

2015  
Spring Real Estate  
& New Homes

Realtors say professionally staged homes spend less time on the market.



PHOTO BY ROBERT WHETZEL

McLean  
**CONNECTION**

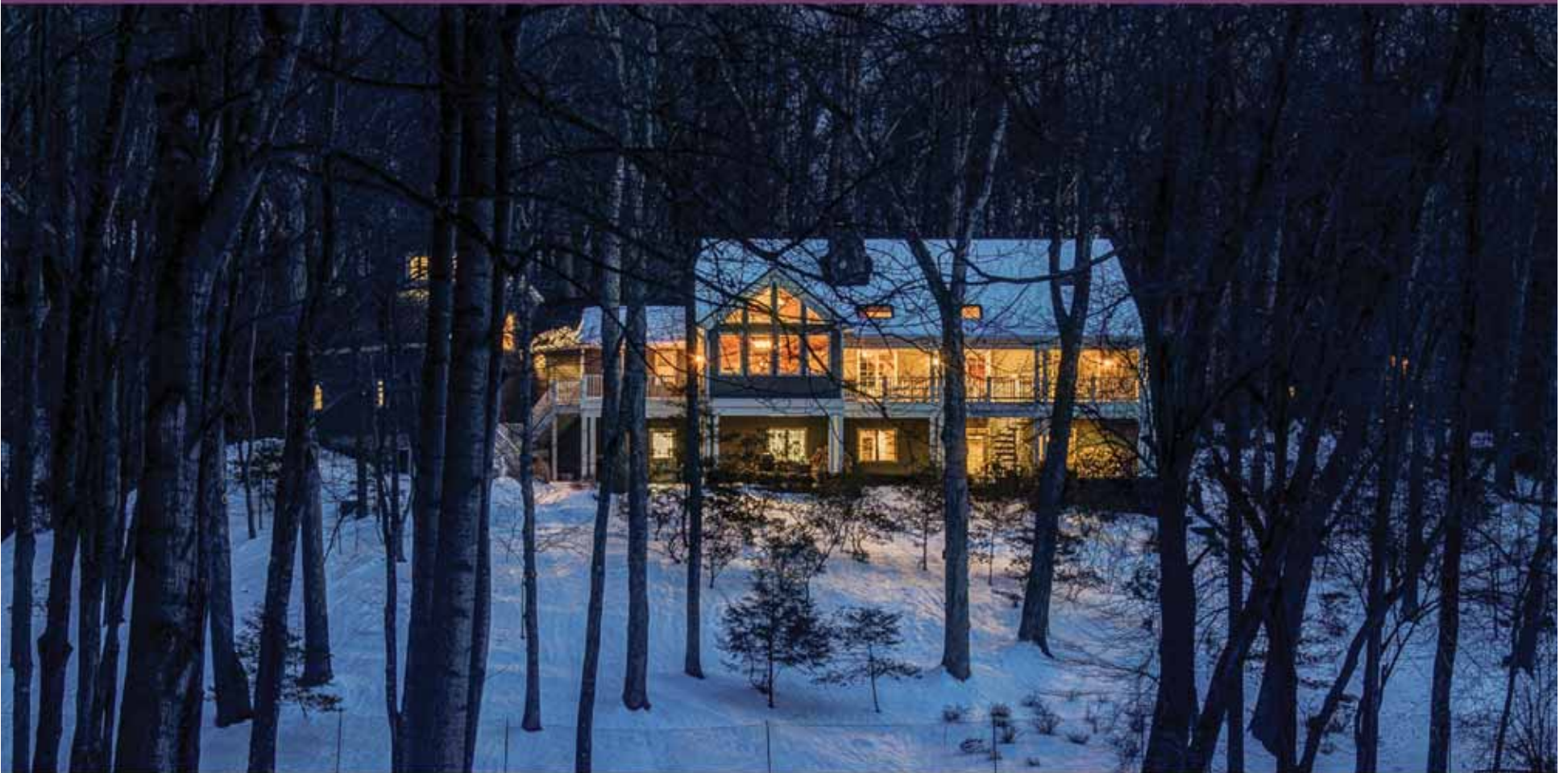
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## Staged to Sell

Real estate agents give the lowdown on getting your home ready for the market.

