

Are your ads reaching the
real

DECISION MAKER?

101 Riverfront Dr.

Exquisite Residence



just
listed

- **BEDROOMS: 3**
- **BATHS: 2**
- **LIVING: 3**
- **KITCHEN: GOURMET**
- **YEAR BUILT: 1995**
- **ROOF: COMPOSITION**
- **GARAGE: 2**
- **POOL: YES**
- **2,812 SQ.FT (SELLER)**
- **LOT SIZE: 100X 300**

This exceptional home offers quality at every turn, convenient shopping, top-rated schools are nearby. Call now!!

BUYING OR SELLING?

CALL
Lorna Dune
512
555-1212

STANBARRON.COM
OR
STANSELLSAUSTIN
@HOTMAIL1.COM



The problem with flyers
is they boil a home down
to its physical description

Do ads have a gender?

If so, are they
male or **female**?

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As an industry,
why do we use flyers?

3 MASTADON WAY

YEAR BUILT: 15 B.C.

BEDROOMS: 0

BATHS: 0

LIVING AREAS: 0

BEST SCHOOLS! CAN WALK UPRIGHT TO CAVEMART.
OK TO BRING WOMAN.



CALL US AT
CAVE MAN POWER TEAM
TEL. 6

Most corporations are still run by
men who direct most marketing

...and that marketing is aimed
at a female audience

90% of all household purchases
are directed by **women**

...and we all know when it comes
to buying a home, women
are the primary influence

Most men make decisions in a linear fashion. Men quantify...

What horsepower does the car have?

What is the speed of the processor?

How much square footage?

What is size of the lot?

How long has it been on the market?

Women make decisions
based on how it
will effect others...

Women prefer **STORIES**
compared to ads that contain
nothing but
FACTS



1. Light-filled kitchen overlooks lush back yard 2. No other home in this price range can match this lavish bath 3. Start weekends on the terrace with coffee and the newspaper 4. Let's face it, that is one impressive-looking house

If you have been waiting...and hoping for just the right home to come on the market

In NW Austin—one of those “I-want-it” kind of houses. It oozes curb appeal, has a picturesque back yard—and the real secret—it was custom built and loaded with upgrades. \$949,000 with 3 bedrooms and 3,380 sq. ft.

by Stan Barron, Stan Barron Properties

Has this happened to you? You look at many houses and finally come across one that seems to have all of the key features on your checklist. At the last minute, you pull back from writing the contract. You can't really put your finger on it, but you know something is missing.

What is lacking in these situations is the most important ingredient of all—an emotional connection to the house. Houses do have “invisible” qualities—an energy and personality that you either sense or you don't...and this is one of those rare homes that rates very high on the charm meter. It is dripping with personality at every turn.

Welcome to 4011 Travis Heights, located in the country club neighborhood of 4011 Travis Heights is one of the few homes in River Place that was custom built...and it shows at every turn. The home was constructed by Pinnacle Homes (out of Houston). Stop for just a second and study the exterior photograph. Notice all of the architectural detailing. The square embellishments stacked on top of each other are called quoins corners. For added visual interest there are shutter-clad, Palladian (arched) windows on the first level with rectangular counterparts on the upper section. Each window is capped with a key-stone inset. The garage has an eyebrow arch, and the line between the first and second stories is marked by a hori-

zontal stucco band. The showstopper of an entry includes a towering roof with intersecting gable and a front door topped by a fanciful transom window and two sidelight glass panels.

If you like this initial greeting, your anticipation will spike into the red zone when you swing open the front door. The first thing you will notice is the sea of wood floors—these are the warm-looking wide-plank variety. And this is no splash of hardwoods that stop at the foyer—these spill out in every direction—into the family room...across to the breakfast room...all the way through the kitchen...and on to the dining room and living area. All flooring downstairs is hardwood. Wood floors add a sense of organic texture to living space, and romantics will appreciate this reminder: they are great for slow dancing.

All three bedrooms upstairs, plus extra room, next to the master

One reason the design flows so freely is that all of the bedrooms are upstairs. Not only does this help keep the downstairs looking neater, but it is the preferred layout if you have young children because you can hear them in the middle of the night if they need you or get scared.

The master bedroom is something to behold—it looks like those you have seen featured in magazines. The bedroom's size is impressive enough (see photos on the

web)...it is about 18x18', but wait until you see the extra room that is woven into this layout. To enter it, you walk through a set of French doors, and there is an entire living space that can be used in a number of ways—as a nursery, office, yoga room or media room. It also includes a wall of built-ins for books and art objects. Finally, you step into the bath area—you have not seen anything like this at twice this price. In the center of the room is a whirlpool tub against a backdrop of glass blocks which ushers in filtered light. More natural light beams from above through the skylight. There are ledges that surround the tub for flowers, candles, magazines and towels. This is an oversized tub that is definitely big enough for two. This area “feels” like a real retreat.

