up to the home and talk to them about possibly putting their home on the market. To be honest with you I thought he was insane when he was telling me that he thought they could get north of \$250k when all of those memories from when they purchased came to my head.

I knew they had done a ton of work to the home from previous conversations, but I hadn't seen it. As I pulled up I couldn't believe it. Was I at the same house? The broken white skirting was gone. It was now replaced with a beautiful cedar lap skirt that flowed with the new exterior paint job. But this wasn't even close to the most noticeable addition to the home.

Where those old rickety steps used to be now sat one of the most beautiful decks I have ever laid my eyes on. It was huge, partially covered with tongue and groove ceiling, and iron railings. Not only that, but it ran to the edge of the flat landing overlooking Post Falls below. One of the most picturesque settings to watch the sun go down.

As Amber welcomed me inside, I was even further blown away by the work they had done. The old nasty wall paper was a distant memory, and so was the carpet the cats used as the litter box. I was now

standing on a beautiful laminate floor, feeling like I was in a completely different home. They essentially gutted the place, and made what was once a place nobody wanted to step foot into a home. The toilets and sinks were no longer orange, as they had replaced them and installed a filter to account for the high iron concentration.

While their home may have appeared list ready to the average joe, there was still some work to do utilizing The Value-Driven Approach get them maximum value.

Like usual, we made an appointment with Griffen of White Brick Interiors and she came up to give the Eachon's her expertise in Scientific Staging.

Stain the deck. Add flower pots. Remove everything but a few jars from the kitchen counters. Pack up most of Finn's toys. Clear off the Fridge. Remove Family photos. Touch up paint. Replace the front door handle. Mostly items in which most people would balk at, but these small adjustments make a big difference in selling a home and the Eachon's understood that.

Once the pre listing game plan was executed, we were ready for our professional photos. As usual Mike McCall of McCall Media made the home shine in the photos. Capturing each and every angle in which to maximize the visuals for buyers.

We hit the market at a list price of \$259,900. Nearly \$120,000 more than what they had paid for the home three and a half years earlier.

Within a couple of days we had showings left and right, and multiple offers. Before we knew it we were under contract, and had a back up offer in place.

The escrow went smoothly on the home. The bitter sweet moment of selling their first family home quickly became reality in just a matter of 34 days after we went live on the MLS for well over asking price.

While it seemed to be a quick and easy transaction the Eachon's always had it in their minds that everything they did on their home was an investment. Teaming up with great clients like Chris and Amber is a dream come true.

Cheers!

For more on The Value-Driven Approach, or to see more stories like Chris and Ambers check out [www.ColeSTurnbull.com](http://www.ColeSTurnbull.com)