



# Property Analysis

**2510 Rosewood Ave, Austin, TX, 78702**

Comprehensive Property Analysis Report

Generated: January 19, 2026

# Report Overview

## At a Glance

This modern farmhouse presents a powerful combination of an expansive outdoor oasis and an open-concept interior, perfectly situated in a highly desirable East Austin location. While the property's core features are exceptionally strong, its full market value is currently constrained by dated interior finishes and highly personalized decor. The most significant opportunity lies in strategic cosmetic updates, primarily neutralizing the paint palette, to broaden appeal to its target market of high-earning, lifestyle-focused professionals. By implementing these targeted improvements, the home can be elevated from a competitive offering to a standout property poised to command a premium price.

## Key Highlights

- The property's standout feature is its resort-like backyard, complete with an oversized covered patio and a 10-person hot tub.
- The home is competitively priced, but its 2012-era interior finishes prevent it from reaching the top of the market against newer construction.
- The highest-impact, most crucial recommendation is to neutralize the personalized and dark interior paint colors throughout the home.
- The ideal buyer is a high-earning professional who values the vibrant, walkable lifestyle offered by the prime East Austin location.
- Executing the recommended cosmetic updates will significantly broaden buyer appeal and position the property to command a higher sale price.

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A high-level overview of the property's value proposition.

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A summary of findings and a prioritized action plan.

# Executive Summary

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This modern farmhouse presents a compelling blend of rustic charm and contemporary design, situated in a highly desirable and vibrant Austin location. Its open-concept living space, high ceilings, and custom wood details create an inviting atmosphere, while the expansive outdoor oasis—complete with a covered patio, outdoor TV, and a 10-person hot tub—offers a private retreat perfect for both relaxation and entertaining. The property's prime position provides unparalleled walkability to popular local amenities and dining, coupled with convenient access to downtown and major tech employers. Bolstered by valuable, eco-conscious features like solar panels and a generous lot size, this home stands out as a unique and attractive investment, offering a dynamic urban lifestyle without sacrificing space or comfort.

## Key Selling Points

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- **Exceptional Outdoor Entertainment Hub:** A brand-new, oversized covered patio featuring a 10-person hot tub, outdoor TV, and ample dining space creates a true resort-like backyard experience.
- **Prime Walkable Location:** Situated in the heart of a trendy area, the home is just a short walk from acclaimed restaurants and parks, offering an immersive and convenient Austin lifestyle.
- **Spacious and Sustainable Living:** The property boasts a large, open floor plan with high ceilings, four bedrooms, solar panels for energy efficiency, and a dual-zone HVAC system for optimized comfort and savings.
- **Versatile and Functional Layout:** Featuring an oversized master suite with a whirlpool tub, a pet-friendly fenced yard with a doggie door, and a two-car garage, the home is designed to accommodate a modern, active household.

## Primary Challenges

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- **Dated Interior Finishes:** The kitchen and bathroom finishes, particularly the light wood cabinetry and granite countertops (seen in Photos 3, 10, and 20), are characteristic of the 2012 build year. Today's buyers in this price bracket often expect more contemporary aesthetics, such as painted or dark wood cabinets, quartz countertops, and updated backsplashes. A cosmetic update would significantly elevate the home's perceived value and align it with current market trends.
- **Inconsistent Flooring and Paint Palette:** The property features a mix of flooring types, including concrete, carpet in the bedrooms (Photos 5, 8, 12), and wood. The carpet appears worn in some areas and could deter buyers seeking move-in ready, cohesive design. Similarly, the use of multiple bold, taste-specific paint colors (Photos 9, 12, 16) can make it difficult for potential buyers to envision themselves in the space. Neutralizing the paint and upgrading flooring would create a more unified and broadly appealing interior.
- **Understated Curb Appeal:** While the home's modern architecture is striking, the front entry and landscaping (Photos 11 and 17) lack a strong "wow" factor. The simple concrete approach and basic garage door could be enhanced to create a more welcoming and high-end first impression.

Strategic landscaping, a statement front door, and updated exterior lighting would significantly boost its street presence.

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# Neighborhood Overview

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The property is located in the Rosewood neighborhood of East Austin (zip code 78702), an area renowned for its dynamic blend of historic charm and modern, trendy development. East Austin has undergone significant revitalization over the past decade, transforming into one of the city's most desirable and culturally vibrant districts. The neighborhood is characterized by a mix of beautifully restored bungalows, contemporary new builds, and eclectic local businesses. Its proximity to Downtown Austin, coupled with a unique, artistic, and community-focused identity, makes it a high-demand area that continues to experience strong appreciation. The atmosphere is energetic, attracting a diverse population that values creativity, culinary experiences, and an active urban lifestyle.

## Target Buyer Profile

The target buyer for a property of this type and price point in East Austin is typically a high-earning professional or dual-income couple, often employed in the tech, creative, or entrepreneurial sectors.

- **Demographics:** Primarily Millennials and Gen Xers (ages 30-50).
- **Income Levels:** Household income typically exceeds \$200,000 annually to comfortably afford a property in this price range.
- **Professional Backgrounds:** Employees at major tech firms like Google, Facebook, Tesla, and Oracle; medical professionals; successful entrepreneurs; and creatives in leadership roles.
- **Lifestyle Preferences:** Buyers are drawn to the "live-work-play" environment. They prioritize walkability and bikeability to cafes, top-rated restaurants, bars, and unique shops over traditional suburban amenities. They value authenticity, community, and access to cultural events, live music, and outdoor activities. An investor seeking a high-demand property for long-term rental or corporate housing, as mentioned in the listing, is also a strong secondary profile.