The other two upstairs bedrooms are larger than most, and each has its own bath.

Decked out kitchen includes desk, letter station and enough storage for a chef

Another standout focal point in the home is the kitchen. The custom-built difference is also very evident in this space. It is positioned so it overlooks the lush and colorful back yard. It is anchored in the center by a large island which can be used to cut fresh flowers or roll out cookie dough. The island also holds the gas cooktop so if you want to invite friends for dinner, you can use the island to lay out cheese, wine and all of the spices for

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1) Sprawling back yard faces east which catches afternoon shade—great for grilling and gardening 2) Kitchen is original and will have to be completely redone 3) High ceiling and a genuine fireplace in the family room

NW Hills—if you will do the updating, here is a regular-sized house on a huge, tree-lined corner lot

Chance to own a house in ob-so desirable NW Hills for \$899,000. Has 4 bedrooms & 2,413 sq. ft.

Located in the sweet spot of Northwest Hills, three factors make this a rare find: 1) the scenic corner lot is estate-caliber 2) the home's not-so-big size helps keep the price friendly, and 3) no updating has been done—ideal if you want to update a house to your tastes. The address is 7305 W. Rim.

When houses go on the market here, the seller has typically done a quick paint-up-fix-up job that includes inexpensive carpet and all of the “new” fixtures come from a place like HomeDepot. The seller then goes way up on the price which you have to pay. Then, you have to remove most of

it to get the house the way you want.

The price here is tempting, but you must be capable of overseeing all remodeling. The kitchen, bathrooms, cabinets, all plumbing and lighting fixtures appear to be original. The home is being sold as-is by an estate.

If this is the opportunity you have been looking for, wait until you discover the benefits.

Picturesque, Oversized Lot

The jumbo-sized corner lot is picture-postcard pretty. There are sixteen big trees in the front and twelve more in the back. If you pull up the property on Google's sat-

ellite view, you will see that there is nothing but pristine wilderness immediately to the west. Guess what that is habitat for? All kinds of amazing wildlife. Live here, and you will routinely see deer strolling across your yard. This year there has been a bumper crop of fawns horn. Imagine starting your mornings outside with fresh coffee, and a couple of tiny spotted fawns who are using your yard for a nap. Hollywood could film the next version of Dr. Dolittle here. There are raccoons, squirrels, songbirds and armadillos to keep you company.

Keep in mind this is a corner lot which allowed for a side-entry garage. This means

“Is that an ad that appeals
to women or men?”

NW Hills—if you will do the updating, regular-sized house on a huge, tree-lined

Chance to own a house in ob-so desirable NW Hills for \$399,000. Has 4 beds

Located in the sweet spot of Northwest Hills, three factors make this a rare find: 1) the scenic corner lot is estate-caliber 2) the home's not-so-big size helps keep the price friendly, and 3) no updating has been done—ideal if you want to update a house to your tastes. The address is 7305 W. Rim.

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What is the most
effective way to know
what to say in an ad...

Don't overthink this...
just **EMBRACE**
what the home actually
offers, and you attract
the right target audience

Here is a powerful example of what can happen when you are candid with your ads.

Here is the most difficult of all listings to sell...



Impressive architecture and a 2-car garage. Concrete floors, maple cabinets and stainless appliances

The right price—and location—for a new townhome if you can accept some road noise

The Pemberton neighborhood is one of the city's most sought after communities. However, its proximity to Mopac does result in some road noise (which you notice on the outside, but not indoors). If you can accept that, here is a chance to buy the last (all others have sold) of four very stylish new homes.

This free-flowing design may have everything on your wish list. The address is 2620-B Jefferson Drive. It has 3 bedrooms, 3 baths, 2,100 sq. ft. and a 2-car garage. The first thing you will notice when you swing open the front door are the high-gloss concrete floors which add a pleasing tactile surface to the entire palette, and attention romantic couples: these floors are ideal for s-l-o-w dancing. Your head will spin when you look up and see all of the tall ceilings and windows.

If You Like To Cook...

It is no accident that this is a showy kitchen. To enhance the sleek appearance,

cabinets are smooth-finish maple with flush panel doors and camouflaged hinges. The stainless KitchenAid appliances give the cooking area that oh-so-desirable "restaurant" look. The oversized island also includes space so guests can pull up a chair while you pour them a glass of wine and put on a cooking demonstration. The island is capped with Italian slab limestone in a matte finish—pretty to look at and a very rugged surface for chopping ingredients or rolling out pizza dough.