BY MARILYN CAMPBELL  
THE CONNECTION

When a Burke family hired E. Diane Neustrand to sell their home, she did her standard walk-through of the house to assess it, but when she reached the dining room, she stopped cold.

"It was painted with three different shades of orange and accessorized with black, white and gold furniture," said Neustrand, a real estate agent with Long and Foster Real Estate, Inc. in Burke, Fairfax Station and Clifton.

First on Neustrand's chopping block: a pair of zebra print chairs. The boisterous wall colors were next.

"It wasn't harmonious at all," said Neustrand, who also works as a professional home stager. "We had to calm that down because orange is not a color that sells well. You want neutrals in paint and furniture, so potential buyers can visualize their own items in your home."

Residential real estate staging, the practice of preparing a home to go on the market for sale by making it aesthetically appealing, is credited with giving homes an advantage over the competition.

Staging can range from rearranging furniture, decluttering and painting the walls to furnishing a home in which the seller no



PHOTO BY ROBERT WHETZEL

**Realtors say professionally staged homes spend less time on the market.**

longer resides.

The National Association of Realtors' 2015 Investment & Home Buyers Survey showed that staging can have a positive impact on the number of days a home sits on the market and the amount of money potential buyers a willing offer for the home.

"**STAGED HOMES** traditionally present themselves better than the competition by being clean, clutter-free and ready to show to prospective buyers," said Mona Bekheet, a real estate agent with McEneaney Associates, Inc. in McLean. "Home staging is decluttering, depersonalizing and preparing a seller's home to look like a model

home so the potential buyers can see themselves living in the home."

The survey showed that 49 percent of agents say most buyers are affected by home staging, while a 2013 study by the Real Estate Staging Association showed staged homes sold 83 percent sooner than houses that weren't staged.

Realtors also believe buyers usually offer a 1-5 percent increase on the value of a staged home.

"Staged homes take less time on the market and they sell at the best price," said Bekheet. "Buyers view them as well cared for properties and appraisers are more likely to appraise staged homes at a full or higher value."

That increase can offset the expense of having a home professionally staged. Services, including consultations and furniture rental, can cost \$250 to \$2,000. Neustrand uses as many of the homeowners' possessions as she can to minimize out-of-pocket expenses.

"Since staging gives a home a clean, fresh, current look, it makes a home more attractive to buyers," said Betsy Schuman Dodek of Washington Fine Properties in Potomac, Md.

However, real estate agents say initiating conversations with homeowners about their homes and suggesting changes must be

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## Optimism for 2015 Real Estate Market

BY ANDREA WORKER  
THE CONNECTION

After what seemed to be an endless winter, spring has finally come calling, signaling the start of the year's first real estate high season. Homes trade hands all year long, but spring is often for buyers, seller, agents, brokers and lenders like those weeks between Thanksgiving and Christmas; buyers at full speed searching out the best bargains and sellers looking to move their wares without having to resort to price-slashing sales tactics.

So far, area real-estate experts and the data from sources like the Northern Virginia Association of Realtors (NVAR), Movoto

Real Estate, and SmartCharts (powered by RealEstate Business Intelligence with data supplied from the MLS listing service) are all aligned in their assessment of the outlook for the 2015 market in Northern Virginia. Compared to a lackluster 2014 after a strong 2013, there's reason for optimism.

Veronica Seva-Gonzalez, NVAR board member and Realtor with Compass Real Estate, noted that the spring weather and positive housing market news had arrived simultaneously. "It's great to see how all of the numbers are up from last year and also from the beginning of this year," she said.

