

Beverlywood

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*****ECRWSS****

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The Seven C's

By Ben Lee

The dog days of summer are officially upon us. What exactly does that mean? Technically speaking, the 'dog days' refers to the hottest time of the year in the Northern Hemisphere. Ironically, what is considered the hottest time of the year when it comes to weather is typically the coolest time of the year when describing the real estate market. No one really knows why this is the case but common sense dictates that hot summer months mean buyers rather sit in an air conditioned movie theater than slog through Sunday Open Houses. Also, hot weather inspires more people to travel, which makes the number of individuals buying and/or selling dramatically decrease. Despite this pattern, however, I'm pleased to say our local market is strong. Some houses are sitting on the market longer than we'd like but others are bought and sold without even one Sunday Open. Price point and location are still the predominant driving forces behind what makes a house sell vs. sit for a while and while weather may play a tiny part in the process, I'm not seeing a higher temperature matter much when it comes to moving real estate.

So, knowing that Google is moving into the neighborhood and the threat of a lowered interest rate looming, now may be an excellent time to sell. Let's say you've been thinking about putting your house on the market and are overwhelmed as to what to do or how to even start the process. I've put together a list of first steps. Keeping in line with our hot summer travel analogy, let's set sail on the seven C's (without even getting C sick!).

Here we go:

Call Ben Lee- Your first priority is to call a true neighborhood expert and that's me. Per the MLS, last year in Beverlywood, I handled nearly forty three million dollars in transactions (thirty seven million more than the agent who came in after me) and had roughly 62 percent of the market share. In Rancho Park and Cheviot Hills, I bought/sold almost sixty three million dollars worth of properties (44, 719,888 more than the guy nipping at my heels) and handled 14.64 percent of the total volume of business. This number



doesn't even include all sales handled off market. I can say with absolute confidence that I know every detail about every house that's been sold in our neighborhood. I'm basically the 'Rainman' of Cheviot/Beverlywood/Rancho real estate and know how to price and sell your property better than any agent or broker working today.

Clean up- Next order of business is to have a set of fresh eyes help you spruce up, possibly stage, maybe declutter your home and yard. My team and I will come in and, free from the emotional attachment to anything you may love, help you edit some furniture, décor and artifacts to make your home more universally appealing to the masses. Don't worry, though. This is all temporary until after your home sells. Your grandmother's needlepoint couch pillow will be fine in the garage for a few weeks.

Camera time- Now that your home is spic and span, we will pay for a professional architectural photographer to come in and take exquisite pictures of your property. Nervous an old closet or laundry room hasn't been updated? No need to worry, we only take pictures of areas meant to be marketed and like any good supermodel, you're free to nix any photos that don't pass muster.

Compose the description- this is another area that you don't need to worry about. I have a professional writer on my team and she will create a unique, attention grabbing and thorough description of your home with enough style and flair to entice buyers to come over and see for themselves how fabulous your home is.

Create the marketing plan- we expose your home as widely as you could imagine. In addition to placement in the multiple listing service and L.A. Times, my biweekly E-blast hits about 7800 inboxes. This newsletter goes to about 10,000 residents. My website and the Coldwell Banker fleet of resources reach tens of thousands more. There's the social media push that includes Facebook, Twitter, Instagram as well as all the real estate related sites. Your home is front and center everywhere in the cyber and terrestrial universe.

Count and counter all offers- next comes the fun part. Once we've marketed your home, we'll expect a lot of interest and ideally multiple offers. Some may be lower than you want (don't get insulted- I'm legally obligated to share them all with you even if they're not what makes you happy) but once we have more than one, we can get all parties to go as high as they feel comfortable. Even if only one offer comes in, we can still counter with favorable terms that will in turn

see more money in your pocket. I didn't graduate from law school and work as a real estate attorney for many years without honing my expert negotiation skills. Once we enter this phase of the transaction, you will see that side of my personality emerge and just be glad you're not on the receiving end of it. Warm, cuddly Ben makes way for the freight train and by the end of the negotiation, they won't even know what's hit 'em. BAM!

Celebrate a successful transaction- Hooray! We've done it. We've sold your house for the highest price imaginable and it wasn't as arduous a task as you may have thought it would be. I hope you've enjoyed working with me as much as I've had the pleasure of your business. Now we handle a few more details on your behalf (entering into escrow, setting up inspections, potential leaseback, final walk-throughs, etc.) and at the end of the escrow period, we present a bottle of fabulous champagne and toast to a huge milestone in your family's life.

So, there you have it. Once you set sail on the seven C's you never have to worry about selling a property again. Smooth selling from beginning to end with your trusty Captain Ben. Hope these dog days of summer aren't too unbearably hot and you have a happy and healthy August. Ahoy, matey!