## Local Amenities & Lifestyle

East Austin is a premier destination for food, entertainment, and recreation, and the property's location on Rosewood Avenue places it at the center of this activity.

- **Dining & Entertainment:** The neighborhood is a culinary hotspot. As the listing highlights, it is within walking or a short ride distance to:
  - **World-Famous Barbecue:** Franklin Barbecue is a local institution with an international reputation.
  - **Acclaimed Restaurants:** Nixta Taqueria (James Beard Award winner), Rosewood (gourmet dining), and Hillside Farmacy (popular brunch spot).
  - **Popular Bars & Cafes:** Nickel City (neighborhood bar), Figure Eight Coffee, and Rockstar Bagels.
  - **Proximity to Entertainment Districts:** A short 5-minute ride to the Sixth Street Entertainment District and close to the vibrant East 6th and East Cesar Chavez corridors.

- **Parks & Recreation:** Residents have excellent access to green spaces.
  - **Rosewood Park & Recreation Center:** A 1-minute walk away, offering a public pool, splash pad, tennis courts, and sports fields.
  - **Boggy Creek Greenbelt:** A nearby trail system for walking, running, and biking.
  - **Lady Bird Lake:** Easily accessible for kayaking, paddle-boarding, and accessing the Hike-and-Bike Trail.
- **Walkability & Transportation:** The area has a Walk Score of 75 ("Very Walkable") and a Bike Score of 89 ("Very Bikeable"). The #2 bus route provides direct, frequent service to Downtown and the University of Texas, making a car-free commute feasible.

## Schools & Education

The property is zoned within the Austin Independent School District (AISD). While school performance can be a variable factor in urban districts, this area offers unique educational programs.

- **Assigned Schools (subject to verification with AISD):**
  - **Elementary:** Campbell Elementary School
  - **Middle:** Kealing Middle School
  - **High School:** McCallum High School
- **Performance & Special Programs:**
  - Kealing Middle School is highly regarded for its nationally recognized magnet program for advanced academic studies, attracting students from across the city.
  - McCallum High School is known for its esteemed Fine Arts Academy, which includes programs in theatre, music, dance, and visual arts.
- **Impact on Value:** The presence of strong magnet and fine arts programs at the secondary level is a significant draw for families who prioritize specialized education, mitigating some concerns about standard test scores and positively impacting property desirability.

## Market Dynamics

The 78702 zip code is one of Austin's most dynamic and rapidly appreciating real estate markets.

- **Price Trends:** The area has seen double-digit annual appreciation over the last several years, driven by intense demand, limited inventory, and its prime location. The median home price in 78702 is consistently among the highest on the east side.
- **Days on Market (DOM):** Properties in this neighborhood, particularly well-maintained modern homes, typically sell faster than the Austin city average. The high demand often leads to multiple offer situations.
- **Recent Developments:** Ongoing residential and commercial development continues to fuel value growth. This includes new mixed-use projects, boutique hotels, and restaurant openings. Major city-wide infrastructure projects like Project Connect, which aims to expand public transit, are

expected to further enhance the accessibility and value of centrally located neighborhoods like Rosewood.

## Commute & Accessibility

The property offers exceptional accessibility to Austin's primary employment hubs and transportation arteries.

- **Major Employment Centers:**

- **Downtown Austin:** 5-10 minute drive (approx. 2 miles). Home to Google, Facebook, Silicon Labs, and numerous other corporate offices.
- **University of Texas at Austin:** 5-7 minute drive (approx. 2 miles).
- **Tesla Gigafactory:** 15-20 minute drive (approx. 11 miles), making it an ideal location for Tesla employees, as noted in the listing.
- **The Domain:** 20-25 minute drive via I-35.

- **Public Transportation:** The Capital Metro #2 bus route provides a direct link to downtown and UT, with a stop just steps from the property.
- **Airport Access:** Austin-Bergstrom International Airport (AUS) is a convenient 15-minute drive away.
- **Highway Access:** The location provides quick access to I-35, US-183, and Highway 71, facilitating travel across the city and region.

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## Comparable Properties Analysis

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The following properties represent a selection of recent sales and active listings that are comparable to the subject property in terms of location (East Austin, 78702), size, age, and style. The analysis indicates the subject property is priced competitively, primarily due to its unique combination of a large lot and value-add features, despite some interior finishes being less current than newer constructions. *\*Note: As the subject property's square footage is not listed, an estimate of 2,300 sq ft is used for comparative analysis based on its 4-bed, 2.5-bath layout. This results in an estimated price of \$385/sq ft.*

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### 2807 E 3rd St, Austin, TX 78702

Price: \$995,000 | Bedrooms: 4 | Bathrooms: 3 | Sq Ft: 2,550 | Status: Sold | Year Built: 2013

**Direct Comparison to Subject:** This property is the most direct comparable in terms of age, bedroom count, and modern farmhouse style. Selling at \$390/sq ft, its valuation is very close to the subject's estimated price per square foot, but its final sale price was over \$100k higher due to its larger interior space. The subject property has a superior lot size (8,184 sq ft vs. ~7,000 sq ft) and a more developed outdoor entertainment area.

**Key Differentiators:** This comparable features more contemporary interior finishes, such as wood flooring throughout and a more modern kitchen design, which likely contributed to its higher overall price point. The subject property's key advantages are its solar panels and expansive covered patio with a hot tub.

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### 2110 E 2nd St, Austin, TX 78702

Price: \$1,150,000 | Bedrooms: 4 | Bathrooms: 3 | Sq Ft: 2,285 | Status: Active | Year Built: 2017

**Direct Comparison to Subject:** At \$503/sq ft, this active listing represents the higher end of the market for this property type. It is nearly identical in estimated interior size to the subject property but is five years newer and features high-end, modern finishes that command a premium. The subject property offers a significantly larger lot and a more private-feeling backyard entertainment space.