Across the board, the numbers do look positive. Combined data collected for the counties of Fairfax and Arlington, the cities

of Alexandria, Falls Church and Fairfax and the towns of Vienna, Herndon and Clifton, show a first quarter increase of total units sold of just over 9 percent, with 3,657 units sold in 2015 compared to 3,352 the prior year. For the same period and for the same localities, days on the market (DOM) per unit actually rose in 2015 and the average ratio of sales price to list price showed marginal slippage, but Realtors and market analysts see the significant improvements in March 2015 numbers vs. March 2014 figures as an indicator of a healthy selling season ahead.

The March 2015 increases were seen in

SEE OUTLOOK, PAGE 6

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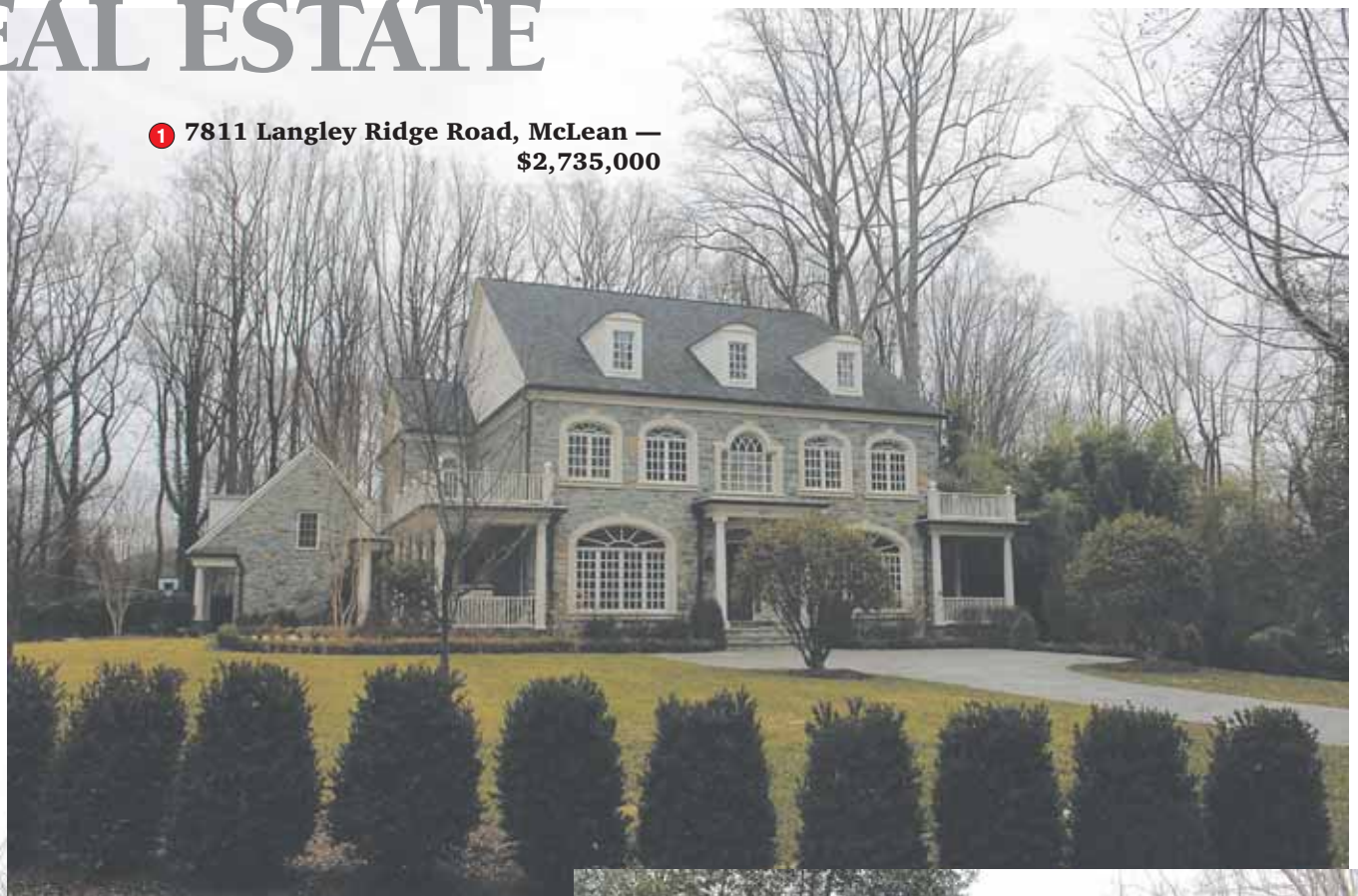
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# Local REAL ESTATE

