

# Homefinder

THE SALE

## Staging leads to quick sell

By Lori Johnston  
For the AJC

**Name:** Bob and Keri Allen. Bob founded New-South, which provided marketing strategies and marketing communication materials for the commercial real estate industry beginning in 1962.

**The home:** A six-bedroom, four-and-a-half-bath home built in 1998

**Where:** Atlanta

**Why they sold:** The couple, who raised their four grandchildren, sought to downsize from their 5,000-square-foot home after two of the kids had grown up and moved out.

**Time on market:** 7 days

**Original price:** \$499,900

**Sale price:** \$499,900

**What it took:** The couple saw an opening in the market, as homes were starting to sell faster in their area, near Northside Hospital and St. Joseph's Hospital, Bob said. Hiring appeared to be picking up due to the new partnership between Emory Healthcare and St. Joseph's, he noted. The couple also thought that parents seeking to move before the school year began might be interested in the location near Marist School and DeKalb County public schools Montgomery Elementary and Chamblee Middle and High schools.

Their agent, Collette McDonald with Re/Max Around Atlanta, brought in Karen DeRuyter of Stage Right Designs, who recommended de-personalizing. The couple had an



The Allens' home at 3529 Highgrove Way, Atlanta, sold for \$499,900. CONTRIBUTED PHOTOS BY CHRISTOPHER OJUIENDO

eclectic interior, with antiques, paintings, sculpture and pottery. They took down the portrait photographs of the children and placed artwork, sculptures and extra furniture in storage. The couple freshened up the landscaping and paint.

Then the family left for a weeklong vacation to Florida. "The house looked great. About two hours after we left, (McDonald) put the sign in the yard and it was officially on the market. We told her she had a week to show it. We couldn't guarantee we would maintain it looking like it looked when we got back, with the kids on a daily basis," Bob said.

Before they unpacked in Florida, they had a full-price offer. Within 24 hours, they had a backup offer for less than asking price. "We were stunned," Bob said. "We figured we would do well to have an offer in 30 days. We were prepared for 60 or 90 days. I guess we just timed it right and priced it right. We were fortunate all the way around."



Keri and Bob Allen.

**Potential stumbling block:** The backyard was small and steep, Bob said. The deck was about 30 feet above the ground, looking out at trees.

**Seller's hint:** Put away anything on display in the home that could distract buyers from the home's features. The couple, who collect religious art, removed items such as a 6-foot, 250-year-old hand-carved crucifix and a 30-inch Buddha. "We removed everything that would scream 'eclectic,'" Bob said.

He added that the size of the neighborhood, which only has 24 homes, was appealing to buyers, and the attic offered another 300 square feet, if finished.

They closed on the home in July 2012. The Allens bought a Sandy Springs fixer-upper built in 1978 in July 2012 and were renovating the home.

**ABSOLUTE AUCTION**  
*No Minimum! No Reserve!*  
WEDNESDAY, JUNE 12TH AT 2PM | DESTIN, FL



### EXQUISITE WATERFRONT ESTATE

Torretta is Destin, Florida's most prestigious waterfront estate. It sits on a 1.5± acre private lot with 410± feet of shoreline on the Choctawhatchee Bay and Jones Bayou. Enjoy spectacular waterfront living with 8 private bedrooms, 7 full baths, and 2 powder rooms. Amenities include a resort-style pool with swim-up grotto bar, and 8-person hot tub with stunning sunset views across the Bay. 8-car temperature controlled garage for the auto enthusiast, an exercise and massage room, and a home theater with 16' ceilings, stadium seating, and 113" HD DLP screen. The dock can accommodate up to a 40' boat.

*Come Prepared To Bid and Buy!*

Broker: John Paul Somers, FL #3223093 | Auctioneer: Stacy Kirk, FL AU 4171

**877-309-5772**  
www.GRANDESTATESAUCTION.COM  
GRAND ESTATES AUCTION COMPANY

**AUCTION 06.06**  
WITHOUT RESERVE // LAKE BURTON, CLAYTON, GA

**THE POINTE**  
ON LAKE BURTON

- 9,600+sf // 1.7 acres // 700' frontage
- 6 beds, 6 full & 2 half baths
- Was \$10.95M // 2% Co-Broke
- Open Daily 1-4 & by Appt

**LAKEBURTONAUCTION.COM // 877.636.7517**

CONCERGE | 112 WHIPPOWILL LANE | HARRY NORMAN | CHRISTIES  
LAKE BURTON, CLAYTON, GA

This property is listed for sale by Julie Bennett (LW#271856) of Harry Norman, Realtor - 414 E. Main Street, P.O. Box 2009, Clayton, GA 30527. Concierge Auctions, LLC is a licensed Georgia auction firm (945) (2018) and license (2014) (0016) - 777 Regal Drive, W Palm Beach, FL 33409 (888) 366-6778. Auctioneer Frank Truitt (FF-AU#00002076, LW#249484). The services referred to herein are not available to residents of any state where prohibited by applicable state law. Concierge Auctions, LLC, its agents and affiliates, broker partners, auctioneers, and affiliates do not warrant or guarantee the accuracy or completeness of any information and shall have no liability for errors or omissions or inaccuracy under any circumstances in this or any other property listing or advertising promotional or publicity statements and materials. This is not meant as a solicitation for listing. Brokers are prohibited and encouraged to participate. See Auction Terms and Conditions for full details.

GI1 - The Atlanta Journal-Constitution - Sunday, May 19, 2013