**Key Differentiators:** This comparable's main value driver is its small cocktail pool and premium interior finishes (e.g., quartz waterfall countertops, designer tile). The subject property's solar panels and 10-person hot tub are significant competing features that offer a different lifestyle appeal.

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### 2410 E 3rd St, Austin, TX 78702

Price: \$1,200,000 | Bedrooms: 4 | Bathrooms: 3 | Sq Ft: 2,450 | Status: Sold | Year Built: 2015

**Direct Comparison to Subject:** This recent sale demonstrates the strong upper-end valuation in the immediate area, achieving a price of \$490/sq ft. It is slightly larger than the subject property and has a smaller lot (~6,500 sq ft). Its significantly higher sale price reflects a premium for its newer build year and more luxurious, on-trend interior design.

**Key Differentiators:** The key difference is the level of finish-out; this home featured wide-plank wood floors, a high-end chef's kitchen, and spa-like bathrooms that appeal to buyers at the million-dollar-plus price point. The subject property's primary advantage remains its larger, more usable lot and extensive outdoor amenities.

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## Market Positioning Summary

- **Price Range:** Comparable modern 4-bedroom homes in the 78702 zip code are actively listing and selling in a range from **\$995,000 to \$1,200,000**. The effective price per square foot for these properties is between **\$390/sq ft and \$503/sq ft**, with an average around \$460/sq ft for updated, modern homes.
- **Subject Property Position:** At a list price of \$885,700 and an estimated \$385/sq ft, the subject property is positioned as a strong value proposition. It is priced **significantly below the market average** on a per-square-foot basis, which should attract immediate buyer attention. This pricing strategy appears to account for the slightly dated interior finishes relative to the competition.
- **Competitive Advantages:**
  1. **Superior Lot & Outdoor Living:** The 8,184 sq ft lot is larger than most comparable new-builds in the area. The extensive covered patio, 10-person hot tub, and private, fenced yard with mature trees create a premier outdoor entertainment space that is a major differentiator.
  2. **Energy Efficiency & Tech:** The presence of solar panels is a high-value feature that reduces long-term cost of ownership and is highly attractive to environmentally-conscious Austin buyers. High-speed Google Fiber is also a key utility advantage.
  3. **Location & Layout:** The property combines a highly sought-after East Austin location with a functional 4-bedroom layout and a two-car garage, checking key boxes for families and those needing home office space.
- **Areas for Improvement:**
  1. **Kitchen Finishes:** The light wood cabinets and patterned granite countertops (Photo 3) appear dated compared to the white/light gray shaker cabinets and quartz/marble countertops prevalent in higher-priced comps. (Potential ROI: High. Cost Estimate: \$10,000-\$20,000 for cabinet painting, new countertops, and backsplash).
  2. **Flooring:** The stained concrete floors on the main level (Photo 6), while durable, can be polarizing. Most comparable properties feature engineered hardwood or luxury vinyl plank, which has broader market appeal. The bedroom carpets (Photo 8) also show some wear. (Potential ROI: Medium-High. Cost Estimate: \$12,000-\$18,000 to install LVP on the first floor).
  3. **Paint Palette:** The use of multiple strong, saturated colors on interior walls (e.g., deep blue, lime green in Photos 9 & 12) can be taste-specific and may deter some buyers. Neutralizing

the palette to a single, light, cohesive color would broaden appeal. (Potential ROI: High. Cost Estimate: \$5,000-\$8,000 for professional interior painting).

- **Pricing Strategy:** The current list price of **\$885,700** is an aggressive and intelligent strategy. It positions the property as the best value in the neighborhood for a 4-bedroom home with a large lot. This price point should generate significant interest and potentially a multiple-offer scenario.
  - **Recommendation:** Maintain the current price. It accurately reflects the property's immense strengths (lot, outdoor space, solar) while acknowledging that a new owner may wish to invest in cosmetic updates. Resisting the temptation to price higher based on amenities alone is key to driving urgency and competition. A recommended valuation range is **\$885,000 - \$925,000**.

## Current Market Conditions

- **Days on Market (DOM):** Well-priced properties in East Austin (78702) that are updated and move-in ready are selling quickly, often in under 20 days. Properties priced at the top of the market may see longer DOM (30-50 days), but buyer activity remains strong. The subject property's value-oriented pricing should lead to a DOM on the lower end of this spectrum.
- **Inventory Levels and Buyer Demand:** Inventory for single-family homes with yards in 78702 remains constrained. Demand is consistently high, driven by the area's walkability, proximity to downtown, and vibrant cultural scene. Buyers in this segment are often willing to pay a premium for lot size and outdoor features, which plays directly to the subject property's strengths.
- **Price Trends and Market Momentum:** The East Austin market has demonstrated resilience and continues to be one of the city's most desirable submarkets. While the rapid price acceleration of past years has tempered, values are stable and strong. The presence of multiple comparable sales over \$1M indicates a healthy market with significant buyer confidence. Properties that offer a clear value proposition, like 2510 Rosewood Ave, are well-positioned to succeed in the current climate.

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# Optimized Listing Description

Discover your urban sanctuary in the heart of trendy East Austin. This modern farmhouse blends sophisticated design with an unbeatable Rosewood location, offering a launchpad for the ultimate Austin lifestyle. The home's open-concept design features high ceilings and polished concrete floors, creating a sprawling living area perfect for hosting gatherings or enjoying quiet evenings at home. The gourmet kitchen, equipped with granite countertops and stainless steel appliances, is ready for any culinary adventure.