## February, 2015 Top Sales in Great Falls and McLean

IN FEBRUARY 2015,  
12 GREAT FALLS HOMES SOLD  
BETWEEN \$2,325,000-\$650,000,  
AND 59 HOMES SOLD BETWEEN  
\$2,735,000-\$185,000 IN THE  
MCLEAN AND FALLS CHURCH AREA.



**1** 7811 Langley Ridge Road, McLean — \$2,735,000



**2** 9864 Walker Glen Court, Great Falls — \$2,325,000



**3** 664 Live Oak Drive, McLean — \$2,165,000



**4** 317 Club View Drive, Great Falls — \$1,640,000



**6** 1407 Mayhurst Boulevard, McLean — \$1,514,000



**7** 751 Keithley Drive, Great Falls — \$1,200,000

Address	BR	FB	HB	...	Postal	City	...	Sold Price	...	Type	...	Lot AC	Postal Code	...	Subdivision	...	Date Sold
1 7811 LANGLEY RIDGE RD	6	6	3	...	MCLEAN			\$2,735,000		Detached		1.05	22102		LANGLEY RIDGE		02/27/15
2 9864 WALKER GLEN CT	7	7	2	...	GREAT FALLS			\$2,325,000		Detached		1.73	22066		WALKER GLEN		02/27/15
3 664 LIVE OAK DR	4	5	1	...	MCLEAN			\$2,165,000		Detached		1.32	22101		EAGLE ROCK		02/13/15
4 317 CLUB VIEW DR	5	4	2	...	GREAT FALLS			\$1,640,000		Detached		2.70	22066		SHAFFER ESTATES		02/12/15
5 6521 DRYDEN DR	6	5	1	...	MCLEAN			\$1,525,000		Detached		0.30	22101		EL NIDO ESTATES		02/02/15
6 1407 MAYHURST BIVD	5	4	1	...	MCLEAN			\$1,514,000		Detached		0.58	22102		SMC MCLEAN		02/20/15
7 751 KEITHLEY DR	4	3	2	...	GREAT FALLS			\$1,200,000		Detached		9.57	22066		SENECA RIDGE		02/13/15
8 10122 NEDRA DR	5	5	1	...	GREAT FALLS			\$1,150,000		Detached		0.62	22066		HICKORY VALE FARM		02/05/15

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# On Tour: Aging in Place Renovation

BY JOHN BYRD

**A** Vienna whole house remodel that incorporates an Aging-In-Place solution will be featured in the Parade of Homes/ Remodeled Home Tour April 25-April 26.

The circa-1970s split-level owned by Andre and Katy Hollis was substantially repurposed and renovated by Sun Design Remodeling of Burke.

"I decided that I really liked our neighborhood and that with changes we could stay in the house indefinitely," Katy Hollis said.

Mindy Mitchell, the Certified Aging-In-Place Specialist (CAPS) at Sun Design Remodeling who executed the Hollis design solution, says such inquiries have become more common in recent years.

After considering options, the Hollis family settled on several revisions: a spacious first floor bedroom; a gourmet kitchen; a better entertainment plan; and a guest suite with dedicated bath.

"I thought we probably had enough

square footage to achieve what we wanted," Katy Hollis said, "but there were lots of functional problems, and we weren't sure how to address them." The challenge was reconfiguring adequate existing space into a better plan serving long term horizons.

Katy wanted both a guest suite and a larger, more private master bedroom suite.

