

## Selling the Dwelling

Houses have a *pedigree* and *legacy* just waiting to be discovered and used to attract and connect with potential buyers. The stories behind Southern California's earliest and most architecturally significant properties constitute their pedigrees and legacies. **Who designed this home? For whom was it built? Was it the first house in a new, fashionable neighborhood?** These facts resonate with potential buyers and may even increase a home's value. Clients such as Sotheby's International Realty, The Agency, Keller Williams Realty, Bryant Reichling Associates, and ArtCraft Homes use my service to promote their listings.



**My service** will help your listing shine by providing:

- Substantial historical information, details, and illustrations that appeal to a prospective buyer's desire and aspiration to own a legacy property
- Providing increased appeal by distinguishing your listing from the comps
- Alternatively, the perfect closing gift to a proud new owner

## The NWP Difference

Within your scope or deadline, Nelson White Preservation always discovers the facts and historical images needed to bring the history of your listing to life. My write-ups are "client ready" for use on websites, printed material, and news media. A Tear Sheet is perfectly suited for broad distribution while full Property Histories can be provided to select prospective buyers.

## Products and Services



- **Quick Facts** Have a deadline? want to verify and highlight an architect or owner associated with your listing? This potential is often underutilized.
- **Tear Sheets** Want a brief summary of the historical highlights for your website or printed material? One-page Tear Sheets briefly accentuate the unique historical attributes. These generally entail the original or subsequent owner, an architect, a property's importance within an early and prominent neighborhood.
- **Property Histories** Do you prefer to have the cachet of a fully illustrated report? Property Histories consist of a thorough investigation into the building's architect(s) and architectural style. Further investigation and discussion is given on the early development of the community, original and subsequent property owners, permit history, and assessor's records. History's include an appendix with historical images, original building permits, renovation permits (optional), original tract maps, and any relevant articles from periodicals and books. A detailed bibliography completes every history. Available softbound or hardbound.

## Qualifications

As an historian educated amidst the architectural treasures of Charleston and Chicago, I was perfectly located to earn my BS and MS in architectural history and historic preservation. I meet the *Secretary of the Interior's Professional Qualifications Standards* in architectural history and have worked in Southern California as an independent historian for over seven years.