

townhomes near Pearl and ultra-modern condominiums in multi-use buildings, sometimes with balconies overlooking the river. Residents can enjoy morning coffee and dinners at Pearl, take strolls down the Museum and Downtown reaches of the River Walk and walk to the Tobin Center for concerts, free outdoor movies and more. With dozens of restaurants and shops throughout downtown, the only thing you'll have to head north (or south) for are major grocery runs. What's more, condos are ideal for frequent travelers to be able to simply lock up and leave, real estate agents say. "Many folks, both millennials and baby boomers are looking for the lifestyle where they can be more active in the community," says Debra Maltz, a broker associate with Kuper Sotheby's International Realty. "They want to walk and bike everywhere and dine at local restaurants."

→ **EAT** / BOTIKA → **PLAY** / SAN ANTONIO MUSEUM OF ART → **GATHER** / PEARL FARMERS MARKET



NEIGHBORHOOD PROFILE
78215 & 78205

Total Sales: 5
Median Price: \$184,900
Days on Market: 5
AARP Health Score (San Antonio): 52

HIGH-END

CORDILLERA RANCH

Set in Kendall County in the Hill Country, this planned community offers residents a taste of nature and country life with posh, resort-style amenities including an equestrian center, spa and a Jack Nicklaus Signature golf course, just to name few. Residents Warren and Lettie Goehring built a custom home there after living for nearly 60 years in Beaumont and say it's the ideal place

for active retirees. "You'll be calling this the Cordillera cruise ship," says Lettie. "There is something to do every hour of every day." But the best perks are the people, say the Goehringers. They've made friends easily in the welcoming community, and even gone on weeks-long trips to Italy with their new cohorts. When residents want a break from home, shopping is nearby at La Cantera, The Rim and downtown Boerne. Plus, easy access to Interstate 10 makes day trips to Fredericksburg and the wine country a cinch. → **EAT** / LITTLE GRETEL RESTAURANT → **PLAY** / CLUBS OF CORDILLERA RANCH GOLF COURSE → **GATHER** / CORDILLERA RANCH ★

NEIGHBORHOOD PROFILE
78006

Total Sales: 44
Median Price: \$390,000
Days on Market: 96
AARP Health Score (Boerne): 57

ONE MORE BEST BET

STONE OAK & SONTERRA

Luxury residences, the Club at Sonterra, the Canyon Springs Golf Club, the Stone Oak Country Club—there's plenty for discerning retirees, especially golfers, to love about the North Side. *Median Home Price: \$341,500*



HOW TO SELL A MILLION-DOLLAR HOME
Getting an offer on high-end homes requires more than just a "for sale" sign

When Leslie Kramer took a call recently about a home in Cordillera Ranch that had been on the market for over a year, he assumed something was wrong with it.

If it wasn't a flaw in the layout, the certified master home stager figured the walls were painted unappealing colors or there was an issue with the flooring material. "When we get a call like that, we're generally prepared to put

our thinking caps on and take on an eye sore," says Kramer, whose wife Lee Ann founded Traditions Interiors, a home staging and interior design company that the pair runs together.

In this particular case, though, the only "problem" with the house was that it was empty. Listed at \$1.5 million, the luxury 5,000-square-foot home had been on the market for over a year with hardly any furniture in it. And when buyers are looking to invest seven figures in a home, they shouldn't have to rely on their imaginations to visualize what a room will look like when occupied. "It's up to the seller to give them perspective," says Kramer.

The Kramers agreed to stage the home, staging not just the kitchen, living room and master bedroom but also the expansive game room, office and bathrooms. They brought in furniture from their 10,000-foot-of warehouse space, added original artwork, selected lighting and carefully picked out knickknacks to add to shelves. "We staged the house on Thursday and Friday," he says. "On Sunday morning at 7 a.m., I got a text message from the realtor that they'd sold the house. The first person who looked at it put in an offer."

It's not always that easy, Kramer says, but styling a home to match its structural design—whether modern, Tuscan, traditional or otherwise—is necessary if buyers are going to be able to picture themselves living there.

Often once high-end homes are staged, a professional photographer with experience in luxury real estate is hired and drones are used to capture aerial views of the property's entrance, patios, pools and other amenities. Those materials are used for the MLS listing as well as any professionally produced brochures or websites. Marketing materials use words like "estate" or "ranch," rather than simply "house." Inside the home, even small details like temperature and scent (fresh coffee brewing in the kitchen generally elicits a positive response) are taken into account—whatever is required to make a client feel like they're home as soon as they walk in the door.—*Kathleen Petty*

CANDORS: COURTESY CORDILLERA RANCH