Step outside to your private backyard oasis, where a brand new covered patio awaits. Complete with an outdoor TV and a 10-person hot tub, this space is designed for year-round entertainment and relaxation. The oversized primary suite provides a serene retreat, featuring a private balcony and a spa-like bathroom with a whirlpool tub. Three additional bedrooms offer flexibility for guests, a home office, or a fitness room.

This residence is enhanced with modern efficiencies, including cost-saving solar panels, a two-zone HVAC system, and high-speed Google Fiber. With a two-car garage and a fully-fenced, pet-friendly yard, every detail is covered. Your days can start with coffee from Figure Eight and a swim at the Rosewood pool, while your evenings are filled with choices, from the legendary Franklin Barbecue to the innovative flavors at Nixta Taqueria, all just a short walk away. Experience the vibrant energy of 78702 from a home that truly has it all.

## Key Changes Made

### Tone and Framing:

Shifted the language from a casual rental advertisement ("We're...", "renters pay utilities") to a professional, aspirational sales listing. The original description read like a short-term rental ad, which can devalue the property in the eyes of a buyer seeking a long-term home or investment.

### Why:

A price point of nearly \$900,000 demands sophisticated, benefit-oriented language that builds value and prestige. The new tone positions the property as a premium asset and aligns with the expectations of the high-earning target buyer.

### Narrative Structure:

Replaced a disjointed list of features with a cohesive lifestyle narrative that flows from the interior living spaces to the outdoor oasis and finally into the surrounding neighborhood.

**Why:**

Buyers, especially in lifestyle-driven markets like East Austin, are purchasing an experience, not just a collection of rooms. This narrative structure helps them visualize themselves living in the home and enjoying the neighborhood, creating a powerful emotional connection that drives interest.

### Highlighting High-Value Features:

Elevated the most impactful selling points—the expansive covered patio, 10-person hot tub, solar panels, and primary suite—by giving them prominent placement and descriptive language.

**Why:**

The original listing buried these key assets in a list. By describing the backyard as a "private oasis" and the primary suite as a "serene retreat," the new listing emphasizes the features that differentiate this property and directly appeal to the target buyer's desire for comfort, entertainment, and modern amenities.

### Strategic Removal of Distractions:

Omitted rental-specific terms ("Year lease," "lawn care included," "renters pay utilities") and the confusing "fully furnished" mention.

**Why:**

These details are irrelevant and confusing for a sales listing. Removing them cleans up the description and focuses the buyer's attention on the intrinsic value of the real estate itself, preventing potential misconceptions about the sale terms or price.

## Neighborhood Highlights Incorporated

- **Walkable Culinary Scene:** Instead of just listing restaurants, the description integrates them into a lifestyle narrative: "...your evenings are filled with choices, from the legendary Franklin Barbecue to the innovative flavors at Nixta Taqueria, all just a short walk away." This showcases the home's prime location as a daily benefit, not just a fact.

- **Local Recreation and Amenities:** The description incorporates the Rosewood pool and Figure Eight Coffee into a morning routine ("Your days can start with coffee from Figure Eight and a swim at the Rosewood pool..."). This demonstrates the "live-work-play" environment and highlights the walkability that is a top priority for East Austin buyers.

## Target Buyer Appeal

This rewritten listing appeals directly to the high-earning professional by focusing on the seamless integration of a high-performance home with a vibrant, walkable lifestyle. It highlights sophisticated entertaining spaces like the outdoor patio and open-concept interior, while also addressing practical needs with features like a two-car garage, home office flexibility, and tech-forward amenities like solar panels and Google Fiber, creating a compelling package of luxury, convenience, and cultural access.

# Photo Sequencing Strategy

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PHOTO 11



PHOTO 17



PHOTO 06



PHOTO 15



PHOTO 20



PHOTO 03



PHOTO 13



PHOTO 16



PHOTO 21



PHOTO 01



PHOTO 09

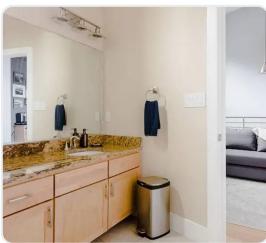


PHOTO 10



PHOTO 05



PHOTO 02



PHOTO 08



PHOTO 12



PHOTO 19



PHOTO 07



PHOTO 04



PHOTO 14



PHOTO 18

# Sequencing Strategy Overview

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**Core Philosophy:** Lead with compelling curb appeal, immediately reveal the impressive scale of the main living area, then guide buyers through a logical tour of private and flexible spaces, concluding with the exceptional outdoor lifestyle amenities.

**Target Buyer Journey:** The sequence is designed to first capture attention with a modern exterior, then create an emotional connection with the vast, open-concept interior. It proceeds to answer practical questions about the private quarters and flexible-use spaces before culminating in a powerful showcase of the backyard entertaining areas, leaving the buyer with a lasting impression of a complete and desirable lifestyle package.

## Flow Breakdown

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### Opening Hook (Photos 1-3)

- **Goal:** Establish a strong first impression with modern curb appeal and immediately deliver the "wow" factor of the home's interior volume and open layout.
- **Strategy:**
  - Photo 11 is the ideal hero shot. It captures the full front facade, modern architecture, and xeriscape landscaping, immediately signaling a unique, contemporary property.
  - Photo 17 follows up with a closer view of the entrance, highlighting the warm wood accents against the bold red siding and giving a sense of arrival.
  - Photo 6 is the crucial third photo. Instead of a traditional entryway shot, we immediately transport the buyer into the expansive great room. This shot's power lies in revealing the home's greatest asset—its scale, high ceilings, polished concrete floors, and open-concept design—right at the beginning, ensuring the buyer is captivated and eager to see more.