Wood Floors And A Dramatic Bath

You will give high marks for the interesting surfaces here. The hickory-maple stairs provide a hint of what is to come—they spill out in all directions as you reach the second floor. Wood floors add warmth and personality like no other material. Double doors create a wide opening to the master

bedroom, and wait until you see the bath area. The curved-wall shower is visually appealing, and the vanity area is likely much bigger than anything else you have seen—it is a long wall of maple cabinets and granite counters with two sinks, two mirrors and even a built-in make-up table.

Dual Purpose Room

There is a multi-function room in the corner of the first floor. It would make an ideal office, but the builder has also included an adjacent full bath—perfect if you have older relatives who will visit but cannot climb stairs. If you have a pet, there is a privacy-fenced back yard.



Exterior view

To see more photographs, floorplan, site plan and map, go to www.stanbarron.com. The seller is represented by Stan Barron Properties at 512.345-8585.

What advertising strategy
is at work in this example?

3 elements of an effective ad

- *attention-grabbing headline*
- *good photography*
- *interesting story about the house*

Headlines are
the most
important
part of the ad



**Ferrari-driving, high-tech recluse to sell Westlake
hideaway—on a double lot with a 5-car garage
\$1,700,000 and it includes an exotic pool and guest house**

Welcome to 4181 Ridge Trail, Austin, Texas 78746. The home is the vision of one of the city's reclusive high-tech entrepreneurs.

The residence is hidden away at the end of a dead-end street...all of it surrounded on three sides by protected greenbelt space that dissolves into wilderness terrain. This insures the home's future privacy. The setting is so protected,

this is a bathing-suits-are-optional level of privacy!

A 5.5-Car Garage

The main house has four bedrooms and about 4,200 square feet. The stand-alone guest quarters has just over 1,000 square feet. In total, the home has five-and-a-half garage bays, five bedrooms, five baths, three living areas, home theater, a home

office and full bar including a wine chiller, ice maker and refrigerator. Sorry, but doing a "drive-by" here is not possible as there are double gates—you must set an appointment to see this home.

The seller is represented by Stan Barron Properties, 512.345-8585. Would you like to tell someone about this property? Full details, and more photos are on the web at www.stanbarron.com

The worst possible headline you
can rely on is the
one most often used

...NEVER use the
property's address as your
primary theme

Don't use "safe" or "tame"
headlines...use decisive ones
so you get the attention of the
target audience



1



2



3



4

1) A "tower" design with intersecting horizontal lines 2) Glass-lined garage serves as multi-use space 3) As this night view demonstrates, the house has beautiful symmetry 4) Showy island kitchen includes ceiling-mounted vent hood and open shelving

If this small, new home for \$769,000 doesn't excite you...check your pulse...you may be dead.

Have you ever picked up one of those Home-and-Garden magazines, flipped through the pages and imagined—just for a moment—what it would be like to live in one of those picture-perfect houses?

There is a house like that in Austin...and it just came on the market. Located in the Lakeway area, the address is [redacted] (the neighborhood is just south of Hudson's On The Bend restaurant).

Built by Kelly Ramsey, the home represents a breakthrough for stunning architecture at a tempting price.

The key here is the home's small size—a three bedroom, two-and-a-half bath design with approximately 2,100 square feet.

If the size, location and price meet your guidelines, stop whatever you are doing and get to this house pronto. Everything about this residence is guaranteed to spike your anticipation into the red zone.

Much of the home's appeal is made possible by the oversized, tree-saturated corner lot. Think about other houses

you have looked at. Most are on tiny lots that are sixty-feet wide. By comparison, this one is approximately 230' wide, and it allowed the "breathing" room to create the striking exterior—a series of "nested" towers. Each section is defined by its materials—stone, metal and stucco—adding dimension and visual interest. Very noticeable roof overhangs add the final touch by counter-balancing the vertical shapes with intersecting horizontal lines.

Take one step inside, and your head will spin. The tower shapes you see from the curb have been used to define the interior spaces. What is so compelling is the sense of harmony and symmetry from the instant you walk in. The proportion and scale of all architectural elements falls into alignment that is so soothing you will instantly "feel" warm and welcome. You will certainly notice the floors—stained concrete in a gleaming finish that looks like saddle leather. The vertical spaces used on the exterior are carried straight through on the inside. Ceilings are tall—very tall with natural light that beams in from multiple angles. It is not hard to imagine this

home filled with large, colorful and dramatic pieces of art.

