

# Consulting with an Architect Can Aid Your Sale

*Do you have properties that don't seem to sell despite their potential? Awkward entryways, outdated floor plans, a buyer who says, "It's just about perfect, except for..." Here's how one Bay Area architect helped with a particularly challenging sale.*

One day, Mark English got a call from Barbara Callan, one of the top realtors in San Francisco. "Mark, I've got a property with great potential but it's just not moving. The buyer's broker might be calling you." The house, built in 1929, had been awkwardly and somewhat haphazardly modified over the years by various owners, and had little appeal for contemporary buyers.

Two days later, Mark got a call from Jamie Comer of Zip Realty. Jamie's buyers had already looked at the property, but they weren't sure they'd be allowed to make the changes they wanted. Mark immediately agreed to come out and have a look.

Mark went over the place room by room with Jamie and her buyers. He gave assurances that the desired changes would be possible, and made suggestions for other improvements. This consultation resulted in an immediate sale for Jamie, who said, "Mark was instrumental in making this sale. His advice helped to turn a second showing into a \$2.5M deal."

In addition to the assessment, Mark also used a permitting strategy which allowed interior construction to begin immediately, while sensitive exterior issues were successfully negotiated with the St Francis Wood Homes Association. Now, Mark English Architects is offering this same service to real estate agents throughout the greater San Francisco Bay Area.

Here's how it works: we'll come out anywhere in San Francisco or nearby areas and spend up to an hour walking through a house together with you and your client. On the spot, we'll give you our opinion as an

**GREAT VIEWS!**



**... but only from the garage.**

architect on each property's potential, considering factors as allowable building heights, neighborhood design boards, interior remodeling options, structural issues, and energy-efficiency improvements. We will also share our past experience to assess the likelihood of obtaining Planning approvals for each type of change. You can then use this information to help your clients sell and purchase properties more effectively.

For problem homes that you're looking to sell, we can even draw up schematic plans of possibilities that you can use as a sales tool.

In addition to numerous residential and commercial projects within San Francisco, Mark has worked extensively within the municipalities of Los Gatos, Los Altos, Cupertino, Santa Clara County, and Woodside. He is particularly familiar with the St. Francis Wood Homes Association, having completed upwards of 6 projects in that neighborhood. In all of these areas, Mark has a deep familiarity with the Planning codes and with the Planning departments, as well as the various homeowners associations.

As part of our own "stimulus" plan, we'll waive our normal courtesy fee for first-time requests. If the visit leads to project work for us, any initial fee is credited directly back to the person that paid it.

Please visit our design forum, The Architect's Take, featuring the work and creative approaches of emerging Bay Area contemporary designers.  
<http://thearchitectstake.com/>