



## Ambivalence Turns into Elation

**Problem:** The two-bedroom Waltham colonial had been in our client's family for three generations and he had a strong emotional attachment to it. Although he was ready for the next chapter — moving south with several other family members — he was ambivalent about selling. Would he be amenable to our advice about how to make the property even more appealing?

**Solution:** We counseled the homeowner to hire a terrific stager we often work with, knowing the small investment would ultimately pay for itself many times over. He had collected some gorgeous furniture over the years, but there was too much of it, so he was advised to pare it down. Rooms were painted in more neutral tones and original light fixtures, which looked dated, were replaced. The stager also purchased some lovely accessories to freshen up the home, which the client ended up keeping for his new place. The pièce de résistance was the beautiful sunken patio and outdoor fireplace — particularly appealing during COVID. We made the outdoor area into a showpiece with a thorough yard cleanup and strategically placed plants and pumpkins.

Finally, we strategically marketed the property, taking professional interior and exterior photographs and creating a 3D online tour and floor plan as well as a 12-page booklet detailing everything a prospective buyer would want to know about the home, the area and financing options. We're social media mavens so we leveraged every channel, posting a gorgeous nighttime photo of the outdoor sitting area with lights twinkling and fireplace roaring. We knew during COVID that would be a huge draw, and it was! The day it came on the market, we advertised the first weekend's open houses on Facebook and Google.

**Result:** All that marketing paid off. With COVID-19 precautions in place, we had about 80 people come through the home, which we listed at \$699,000, the highest price for a two-bedroom in Waltham. It sold for \$725,000 after five days on the market! The client was thrilled.

***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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