The kitchen is another standout—the natural-finish woodwork against the darker floors provides a pleasant contrast. For an even greater sense of airiness, cabinets are laced with a section of open shelves so you can display plates and glasses. Counters are slab granite. If you enjoy entertaining, live here and you can invite friends for a festive dinner. Have them pull up a bar stool at the island work station, and pour them a glass of wine while you put on a cooking demonstration.

The master bedroom is also on the first floor. There are two bedrooms and a game room upstairs.

Multi-purpose Garage

There is one additional, and ingenious bonus in this creative layout. Taking full advantage of the large lot, the garage is not attached—it was "slid" back into the trees—a distance of about thirty-feet from the main house, but still connected by a breezeway. This created a beautiful, and private courtyard green space in between (saving multiple oak trees

as well...see photos on the web). As a result, all of the main living areas overlook this picturesque spot. Imagine the uses. With a bench and some flowers, you have an ideal spot to curl up with a good book under shade trees. It makes an easy-to-view play area for children. You could create a Zen-like sculpture garden and yoga area. And have you ever seen a garage with glass walls? That is exactly what you are looking at in the top right photo. The "well dressed" garage here can serve as a studio or playroom for kids.

The home also gets lake access by way of the homeowner association park. There are three day docks, a picnic area and boat launch (photo on the web).

From the moment you drive up to this home, you will wonder how in the world it costs only \$769,000. The design is arresting. The organic materials and surfaces are soothing, and the lot is scenic and private.

For more information, contact the builder's agent, Stan Barron Properties at 512.345-8585. To see many additional photos plus a floorplan and site plan, go to www.stanbarron.com



Imagine starting weekend mornings here

Ultimate weekend house on Lake Travis. Priced high enough to ensure satisfaction

Furnished house, beautiful land, deep water and a cliffside position that serves up a view that will make you feel like you are staying at a resort: \$1,800,000

By Stan Barron,
Stan Barron Properties 512.345-8585

The dream of owning a second home is quickly dashed in most cases by one of three common drawbacks:

- 1) The immediate area—*and neighbors*—brings to mind the dueling banjo tune from the movie, Deliverance.
- 2) Or the setting is okay, but the house is so cheaply done you would be embarrassed to invite friends.
- 3) Or logistics soured the deal. You're on vacation in the mountains somewhere, and you see a charming "for sale" cabin.

Then reality sets in, and you know that you would never make it back very often because it is so far away.

If the \$1,800,000 price is within your reach, here is a weekend house that may exceed your expectations.

For starters, it is close in—less than forty-five minutes from 360 at Bee Caves Road. The home is located (see map p.4) out Highway 71, just past Barton Creek Lakeside (where waterfront homes can cost a million dollars plus).

This house is not only waterfront, it is on approximately 1.4 acres of pretty land.

As for neighbors, the house to the right of this one is bigger and more expensive. The house to the left is currently under construction and includes a guest house and *its own vineyard*.



Covered dock includes electric hoists for a boat and two jet skis

Price Includes Furnished House

This three bedroom, two bath home is being sold completely furnished! The home's small size keeps the overall price

Why are photographs
sooooo important?











Regular 35mm angle



Same photo...wide angle

How to write STORIES...

Don't just list features...
tell what it will be like to
live in that home.
Sell lifestyle.



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This three bedroom, two bath home is being sold completely furnished! The home's small size keeps the overall price

What **story** can you tell about:

Living room with hardwoods...

A kitchen...

Pool...

1st floor secondary bedroom...

- Fire Ug. Stop using **flyers**
- Remember...
 - **headlines, photos, story**
- Sell lifestyle...put some **showmanship** into your property descriptions



CONTRACT
PENDING

← INFO

STAN BARRON
PROPERTIES

FOR SALE

345-8585



RE



748 Wilbur C. LOCATION, LOCATION, LOCATION! Enjoy this 1.5 acre 5000 sq ft, 3 bedrooms, 3.5 bath, fenced back yard, and fun floor plan! Close to schools, shopping and neighborhood park. **MLSP 7880384** Call Kevin at 512-563-1167.