The former master bedroom suite now becomes spacious guest quarters. A corner bedroom has been transformed into a second upstairs bathroom

Mitchell and team re-deployed 300 square feet on the rear of the first level for a very private master bedroom suite that includes a master bath and generous walk-in closets.

A home office behind glass-facing French doors opens directly into the redecorated living room.

"It's a terrific solution in every detail," Hollis said. "And knowing we've already made some solid decisions about the future has really given me peace of mind."

Call 703-425-5588 or [www.SunDesignInc.com](http://www.SunDesignInc.com).



PHOTO CONTRIBUTED

**A whole house aging-in-place solution by Sun Design Remodeling will be featured in the Parade of Homes' Remodeled Homes Tour, April 25 and April 26. The firm executed a top-to-bottom makeover to a circa 1970s split-level, creating a first level master suite and a gourmet kitchen.**

## Trendy Bathroom Transformations

Designers share the hottest ideas in lavatory design.

BY MARILYN CAMPBELL  
THE CONNECTION

**I**magine stepping into a resort inside the comfort of your own home. Contemporary, spa-like bathrooms with clean lines and features such as floating vanities, open shelving, innovative storage and low-maintenance materials are on trend this year in bathroom remodeling projects.

When the main level master bathroom in a 1970s-era Reston home got a major facelift earlier this year, Dean Turner, of Evolution Design & Build in Reston was tasked with addressing structural issues as well updating the entire space.

"This bathroom had a sunken tub and shower combination that was leaking into the basement below," said Turner. "They wanted me to solve their water problems ... update their bathroom, and they were very interested in a floating vanity."

The floating, walnut piece was made a by a local cabinetmaker and hovers 12 inches above the floor, and Turner was able to give the homeowners an abundance of storage by incorporating cabinetry into the vanity. A simple touch of the fingertip opens and closes its drawers and doors, eliminating the need for visible hardware. Motion detecting, LED lighting under the vanity is another convenience.

Turner's team removed the existing wall



PHOTO COURTESY OF NICELY DONE KITCHENS AND BATHS

**Low maintenance porcelain tile accented with river rock stone are used in this Burke bathroom.**

and floor tile, replacing it with scratch- and stain-resistant porcelain tile that has the appearance of natural stone, while the wall tiles were made in the image of natural

wood.

"When you look at it," said Turner. "It looks just like hardwood flooring on the wall."

**AFTER MOVING** into a retirement community, an empty-nester couple decided to overhaul the builder-grade bathroom that came with their home. They enlisted the help of Stephanie Brick, of Nicely Done Kitchens and Baths in Springfield, who designed a contemporary space.

"The homeowners were looking for something that was calming and had a spa-like energy," said Brick. "They also wanted more storage, especially open storage for linens and displaying items."

Brick and the Nicely team installed cabinetry with open shelving over the toilet. The vanity has a quartz countertop with veins of blue and turquoise that bears a close resemblance to marble. "Those colors were carried through in an accent piece in the shower," said Brick.

The porcelain tile floor has a marble-like appearance.

"You get the beautiful look of marble, but you don't have the maintenance or the cost," said Brick. "The new bathroom has a much more spa-like aesthetic. It was very bland and vanilla and it needed a face lift."

When the owners of a contemporary home in Burke decided to remodel their master bathroom so that it matched the style of the rest of the house, they called on designer Cathy Gross, also of Nicely. She used porcelain tile on the walls accented with river rock stone, a material that she also used on the bathroom floor.

"They wanted to continue the calm, zen, contemporary feel in the remodel of their master bath," said Gross, who also designed the home's kitchen five years prior.

More designs in the unabridged story at [www.connectionnewspapers.com](http://www.connectionnewspapers.com)

## Outlook Optimistic for Local 2015 Real Estate Market

FROM PAGE 3

all sectors of the residential market, with “attached” homes like townhouses leading the way with a 3.6 percent uptick in average sales price. Condominiums came in at second place, with a 1.8 percent increase in the month compared to 2014. Single-family homes came in last for the March 2015 totals, but still better than the prior year by 0.7 percent.

