THE REAL DEAL
Ridgewood



The agent told the seller that the $1 million asking price was too low. After a few cosmetic improvements, the house received five offers and sold over the new asking price.

New coat of paint helps sell Colonial

The listing: Four-bedroom, three-bath Colonial
Location: Ridgewood
Listed by: Aloysius Donohue of Marron & Gildea Realtors, Ridgewood
On the market: 15 days
Asking price: $1.099 million
The game plan: The house had been extensively updated, with renovated baths and a new kitchen overlooking a family room. The sellers suggested an asking price of $1 million, but Donohue thought it could fetch more.

The property needed a few cosmetic improvements, such as an exterior paint job, and the sellers were willing to do these, Donohue said. "If you're going to ask $1.1 million for your house, it make sense to put $5,000 into it to make it perfect. You're going to get it right back," he said.

Donohue marketed the house on the Internet, through e-mails to prospective buyers, with newspaper ads and with open houses for both brokers and potential buyers.

The result: The house drew five offers and sold over asking price, for $1.2 million.

Sellers and real estate agents: Have a recently closed transaction you'd like to tell us about? E-mail Kathleen Lynn at lynn@northjersey.com.