My featured listings

BEN LEE PROPERTIES

Cheviot Hills - NEW LISTING!



3001 Cavendish Dr – \$6,595,000 6 Bed / 8 Bath 7,858 Sq. Ft., 8,756 Sq. Ft. Lot

A newly constructed palatial estate; grand in scale yet welcoming and warm, this breathtaking traditional style, state-of-the-art home is a premier example of what other new constructions aspire to be. Fully basked in light and following an airy and open floor plan, from the first step over the threshold, visitors and inhabitants would agree that this home is an enviable work of art. There are three floors to the property and the entry level, surrounded by natural light and views of greenery, includes a formal living room with fireplace, formal dining, private office, guest bedroom suite, exquisite kitchen, breakfast nook and great room. Additional features include two laundry rooms, a convenient mudroom, attached two-car garage, walk-in pantry, butler's pantry and a multitude of storage rooms. This home is an architectural triumph and you deserve to see it for yourself today.

Cheviot Hills - NEW LISTING!



9833 Vicar St – \$2,590,000 5 Bed / 3 Bath 2,686 Sq. Ft., 9,749 Sq. Ft. Lot

Welcome home to this unique and chic, mid-century modern, single-story masterpiece. This home, inspired by Neutra, embodies the essence of luxury Palm Springs living while conveniently situated in the heart of Cheviot Hills. The vast expanse of indoor to outdoor space stretches from the sun dappled entrance all the way past the lush backyard and beyond, creating an airy, endless flow; exactly what California dreams are made of. The living room seamlessly melds with the formal dining room creating a welcoming social hub, ideal for game nights and dinner parties. The beautiful backyard is completely private courtesy of high reaching hedges and mature citrus trees that envelop and shelter the entire space. Outside you'll also find an enormous expanse of grass, oversized salt-water pool, hot tub and even a movie screen for showing films al fresco. An easy stroll to the Metro line and part of the award winning Castle Heights Elementary School district, this sleek and stylish home is a mid-century must see.

Beverlywood - GREAT NEW PRICE!



9022 Monte Mar Dr – \$3,995,000
6 Bed / 7 Bath 6,458 Sq. Ft., 7,593 Sq. Ft. Lot

Beverlywood - NEW LISTING!



9139 Hargis St – \$2,200,000
4 Bed / 4 Bath 2,500 Sq. Ft., 4,989 Sq. Ft. Lot

West Hollywood - NEW LISTING!



1414 N Harper Ave #4 – \$1,615,000
4 Bed / 3 Bath 2,290 Sq. Ft.

Cheviot Hills - COMING SOON!



2751 Motor Ave – \$3,795,000
5 Bed / 6 Bath 4,102 Sq. Ft., 7,111 Sq. Ft. Lot

Cheviot Hills - SOLD!



3118 Patricia Ave – \$3,295,000
5 Bed / 6 Bath 4,102 Sq. Ft., 7,111 Sq. Ft. Lot

Cheviot Hills - SOLD!



2922 Castle Heights Ave – \$1,349,000
2 Bed / 2 Bath 1,405 Sq. Ft., 7,342 Sq. Ft. Lot

Cheviot Hills - SOLD!



3029 Cavendish – \$2,575,000
4 Bed / 3 Bath 2,592 Sq. Ft., 8,750 Sq. Ft. Lot

THE RESULTS ARE
IN FOR 2018 AND
BEN LEE IS TOPPING
THE CHARTS!*

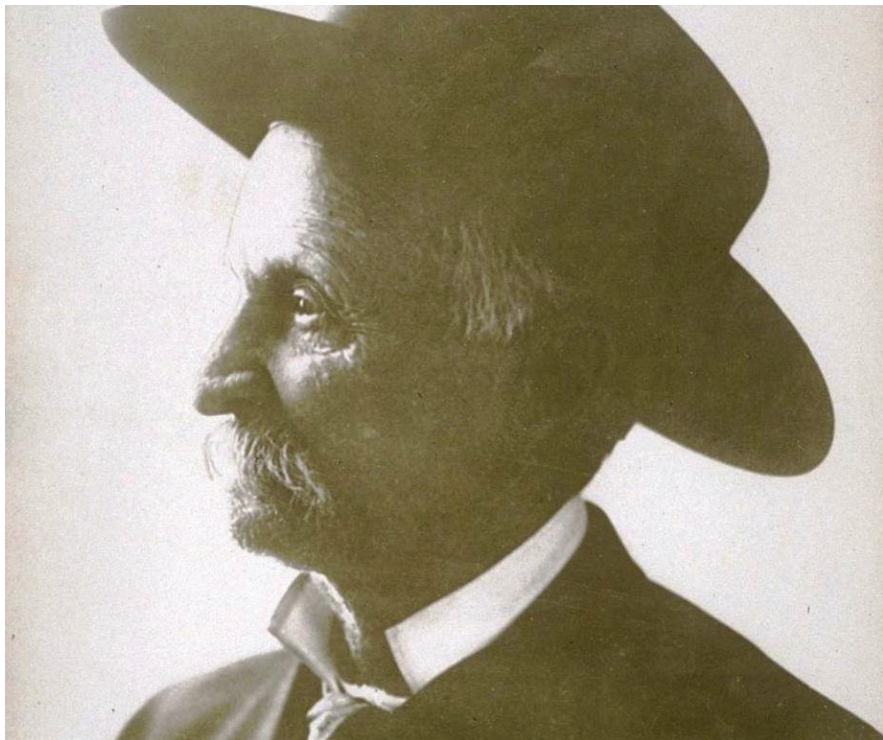
- #1 in total sales volume for buyers and sellers in 90064
- #1 in total listing value in 90064
- #1 in listings sold in 90064
- #1 agent in the #1 Coldwell Banker office in the world
- #6 Coldwell Banker agent out of 92,000 agents worldwide