Greatly increased inventory versus last year could be one factor in the more modest single-family home price increases. In 2015, 3,165 new properties came onto the market during the month, while only 2,656 were put on the books during that month last year. A total of 3,381 units were available to buyers in March this year compared to 3,011 last year.

“In some areas and some price ranges, there is definitely more choice,” said Reston Long and Foster Realtor Anita Lasansky. “Sellers are starting to get more confident.”

Realtor Jennifer Boyce, Long and Foster Gold Team, also noted that some buyers were starting to “come out from under,” having held on during the worst of the economic downturn. “Equities are looking stronger, so they can get back in, selling or buying.”

The data does vary around the region. Not all areas experienced an increase in sales prices in the month-to-month comparison. Falls Church City, for example, posted an increase in the numbers of units sold, but a 19.12 percent decrease in median sales price.

Arlington County, on the other hand, saw the largest increase in the March 2015 vs. March 2014 side-by-side; with 24.43 percent more closed sales and a 10.68 percent increase in the median sales price.

Janet Gresh of the Gresh Group in McLean says that her experience so far this year is in line with those numbers. “Arlington is definitely hot right now, close in and enough quality properties that you see serious competition.”

Lasansky gave the numbers she is seeing for Reston a “thumbs up,” as well. “We’re up about 15 percent in the first quarter over last year and about 5 percent up in median sales price.”

In the City of Alexandria, the median sales price rose by more than 10 percent in March on an increase of 14.37 percent in closed sales.

Fairfax County and Fairfax City both saw more moderate improvements in median sales prices at 2.79 percent and 2.00 percent respectively. For Fairfax City, the positive takeaway from the March figures is that the median sales price rose despite a drop in total closed sales of more than 50 percent compared to last year.

While all of the data provided is considered preliminary and still subject to revision, the numbers available to date suggest a good start to the year – and barring the unforeseen negative impact – a positive 2015 real estate market.