### Main Property Tour (Photos 4-17)

- **Goal:** Provide a logical walk-through of the home that demonstrates functional flow, highlights key living areas, and confirms the property's practical livability for a family, professionals, or entertainers.
- **Flow Logic (Kitchen):** The tour naturally flows from the main living space into the kitchen. Photo 15 perfectly bridges this transition, showing the dining area's relationship to the kitchen's breakfast bar. We then dive into the kitchen's features with Photo 20 (showcasing the island as a social hub) and Photo 3 (revealing the full scope of counter space, storage, and the gas range).
- **Space Hierarchy (Primary Suite):** After the main public spaces, we tour the most important private space: the primary suite. This placement prioritizes the owner's experience. Photo 13 displays the bedroom's generous size and vaulted ceiling. Photo 16 hints at a separate dressing area, emphasizing the suite's scale. We then show the en-suite bathroom comprehensively with

Photo 21 (the best angle of the separate tub and walk-in shower) and Photo 1 (a second angle for confirmation).

- **Transition Reasoning (Upstairs):** The tour moves to the upper level via Photo 9, which introduces the valuable loft/flex space. This acts as a central hub for the secondary bedrooms and adds significant functional square footage. Showing its associated bathroom in Photo 10 immediately establishes this area as a potential guest suite, media room, or play area.
- **Functional Demonstration (Secondary Rooms):** We then logically proceed through the secondary bedrooms to demonstrate the home's capacity. We show the first bedroom with two shots (Photo 5 and Photo 2) to give a full sense of its space. We follow with the other bedrooms (Photo 8 and Photo 12), with the latter strategically showcasing its use as a home office—a critical feature for today's buyer. The tour of this level concludes with Photo 19, the shared full bathroom, completing the picture of the home's private quarters.

## Closing Impression (Final 4 photos)

- **Goal:** Leave the buyer with a powerful, lasting impression focused on lifestyle, entertainment, and unique value-adds that differentiate the property.
- Photo 7 is the primary outdoor lifestyle shot. It reveals the expansive covered deck, outdoor dining setup, and the built-in hot tub—a major selling point for the Austin market. Photo 4 provides a secondary angle, reinforcing the size of this entertaining space.
- Photo 14 delivers the emotional punch. This night shot of the backyard with the illuminated tree and fire pit area sells a dream of evening entertaining and relaxation, creating a strong emotional connection.
- Photo 18 is the perfect closing image. The aerial view provides critical context of the lot and surrounding greenery, visually confirms the privacy, and prominently displays the solar panels—a high-value feature that communicates energy efficiency and savings. It's a smart, data-driven final statement.

## Differentiation Notes

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**Competitive Advantage:** This sequence immediately differentiates the property from typical homes by showcasing its immense open-concept living area within the first three photos. It then heavily emphasizes the bonus loft space and the exceptional, multi-faceted outdoor entertaining deck with a hot tub and atmospheric night-time setting—features that many comparable properties in the 78702 zip code may lack.

**Market Positioning:** The photo flow supports a premium market position. It tells a story of a modern, spacious home designed for both comfortable living and sophisticated entertaining. By concluding with the backyard oasis and the high-value solar panels, the sequence justifies the price point by highlighting tangible lifestyle benefits and long-term cost savings, appealing to a discerning Austin buyer.

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# Photo Assessment: Exterior



Photo 4



Photo 7



Photo 11



Photo 14



Photo 17



Photo 18

## Analysis Overview

The exterior photos reveal a property with a distinct contemporary architectural style and significant outdoor living amenities, positioning it as a prime home for entertaining. The key features are the expansive covered rear deck, complete with a dining area, hot tub, and multiple ceiling fans, and a separate fire pit seating area in the yard. These spaces suggest a lifestyle centered around indoor-outdoor flow and hosting. The aerial view highlights the property's privacy, mature trees, and the valuable inclusion of rooftop solar panels, a major selling point for energy-conscious buyers. The xeriscaped front yard complements the modern aesthetic and offers low-maintenance appeal.

While the core features are strong, the overall presentation shows signs of cosmetic wear that could detract from its full market potential. The bold red siding is a statement that will attract buyers seeking a unique property, but it also necessitates that the rest of the exterior be impeccably maintained to feel intentional rather than neglected. Areas like the stained driveway, the worn deck surface, and the patchy lawn suggest deferred maintenance, which can be a red flag for potential buyers. By addressing these cosmetic issues, the property's marketability can be significantly elevated, ensuring the home's unique character is perceived as a high-value asset rather than a liability. The property currently presents as having "good bones" and excellent features but would benefit from a final layer of polish to compete at the top of its market segment.

## Recommendations

### Boost Curb Appeal with a Front Facade Refresh

IMPACT: HIGH

COST: LOW (<\$500)

EFFORT: MEDIUM

Power wash the concrete driveway, walkways, and retaining walls to remove stains and discoloration. Paint the front door a contrasting color like charcoal gray or black (e.g., Sherwin-Williams Tricorn Black) and tidy the entryway by removing the visible black cable.

**Product:** Sherwin-Williams Emerald Exterior Acrylic Latex Paint

**Why:**

*The front exterior provides the critical first impression. A clean driveway and a freshly painted, stylish front door signal a well-maintained home, immediately increasing its perceived value and appeal from the street and in online photos.*

### Revitalize the Covered Deck Surface

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: HIGH

Thoroughly clean the wood deck surface with a deck cleaner and then apply a new coat of semi-transparent stain or sealer to restore color, even out the finish, and protect the wood.

