

# Real Estate THREE-Peat!

1. 1312 Palm Avenue - Offered at \$750,000 and **SOLD for \$903,000** in January 2013
2. 1310 Palm Avenue - Offered at \$1,250,000 and **SOLD for \$1,535,000** in October 2013
3. 1300 Palm Avenue - Offered at \$850,000 and **SOLD for \$1,076,000** in March 2014

## What do these three properties have in common?

- *All* owned by the same family
- *All* SOLD by **Chris Eckert**, *your* Mid-Peninsula Realtor
- *All* were Staged by Décor Staging, Kerry Roth
- *All* were renovated/fixed-up
- *Family recognized* the value and ROI in staging & fixing-up
- *Sold quickly* because the homes were prepared to be sold and buyer's recognized this



It's a fact that in-home staging used to be an extra and now it has become essential and why we encourage staging your home for its market debut. When buyer's see a home that is beautifully staged, it's warm and inviting and they perceive a much stronger value to the property which often translates into a higher selling price as the above

**"Real Estate THREE-Peat"** demonstrates. :)

If you are curious what should be fixed-up at your home before selling, call me! I would be honored to speak with you.

**Chris Eckert**

Your Mid-Peninsula Realtor

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**kW** PENINSULA ESTATES  
KELLERWILLIAMS. REALTY



**1300 Palm Ave., San Mateo, CA | SOLD \$1,076,000**

<http://www.1300Palm.com>



**1310 Palm Ave., San Mateo, CA | SOLD \$1,535,000**



**1312 Palm Ave., San Mateo, CA | SOLD \$903,000**