

11560 N. Cattle Dr.

Every once in a while life throws you curveballs. After purchasing 11560 Cattle Drive last spring, the Stoddard's had the breaking ball thrown at them. With some different life scenarios hanging in the balance they needed to sell their home after owning it for just one year.

This was surely going to be one of the biggest challenges I have faced. With the home being turn key when they purchased it was going to be tough to create the value to get them out of the home and not lose them money. Challenge Accepted.

As typical when preparing to list a home I search high and low for the different scenarios to maximize value for the sellers. One of the questions that always comes to the forefront is if there was one thing you could change about your home, what would it be?

I had recalled our conversations from when they purchased the home. They had talked about different aspects of the home that they planned on altering. However they hadn't had time to even unpack all of the boxes from moving in before they were ready to move out.

Just like every listing I take, the approach is always the same. I headed out to Cattle Drive to do our initial walk through of the home. Taking notes while walking the home, asking questions, really caring and picturing different scenarios to maximize the value of the home.

After I walk through the home, my stager Griffen, with White Brick Interiors comes in and does a complete diagnosis on what she believes will make the home show best, and possibly upgrades to think about.

Griffen and I were on the exact same page for this home. We both agreed that it was necessary for the laminate countertops to be upgraded. Buyers in higher price ranges expect certain features, and Granite or Quartz countertops are one of those features. It was also suggested that the hardware was to be installed on the kitchen cabinets and drawers to really put the finishing touches on the kitchen.

Following our recommendations, the Stoddard's agreed that replacing the countertops was something that they had wanted to do when they bought the house, but never got around to it.

It took a couple of months from our initial consultation before we were ready to put the home on the market. As I came back to the home to see all of the work that had been done before we got the photographer out there I was amazed by how differently the kitchen looked, and felt. They had beautiful white quartz counter tops installed, with some brushed nickel quality hardware from Northwest Hardware Supply this was a whole new kitchen.

Also when I was at the home the Stoddard's had shown me the photos that they took of the home thinking that they could save some money rather than use the professional photographer. Professional photos aren't something that I make clients pay for. I believe that they are critical to getting every client the most money out of their home, and are a part of every residential listing I put my name on. While

the photos were good, I wouldn't stray from my approach. I insisted that we get Mike with McCall Media in that week for professional photos.

Once Mike got in the home, and got the photos back to me that week we were ready for market at the asking price of \$379,000. This was nearly \$40,000 more than what the Stoddard's had purchased the home for a year before.

After being on the market for just a couple of days, and ample showings we were hit with multiple offers. Both were good offers, but one was just a little bit better than the other. By Saturday night, just two days after going on the market the house was under contract and we were moving towards closing.

Inspections were completed, and the items on the inspection list were rectified, but the buyer's received some misinformation from their lender and ultimately weren't able to get final approval of the loan. So back on the market we went.

After being back on the market for just a couple of days, we had received another offer. This one was exactly what the Stoddard's were looking for.

This deal went much smoother than the first. The buyer's were able to execute on their financing, and the Stoddard's were able to leave the home they had just purchased a year prior all while making a profit after all fees, expenses, and upgrades were accounted for.

Challenge completed. The Value-Driven Approach was executed to a T by both my team, and the sellers. The proof is in the pudding.