**Product:** Behr Premium Semi-Transparent Waterproofing Stain & Sealer

**Why:**

*The deck is a primary selling feature. Restoring its finish will make this high-use entertainment space look vibrant, well-cared-for, and move-in ready, allowing buyers to immediately envision themselves using and enjoying it.*

### Improve Backyard Landscaping and Definition

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: MEDIUM

Rake, overseed, and water the patchy areas of the lawn to encourage fuller growth. Add a thick layer of dark brown or black mulch to the garden beds and around the fire pit seating area.

**Product:** Scotts Turf Builder Lawn Soil and a high-quality hardwood mulch.

**Why:**

*A green lawn and fresh mulch provide a clean, manicured look that frames the outdoor amenities. This simple step makes the entire yard feel more cohesive and lush, enhancing the appeal of the fire pit area and the view from the deck.*

## Optimize Listing Photography

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

Remove the night-only photo of the fire pit (Photo 14) and replace it with a "twilight" photo taken shortly after sunset. This will capture the ambiance of the lit-up tree while still showing the details and condition of the space.

### **Why:**

*While the current night shot is atmospheric, it completely obscures the surrounding yard, which appears patchy in other photos. A twilight shot offers the best of both worlds, showcasing the beautiful lighting feature while providing a clearer, more appealing, and more honest representation of the space.*

## Photo Assessment: Living Areas



Photo 6



Photo 9

### Analysis Overview

These photos reveal two distinct living areas with a modern, industrial-leaning aesthetic. The first image showcases a very large, open-concept main living and dining space characterized by high, vaulted ceilings and polished concrete floors. The sheer scale and volume of this room are significant selling points, offering tremendous flexibility for buyers. However, the current dark, oversized furniture and lack of defined zones can make the space feel less inviting and somewhat undifferentiated. The overall condition appears excellent, but the styling is highly specific and would benefit from staging to broaden its market appeal.

The second photo displays what appears to be an upstairs loft or secondary living area. This space features attractive wood flooring, high angled ceilings, and a contemporary metal railing, presenting a valuable "flex space" that could function as an office, media room, or sitting area. The primary challenge in this room is the taste-specific, two-tone blue paint scheme and the highly personal decor, such as the gallery wall of family photos. While the space itself is a strong asset, neutralizing the finishes and staging it with a clear purpose would significantly enhance its marketability and help buyers recognize its full potential.

## Recommendations

### Neutralize Loft Paint Palette

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: MEDIUM

Repaint the light blue and dark navy accent walls in the loft area with a single, cohesive, warm neutral color.

**Product:** Sherwin-Williams "Agreeable Gray" (SW 7029) or Benjamin Moore "Revere Pewter" (HC-172) for a versatile and popular choice.

**Why:**

*The current blue color scheme is highly taste-specific and may deter buyers. A single neutral tone will create a brighter, more spacious feel, appeal to a broader audience, and allow potential buyers to more easily envision their own furnishings in the space.*

### Soften and Define Main Living Area

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: LOW

Place large, light-colored or neutral area rugs under the dining table and in the main seating area of the living room.

**Product:** A 9'x12' or 10'x14' low-pile jute, sisal, or light-toned wool rug for each zone.

**Why:**

*The polished concrete floors, while stylish, can feel cold and vast. Rugs will add warmth, texture, and acoustic comfort. They also serve the critical function of visually defining the distinct living and dining zones, making the large open space feel more organized and inviting.*

## Depersonalize and Declutter Decor

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

Remove the gallery wall of personal photos in the loft, the photos on the piano, the collection of bottles on the windowsill, and any other personal trinkets.

**Product:** N/A

### Why:

*A home filled with personal items makes it difficult for buyers to mentally "move in." Removing these items creates a more neutral, hotel-like atmosphere that allows buyers to focus on the home's features, not the seller's life, which is proven to help homes sell faster.*

## Define the Loft's Function

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

Remove the coffee station and re-stage the loft with a clear purpose. The most marketable options are a home office (add a sleek desk, comfortable chair, and task lamp) or a reading nook (add a stylish armchair, side table, and floor lamp).

**Product:** N/A (use rental or existing minimalist furniture).

### Why:

*The current setup is ambiguous. Staging this valuable flex space with a clear and desirable function, like a home office, adds perceived value and helps buyers immediately understand how they can use the space, making the home more appealing.*

# Photo Assessment: Kitchen And Dining



Photo 3



Photo 15



Photo 20

## Analysis Overview

These photos depict a spacious, open-concept kitchen and dining area with a functional layout and quality foundational elements. The kitchen features an abundance of light wood cabinetry, granite countertops, stainless steel appliances, and a large central island with seating for four. The seamless flow into the large dining area is a significant asset for entertaining and family living. The stained concrete flooring throughout provides a modern, durable, and cohesive base for the entire space.

The property's market positioning is somewhat mixed. While the size, layout, and appliance package are strong selling points, the overall aesthetic feels rooted in the early 2000s. The combination of honey-toned maple cabinets, busy granite, and a dark, moody color palette (dark gray/black walls, dark wood accent wall) may not align with current buyer preferences for bright, light, and airy interiors. The use of multiple competing finishes, such as the red brick backsplash next to a stainless steel panel, and inconsistent lighting fixture styles, detracts from a cohesive, high-end feel. The space is in good condition but would benefit significantly from cosmetic updates to broaden its appeal to the largest possible pool of buyers.

## Recommendations

### Neutralize and Brighten Wall Color

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: MEDIUM

Repaint the dark gray/black walls and soffits in the kitchen and dining area with a modern, light neutral color.

