

# Market Mojo Report

Prudential California Realty

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## Bringing a Fabulous Home to Market —

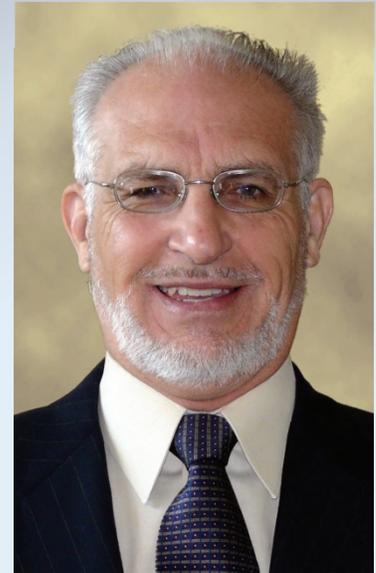
Once in a while I have the opportunity to sell a home that is a stunning jewel, and such is the case with the home at 1210 Shoreline Drive. The three-story home is located directly across from Shoreline Park, and was built in 1994. I signed the deal to represent the owners on Oct. 26, of last year, and started marketing on March 30.

The owners, who recently moved into a local retirement community, were happy to have their home refurbished. Organizing this type of fix-up is an area in which I really shine as a Realtor. Please join me as I recount the joys of bringing

this beautiful home to market.

First, we ordered basics like the termite report, physical inspection, and city zoning information report. Next, we hired a general contractor to do miscellaneous repairs — from minor carpentry work, to fixing the front yard fountain and indoor light fixtures. We also purchased new kitchen appliances.

Then, the home was painted inside and out, changing the outside color from bright green to a more subdued sand color, with mocha trim. The inside was painted antique linen. The



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I've helped over 650 Santa Barbara homeowners with the sale of their properties, over 350 on the Mesa. In my 37<sup>th</sup> year specializing in Mesa home sales you can trust me to represent your needs.

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19-year-old carpet was replaced throughout, with easy-to-maintain, taupe-colored carpet. We hired landscapers to replace tired landscaping with all new plants. Next, we had the home professionally cleaned, from the basement wine cellar to the third-floor master bedroom.

This home is all about fantastic views of the harbor, park, and ocean, so attention to the windows was essential. We replaced 12 of the large, dual pane windows. The previous windows had broken seals and were slightly fogged. With the new windows, the three levels of views are spectacular.

At this point the house was looking great, but we went one step further, and had it professionally staged. That is, we hired stager Victoria Lindstrom to bring in beautiful furniture, art for the

walls, lamps, and all of the things that make the place look like home to potential buyers.

Having a home staged can make it especially appealing; there is an art to it. A few years back I taught staging at SBCC Adult Ed, and thoroughly enjoyed it; staging is a specialty for me. I grew up around staging — my dad was a stager for theater. He was a professor of drama and stagecraft, and specialized in set design. So, you might say that staging runs in my blood.

Victoria's use of color is exactly on target for this beach-themed home. She used white extensively throughout the home, with pops of color — from across the rainbow — strategically placed to enliven each room. The use of color in the second floor family room reaches an artful crescendo of intensity that befits its role

next to the kitchen as the hub of home activity. The area is quite warm and inviting.

There are many things that I love about this gorgeous home — three stories of views of the waves breaking on the beach; a second floor deck with enough space for a family-sized table; and feeling like I am in a Paris bistro just watching the world go by in the park and down to the harbor.

Putting together all the pieces of fixing up this home was a special treat for me. I enjoy having all the pieces fit together like a big puzzle.

Perhaps this newsletter will inspire you to improve your own home, or to give me a call for suggestions as you consider bringing your home to market. Or maybe you would like to drop by to check out our results at the next open house in early April.

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