102 CARRAGE COURT - THE COLONY - BRIDGE 4,135 sq. ft. on 1.4 acres 4 bedrooms 4 baths, Stain Plywood walls, 13'x14' Arch Wk & 10.000 sq ft porch, perimeter 24' fascia & 26'Wk, three car garage with great quarters above. Two other large upstairs rooms. Paved out for 4th car use. Gourmet kitchen, Outdoor kitchen. **MLSP782840**, Caroline Pardo at 512-261-0380



333 JEMMER DR - Ready for the family w/3 large living areas, 2 dining rooms, and spa w/ master suite w/ walk-in closet, 2507 sq ft on 2.120 heavily wooded with new carpet throughout. Nestled on a quiet street near the new 18-hole golf park. This family home offers exceptional living close to all conveniences of downtown. **523,000** Call Robin 858-54861, PH 59271794



228 ANTONI Incredible, reduction by owner! Spacious plan w/4 large rooms overlooking a stream that pond. Woodworking stone, custom tile, 2 car carport with workshop & covered RV/boat port. Charming log home has over 2100 sq ft of live-in space, including a full and 3/4 living areas. Make this 13 acres wooded retreat your personal getaway for only \$289,900. Call Jerry Chan 512-749-0552. **MLSP4401723**



113 POWDER HORN Live in the Colony is great in this "Porching Mill" single efficient concrete home. 3 large bedrooms and 3 1/2 baths. Open floor plan w/abundant tile and formal dining room. Beautiful 1.8 acre lot with 3/4 acre of 2 1/2" oak decking and making full use of the walking trails and making full use of the walking trails and making full use of the walking trails and making full use of the walking trails. Just 20 min to AKA. **524,900**. Call Mary Ellen 784-9622. **MLSP4215201**



200 WALK In the first house on one of the best locations in the Valley! Fully finished stone large second floor suite in 37 new green belt. 2500 sq ft of custom living space with oak paneled walls, built-in kitchen, granite islands in kitchen, feature living area, master suite, open 2nd floor, 2 w/ty rooms and better plenty. Separate 1/2 mile garage house. Custom finished walls, granite tile flooring, finished 3rd floor, double bedrooms and more with terrace access. **525,900**. Call Mary Ellen 784-9622.



125 Star Forest Custom built on a corner lot, 4 bedrooms, 3.5 baths, walk-in closets in PWD Forest. Custom tile, high ceilings, Open kitchen and dining area, Love it...Love it! **MLSP 9820782** Call Kevin 512-563-1167 or visit www.kovincap380.com



512 Bluff Don't miss this over 2 story, 3 bedrooms, 3.5 bath in a lovely friendly neighborhood. Close to schools and only a couple blocks from the community park and basketball courts. **MLSP 3653770** Call Kevin Kuley at 512-563-1167 or visit www.kovincap380.com



Close to Backstop! 3 bedrooms, 2 bath home on over an acre of peace and quiet! Great open floor plan, large kitchen, vaulted ceilings, stone fireplace in the family room, outdoor fireplace on the patio. Come and enjoy it! **MLSP 5349914** Call Kevin 512-563-1167 or visit www.kovincap380.com



1) Pool is central to the design theme 2) Stainless-walled kitchen 3) The family room overlooks the pool, outdoor kitchen and Lake Travis 4) Setting here is equal to that of a spa

News from the north side of the lake: Same architect here as the one used by Tom Hanks and Tommy Lee Jones \$1,290,000. Located in Northshore (The Hollows), Area LN and being sold below cost

Located on the north side of Lake Travis, the address is 17707 Navigator Lane. It was one of the hillside homes featured in the 2001 Northshore Parade-of-Homes. It was created by the architect who master-minded unique homes for movie stars such as Tom Hanks and Tommy Lee Jones.

The home has a secret woven into the design: As you stand in the entry and slowly make a 360-degree turn, your line of sight is stretched out along the axial points of a compass with a visual treat at each end point. Looking straight through the entry (to the south) you see through the glass walkway to a courtyard, herb garden...then pool...to manicured grounds...and out to hill country terrain and lake view. Turn

to the left (east), and you see all the way through that wing to a massive stone wall with fireplace. Turn west, and the gallery walkway view extends to a large curvy office with bookshelves and fireplace—that can be hidden behind a sliding wall section. Behind you is the original courtyard that brought you to the front door. That makes four unbroken sight lines that extend out from the center of the house. This is Feng Shui at its best.

With about 5,400 square feet, the layout has four bedrooms, and all are set up like guest suites. Interesting spaces are everywhere. For example, there is a sleeping porch next to the hot tub and fountain. There is a breezy-looking outdoor kitchen with carina bar and

cubana bath. The grounds include an herb garden, colorful flower bed, vegetable garden and fruit trees—along with an inviting little stone garden house at the rear of the property. Garage walls slide open to reveal another courtyard so this space can serve as a studio or shaded play space for children or pets. All of the vine-covered trellises give the home the personality of a combination hill country spa and vineyard.

The seller is represented by Stan Barron Properties at 512-345-8585. To see a complete history of the home, many additional photos, floorplans, site plan and map go to www.stanbarron.com and click on the link for 17707 Navigator Lane. The \$1,290,000 is way below cost.

Stan Barron

adssb@aol.com