**Product:** Sherwin-Williams "Agreeable Gray" (SW 7029) or Benjamin Moore "Classic Gray" (OC-23).

#### Why:

*The current dark paint makes the space feel smaller and heavier. A lighter neutral will instantly brighten the entire open-concept area, make the ceilings appear higher, and provide a fresh, modern backdrop that appeals to a much wider range of buyers.*

## Declutter and Professionally Stage Surfaces

IMPACT: HIGH

COST: LOW (<\$500)

EFFORT: LOW

Remove all personal items, small appliances (toaster oven, etc.), and miscellaneous decor from countertops, the island, and sideboards for photos and showings.

**Why:**

*Cluttered surfaces distract buyers and make the space feel smaller. Clearing them showcases the full extent of the granite countertops and allows potential buyers to envision themselves in the space. This simple action dramatically improves photo quality and in-person appeal.*

## Modernize Cabinet Hardware

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

Replace the existing simple, thin cabinet pulls with more substantial, contemporary hardware.

**Product:** Liberty Mandara 5-1/16 in. (128mm) Matte Black Cabinet Pull.

**Why:**

*This is a very cost-effective way to update the look of the existing wood cabinets. Modern hardware in a finish like matte black will create a crisp contrast and make the entire kitchen feel more current without the expense of painting or refacing.*

## Unify and Update Light Fixtures

IMPACT: MEDIUM

COST: MEDIUM (\$500-2000)

EFFORT: MEDIUM

Replace the mismatched pendant lights over the island and the dining room ceiling fixture with a coordinated set of modern fixtures.

**Why:**

*The current lighting is stylistically inconsistent. Installing a cohesive suite of fixtures will create a more polished, professionally designed look. A new, impactful chandelier over the dining table will serve as an attractive focal point for the entire open-plan space.*

# Photo Assessment: Primary Bedroom



Photo 1



Photo 13



Photo 16



Photo 21

## Analysis Overview

The provided photos showcase a large primary suite with significant potential, featuring a spacious bedroom, a separate sitting or dressing area, and a full en-suite bathroom. The bedroom boasts desirable architectural elements, including a high, vaulted ceiling and multiple windows that suggest ample natural light. The en-suite bathroom is a key asset, offering a separate soaking tub, a walk-in shower with modern tile and a pebble floor, and a private water closet—a layout highly sought after by today's buyers. The stained concrete flooring throughout the suite provides a durable and modern foundation.

Despite these strong structural features, the current presentation significantly limits the property's broad market appeal. The highly personalized and eclectic decor, including the dark teal accent wall, DIY-style pallet bed, and mismatched, brightly colored furniture, may prevent potential buyers from envisioning themselves in the space. This specific aesthetic can make the home feel dated and may suggest to buyers that immediate cosmetic work is required, potentially impacting their perceived value of the property. While the suite's size and layout are excellent, the current styling positions it as a "project" rather than a move-in-ready retreat, which could narrow the buyer pool and lead to lower offers.

## Recommendations

### Neutralize and Brighten Wall Colors

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: MEDIUM

Repaint the dark teal accent walls and any other non-neutral walls in the primary suite with a modern, neutral color.

**Product:** Sherwin-Williams SW 7015 "Repose Gray" or Benjamin Moore OC-17 "White Dove"

#### Why:

*Dark, taste-specific colors can make rooms feel smaller and alienate a significant portion of potential buyers. A fresh coat of neutral paint provides a bright, blank canvas, making the space feel larger and allowing buyers to easily envision their own furnishings.*

## Stage Bedroom for Mass Appeal

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: MEDIUM

Replace the current pallet bed frame, red dresser, and other personal furniture with professionally staged or rented pieces that have a more universal appeal. Use a standard bed frame with a headboard, neutral bedding, matching nightstands, and a coordinating dresser.

**Product:** Furniture rental from a local home staging company.

**Why:**

*The current furniture is highly specific and may not appeal to the average buyer. Professional staging showcases the room's generous scale, defines its function, and creates an aspirational, move-in-ready feel that helps buyers connect emotionally with the space.*

## Soften Flooring with Area Rugs

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

Place large, neutral-toned area rugs in both the main bedroom area under the bed and in the sitting area shown in Photo 16.

**Product:** A light-colored 9x12 jute or low-pile wool rug.

**Why:**

*While stained concrete floors are durable, they can feel cold and industrial to some buyers. Area rugs add warmth, texture, and softness, defining the different functional zones within the large suite and making the space feel more cozy and luxurious.*

## Declutter and Depersonalize Bathroom Surfaces

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

Remove all personal toiletries (shampoo, soap, lotions) from the tub deck and vanity countertop before all photos and showings. Replace with minimal, generic decorative items like a small plant or a set of white towels.

**Product:** N/A

**Why:**

*Personal items on display make a space feel cluttered and lived-in. Clearing all surfaces creates a clean, spa-like atmosphere that highlights the bathroom's features and allows buyers to feel like they are touring a new home, not intruding on someone else's.*

## Update Ceiling Fan

IMPACT: LOW

COST: LOW (<\$500)

EFFORT: MEDIUM

Replace the dark, heavy-looking ceiling fan in the bedroom with a more modern and visually lighter fixture.

**Product:** A simple, modern ceiling fan with a light kit in a white or brushed nickel finish.

### **Why:**

*An dated fan can detract from a room's updated feel. A new, sleeker fan is a cost-effective update that can elevate the entire room's aesthetic, complementing the high ceilings and contributing to a more contemporary feel.*

# Photo Assessment: Bedrooms And Bathrooms



Photo 2



Photo 5



Photo 8



Photo 10



Photo 12



Photo 19

## Analysis Overview

These photos depict several bedrooms and bathrooms that appear functional and of a reasonable size. However, the overall market presentation is inconsistent and shows signs of dated finishes and highly personalized decor choices that may limit buyer appeal. The primary value proposition is the number of rooms and their core structure, but the current aesthetic is likely to position the property below its potential market value compared to more updated, neutrally-styled homes.