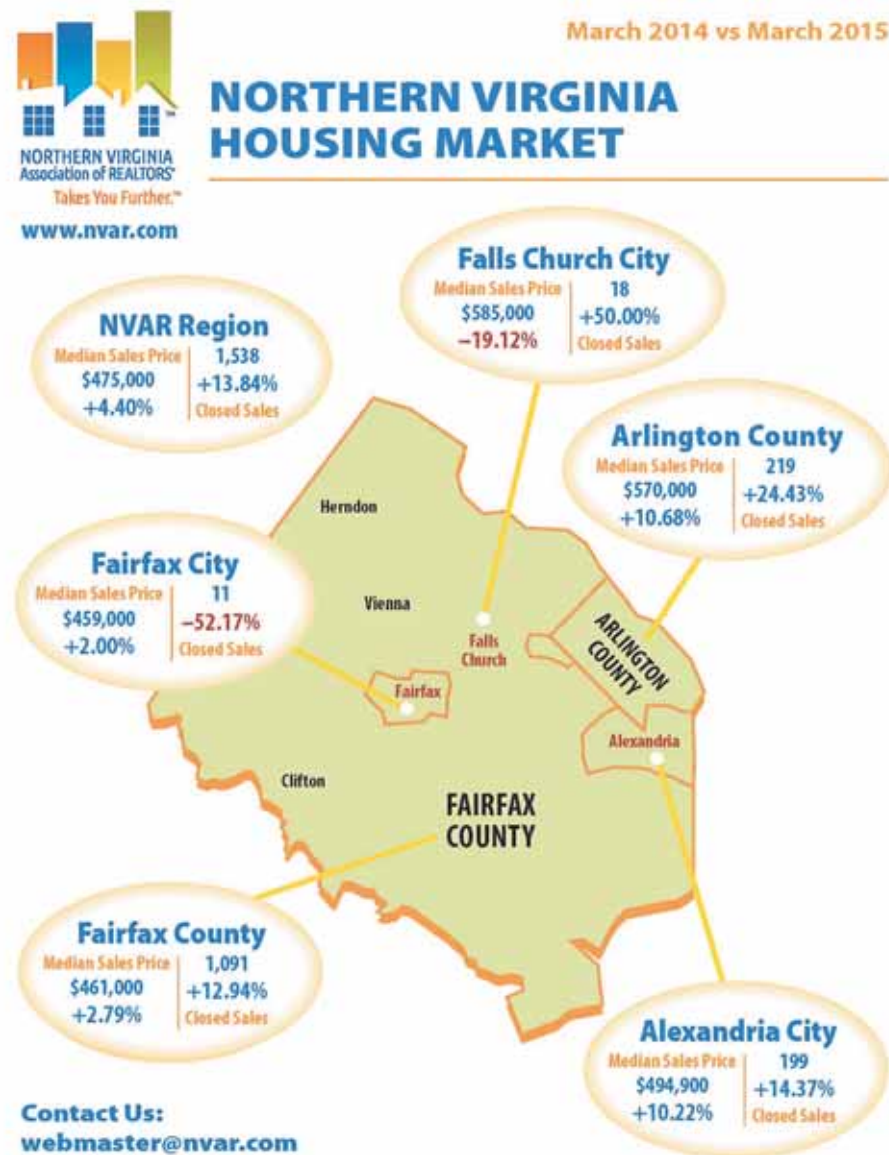


IMAGE COURTESY OF NVAR

Plus-column numbers on the books, the collective optimism of many of the area’s top real estate professionals, and respected organizations like the Northern Virginia Association of Realtors adding that “2015 may be different because of its more sustainable, positive market direction,” all offer signs that the real estate market in the region is looking at a healthy year. Any number of factors, including the ever-present threat of the Federal Reserve raising interest rates sometime this year, could stall or even reverse the positive trends.

Whatever comes along, realtors like Kathleen Quintarelli, Weichert Realtors, Burke, think we will deal with it. “People have kind of stopped believing that the rates will go up again and when they do it will be a shock and have its impact, but we will adjust to that new norm, as well.”

With the latest figures in hand, we asked some of our area’s top real estate professionals for their perspectives, and to offer some expert advice to buyers and sellers alike.

❖ **Virgil Frizzell, Ph.D., MBA**, realtor Long and Foster Reston: “I think the March housing statistics indicate a healthier spring housing market in the footprint of the Northern Virginia Association of Realtors than for the rest of the country. The con-

tinuing improvements ... are good for both homebuyers and home sellers and likely indicate a more balanced market. Buyers should benefit from increasing inventory, still low mortgage [rates] and easing credit standards. The year-over-year increase in housing units sold and modestly rising median prices may embolden sellers.” (Frizzell is the 2015 NVAR Chairman-Elect.)

❖ **Mary Bayat**, owner of Bayat Realty in Alexandria and 2015 NVAR Chair: “Finally, many buyers who had distressed house sales years ago could have enough repaired credit to qualify for a new loan. They will get more house for their money now than if they wait. We expect the Federal Reserve to raise interest rates later this year. Another local indicator is that active listings have risen more than 25 percent.”

❖ **Jennifer Boyce**, Long and Foster Gold Team Burke/Fairfax Station/Clifton: “Don’t price too aggressively in late spring or early summer is my advice. Homes that are well priced and in good condition will sell. The \$500,000-\$800,000 homes are in high demand. Homes that are priced over \$1 million face a smaller and sometimes more acting buyer base, not willing to compromise much and expecting top quality for their money.”

❖ **Will Farnam**, Long and Foster Falls Church: “I think the data so far for this year would be considered bright - not a boom - but strong. It’s a market that’s good for good properties, not good for just anything. There’s enough choice. One good sign is the traffic at Open Houses. The last two weekends I have had house-fulls, quite different from last year. Smaller down payments on many FHA and VA loans is helping, but despite some lending requirement easing, I find that buyers with credit problems are still struggling to get a loan.”

