



The Sullivan Multi Minute Tip

U-turns in real estate? You bet! We just had one. A well qualified investor was excited about seeing an available multi in Portland. The first unit was dark, personal items strewn about, dishes undone, windows mostly covered with cloth sheets, you get the picture. His excitement was waning. The second and third units presented more of the same. The prospective buyer did a U-turn and asked to leave the property.

Could this have been avoided? We think so. Merchandizing or 'curb appeal' is really important. Sights, sounds and particularly smells have a dramatic effect on the prospective buyer's first impression. Psychologically the buyer may just not want to deal with clutter much less filth. Practically it raises questions about taking over these tenants and does the buyer think he can turn the situation around. Lastly, it's a financial killer. We have had estimates for clean out, clean up, smoke and pet smell abatement and refurbishing for one bedroom units in the \$10,000 to \$15,000 range. Thus, what on paper appears to be a well priced property in a good location turns in to a 'non-offer' to purchase.

The condition of a property is one of the characteristics of a property an owner *can* control. Lease terms and regular visits usually can avoid these conditions happening from the beginning. One owner had a monthly professional cleaning clause right in his lease. Avoiding these conditions will save the owner lots of out-of-pocket money when it comes time to sell or re-rent. Further it will definitely expedite the sale at a better price. Buyer U-turns help no one, particularly the sellers.

Every property owner we work with gets a merchandizing plan to maximize their property's impact in the market place. We and our sellers don't like real estate U-turns either. Think curb appeal, it's more important than you might think.

For new tenants, the impact of your curb appeal on your prospective tenant is just as potent. Attract first class tenants with a good first impression!

Sullivan Multi Monthly Minutes are sent to you from Bill Sullivan and Brit Vitalius, the '2-4 Unit Multis in Greater Portland, That's All We Do' people. Bill and Brit are principals of Sullivan Multi Family Real Estate, LLC, One India Street in Portland. FMI Call 207-771-5556