The key challenge for marketability is the presence of taste-specific paint colors, particularly the periwinkle blue and lime green walls, which can make it difficult for prospective buyers to envision themselves in the space. Staging is also inconsistent; some elements like the bedding in the blue room are well-done, while others, such as the bedding in the beige room and the cluttered office space, detract from the home's potential. The bathrooms feature builder-grade finishes from the early 2000s, including light oak-style vanities and common granite patterns, which may read as "needing updates" to today's buyers.

To maximize market value, the focus should be on cosmetic updates that neutralize the spaces and present a clean, cohesive, and move-in-ready appearance. By addressing paint, staging, and minor fixture updates, the property can better compete with contemporary listings and attract a broader pool of interested buyers, ultimately commanding a higher sale price.

## Recommendations

### Neutralize Wall Colors

IMPACT: HIGH

COST: MEDIUM (\$500-2000)

EFFORT: MEDIUM

Repaint the blue bedroom (photos 02, 05) and the green office/bedroom (Photo 12) in a neutral, modern color.

**Product:** Benjamin Moore "Revere Pewter" or Sherwin-Williams "Agreeable Gray"

**Why:**

*The current paint colors are highly taste-specific and will deter a significant portion of buyers. A neutral palette creates a bright, spacious feel and provides a blank canvas, allowing buyers to easily envision their own furniture and style in the home.*

### Enhance Bedroom Staging and Presentation

IMPACT: HIGH

COST: LOW (<\$500)

EFFORT: LOW

In the beige bedroom (Photo 8), replace the striped bedding and single red pillow with a solid, light-colored duvet or comforter set. In the blue bedroom (Photo 5), remove the bedskirt and ensure the duvet is steamed and fits the bed properly.

**Product:** Threshold™ Microplush Bed Blanket from Target or similar hotel-style white duvet set.

**Why:**

*Professional staging, especially bedding, is critical for creating an inviting and aspirational feel. Wrinkled, ill-fitting, or dated bedding can make a room feel cheap and poorly maintained. A simple, plush, and neutral bedding set elevates the entire room instantly.*

### Depersonalize and Simplify Office/Flex Space

IMPACT: HIGH

COST: LOW (<\$500)

EFFORT: MEDIUM

In the green room (Photo 12), remove all personal items, including posters, records, and clutter from the desks. Simplify the furniture to clearly define the space as either a home office or a bedroom.

**Why:**

*This room currently reads as a highly personalized and cluttered space, which is distracting for buyers. Depersonalizing and staging it with a clear purpose helps buyers understand the room's potential and square footage without being distracted by the current owner's lifestyle.*

## Modernize Bathroom Finishes

IMPACT: MEDIUM

COST: LOW (<\$500)

EFFORT: LOW

In the bathrooms (photos 10, 19), replace the dated chrome light fixture above the mirror with a more modern vanity light. Replace the patterned shower curtain with a solid white or neutral "hotel-style" fabric curtain.

**Product:** Vanity Light: Allen + Roth Hainsbrook 3-Light Black Farmhouse Vanity Light. Shower Curtain: Hotel Style PEVA Shower Curtain from Amazon.

### **Why:**

*These small, cost-effective changes can significantly update the feel of a bathroom without a full renovation. A modern light fixture modernizes the vanity area, and a clean, neutral shower curtain makes the space feel brighter, larger, and more sanitary.*

## Conclusion & Next Steps

This property stands out in the competitive Austin market due to its unique combination of a spacious, open-concept interior and an exceptional outdoor living oasis. The home's core strengths—its prime 78702 location, the expansive great room perfect for entertaining, and the resort-like covered patio with a hot tub—form a powerful value proposition. These features appeal directly to the lifestyle-oriented buyer seeking both urban convenience and a private retreat.

While the property's foundation is incredibly strong, its full market potential will be unlocked through targeted cosmetic enhancements. By neutralizing personalized color palettes and revitalizing key surfaces, the home will present a more cohesive, modern, and broadly appealing aesthetic. The recommended actions are not a complete overhaul, but rather strategic refinements designed to elevate the property's presentation to match its intrinsic value, ensuring it captures the attention of discerning buyers and commands a premium price. Executing these improvements will create an irresistible, move-in-ready product that minimizes buyer objections and maximizes emotional connection.

### Market Positioning Strategy

Upon completion of the recommended updates, the property should be positioned as a premium, turnkey residence in the heart of East Austin. Based on recent comparable sales in the 78702 area for updated homes of similar size and quality, an optimal listing price range would be **\$1,175,000 - \$1,250,000**. This strategy prices the home competitively against other move-in-ready properties while highlighting its superior entertaining capabilities and unique character. Marketing materials must emphasize the key differentiators: the expansive outdoor living space with the hot tub, the energy-saving solar panels, the open-concept great room with vaulted ceilings, and the walkable proximity to East Austin's vibrant restaurant and arts scene.

The target buyer profile is a discerning professional couple or family in the tech or creative sectors who value both style and function. They are looking for a home that supports an active social life, offers private spaces for relaxation or work-from-home, and reflects a modern, sophisticated lifestyle. Listing in the peak spring or early fall selling seasons will maximize exposure to this qualified buyer pool and leverage the beautiful Austin weather to showcase the property's exceptional indoor-outdoor flow.

## Final Recommendations

This property possesses an exceptional foundation of style, space, and location that sets it apart. By executing the targeted improvements outlined in this report, you will significantly enhance its market appeal and position it for a swift and successful sale at top market value. We are confident that these strategic actions will unlock the home's full potential and yield an excellent return on your investment.

This report was generated using professional property analysis tools and market data.