❖ **Janet Gresh**, The Gresh Group@Keller Williams: “The market is looking good, but it is still a bit more of an art than a science at times. If an under-\$1 million home is priced right, I am starting to see multiple offers, especially in Arlington. ... In some of these areas, if the house doesn’t sell or have offers in the first two weekends, it could be a sign of trouble and time to re-evaluate. ... Don’t overprice and you may end up getting more than you ask for. I have experienced that recently.”

❖ **Anita Lasansky**, Long and Foster Reston: “It’s looking good, strong numbers over last year for Reston especially, what some call the ‘Silicon Valley of the East.’ Some homes are selling now in days, not weeks, if they are well-priced with updated kitchens and bathrooms. Those homes take top dollar and for the first time in years I am seeing multiple offers on those properties. The properties over \$1.2 million are still sitting. Sellers should also be cautioned not to overprice based on the addition of the Metro Silver Line. I see that a lot of people are riding it, but it hasn’t had that much of an impact on house prices in the area, at least not yet, but some sellers are factoring in 5-10 percent in their list price based on the Metro.”

❖ **Kathleen Quintarelli**, Weichert Realtors, Burke: “I’m excited. 2015 looks slightly better already. Open Houses are really packed. With interest rates staying so low, more choice, the easing up on credit requirements, and fewer short sales and foreclosures - all those factors are really giving the market energy. There’s just not enough inventory in some categories, especially anything around \$350k - \$450k. Anything in good condition in that price range can go in the first week. My advice to sellers: Price well, prepare your home and stage it. And have your photographs taken by a professional. If the potential buyer comes in and says “Wow! This place looks a lot better than the pictures on the internet!” then your agent - or you - have done something wrong. Sellers should be ready to buy, even the same day you see the house you want. That means pre-approval and preferably by a local lender that we can work with quickly, especially if you’re faced with multiple offers or counters.”

# Staged to Sell

FROM PAGE 3

handled delicately.

“You don’t want to hurt someone’s feelings by telling them that they need to move items or get rid of items like the wrong artwork or too much furniture,” said Maria Smith of Arlington Realty in Arlington. “But the homeowner’s objective should be to sell the home.”

Staging helps when a home is too cluttered, or even if a house is already empty. It’s also a good idea “for those with dated, mismatched furniture or too many pieces in a room,” said Realtor Marsha Schuman of Washington Fine Properties. “For homes that don’t have a traditional floor plan, staging helps a buyer see how the rooms can be laid out.”

“Even if you have a large home, if your closets are overstuffed or if you have too much furniture, a prospective buyer can’t get a sense of the space and dimension of a room or visualize themselves in the home,” said E.J. Stone, a real estate agent with Coldwell Banker Residential Brokerage in Alexandria.

**REMOVING ULTRA-PERSONAL ITEMS** like family pictures or bills is another part of the staging process.

“You want to get a potential buyer to envision their things in the home,” said Stone. “Neutrals can help with that. Those are things that a home stager can suggest.”

**“Staged homes traditionally present themselves better than the competition by being clean, clutter-free and ready to show to prospective buyers.”**

— **Mona Bekheet, McEneaney Associates, Inc., in McLean**

Less is often more in the home staging game, say Realtors. “I tell my clients to take stuff off the walls, rent a storage space and take all the stuff you don’t need and put it into a storage unit, so it opens up more space,” said Michael Richter, real estate agent for residential preferred properties at the Richter Group in Burke.

Realtors rank the living room as the number one room to stage, followed by the kitchen. Also in the top five rooms are the master bedroom, dining room and the bathroom.

“Your home should be a model home, like no one lives there,” said Neustrand. “The bathroom counters should not have products or clutter. There should not be trash in the garbage can.”

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## PHOTO GALLERY!

### “Me and My Mom”

To honor Mom on Mother’s Day, send us your favorite snapshots of you with your Mom and The Connection will publish them in our Mother’s Day issue. Be sure to include some information about what’s going on in the photo, plus your name and phone number and town of residence. To e-mail digital photos, send to:

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