*All statistics per the mls

Beverlywood happenings

Westside Stories

CASTLE HEIGHTS



Lucky Baldwin

By Michael Harris

The Los Angeles County Arboretum and Botanic Garden is located in Arcadia across the street from the Santa Anita race track at 301 N Baldwin Ave. The street is named after the area's premier developer, Lucky Baldwin who was so instrumental in the development of locales in Southern California including Baldwin Hills, and Baldwin Park. Arcadia was incorporated by Baldwin in part because it would allow the sale of alcoholic beverages when Pasadena prohibited them. The area at one time was owned by a number of prominent Southern Californians including Harris Newmark. In 1949 about 111 acres were set aside to establish

green houses and botanic gardens to display the abundant flora of the area and the world. It was first opened to the public in 1956. It has a Queen Anne cottage and carriage house and a broad range of gardens to enjoy and explore. It is now owned and operated by Los Angeles County. Numerous movies have benefited from the locale which would include these: Terminator 2: Judgment Day, Bridesmaids; Wayne's World; Marathon Man; and The Women. Part of the early attraction of the area was the abundant water from local springs which helped the lush landscape and brought the native Americans particularly the Tongvas to establish villages as well as the Padres who created the nearby San Gabriel Mission.

If you enjoy reading these vignettes each month, you may want to check out my father-in-law's book, Westside Stories. It's a memoir/history of growing up on the Westside of Los Angeles in the 1940s and 1950s with great photos, anecdotes and stories. Perfect for the history buff/enthusiast in your family! It's available for purchase at <http://www.americasgroup.com/Westside-Stories-Book.html>

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Superintendent of Schools
LINDA BECK
Principal
THEA JACKSON
Assistant Principal, EIS

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May 28, 2019

Mr. Lee,

On behalf of the Castle Heights School community, I would like to thank you for your Corporate Sponsorship and generous donation to our educational program.

Castle Heights is the wonderful place that it is in great part due to our parent and community donors. Monetary contributions allow our students to enjoy a variety of programs not traditionally funded by the District. Our generous contributors allow Castle Heights students to benefit from Art Instruction, Gardening Classes, Science Instruction, Technology Instruction, additional support in the classroom in the form of Teachers' Assistants, and Library Instruction. Our students have benefitted from the purchase of additional computers, and most recently a set of drones which have been used to develop coding skills.

We welcome you to visit any Monday morning for our weekly assemblies. We would be honored to thank you in person. Your generosity is so very much appreciated!

Warmly,


Linda Beck, Principal

By Ben Lee

I was touched to receive this nice note from the principal of Castle Heights Elementary, Linda Beck. For many years, I was actively involved with the school when my boys were students and it's been my pleasure to continue to support it even though they're no longer there. From a real estate prospective, most everyone can agree that a strong neighborhood school benefits all residents of the district, regardless of whether or not you have

a child in attendance. But I know firsthand that ours is a treasure of a local school and if you've enrolled your son/daughter, you are in for a special treat. Just some dates to keep in mind: the kindergarten pizza party is on August 15 (parents and children have the chance to meet their new teacher), the first day of school is on August 20 and there will be a new family (all grades) play date on September 8. For more information about these events or any school related activities, call the office: 310-839-4528.

\$500 PHOTO CONTEST

By Ben Lee

This is your last month to take our newsletter somewhere fabulous and compete for the chance to win \$500 if we select your entry as the

best of the bunch! It's not too late to slip it in your carry-on and pose with it in front of an international monument but this is the last month we're running the contest. Email a photo of our newsletter in any setting

in the world and email it to me: ben@benleproperties.com and write 'PHOTO' in the subject line. That's it! We will pick the lucky winner of the \$500 dollar prize after the Labor Day holiday. Have fun!

