



## When the Going Got Tough, We Pressed On

**Problem:** They were young, first-time buyers, hoping to purchase a single family home in the Burlington-Bedford-Billerica area for under \$650,000 in the midst of the pandemic. That's a tricky price point in those towns. And then came several setbacks: their bids on three homes were declined and a fourth one was accepted, but then the sellers backed out because they couldn't find a new home. At that point, a lot of buyers go into what I call a mourning period and press pause on the search. I urged my clients to remain hopeful, and they agreed to continue looking.

**Solution:** There wasn't a lot on the market at this point, but one roomy raised ranch with a two-car garage in a lovely Burlington neighborhood piqued my interest. I had a feeling the online photos didn't do it justice. The price had dropped a few times to \$595,500 from a high of \$650,000, so I urged my clients to take a look. Some of the features were dated (pink tiles in the bathroom) and there were some mismatched finishes, but I knew if I helped my clients visualize the home's potential, they might consider making an offer. And they did.

**Result:** I was able to negotiate the price down to \$580,000 and now my clients are well-positioned financially to make the cosmetic changes that will turn a home they like into a home they love.

*All in a Day's Work: Solving Real-Life, Real Estate Problems for our Clients is a regular feature brought to you by Marie Presti of The Presti Group. Our agents specialize in luxury homes, rehabilitations, multi-families and condominiums in urban, suburban and exurban areas throughout the Greater Boston area. Marie Presti is a Certified Negotiation Expert. Reach out at [info@theprestigroup.com](mailto:info@theprestigroup.com) to find out how "We go the extra block."*

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