

Austin Real Estate Agent Sells Custom Lake Travis Estate Home In Five Days



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Top Austin Real Estate Agent, Kenn Renner (www.BuyAustin.com) with Keller Williams Lake Travis Market Center in Lakeway Sold a Custom "Spec" Home in Five Days.

Austin, TX – March 30, 2009 – In an economy where negative real estate and financial news has become an all too common subject of the media, it is refreshing to hear of a win-win real estate success story. On Saturday, March 7th real estate broker Kenn Renner listed a brand new custom lake view home built by Horne Brothers Custom Homes located at 8032 Riviera Estates, Leander, Texas (www.8032RivieraEstates.com).

Kenn's buyers were alerted via email through a "client Gateway" – a free Internet search feature that allows buyers to be notified when new listings come on the market. "Our buyer called us within 24 hours of the home hitting the market, our team showed him the home immediately, and within a few days we had the purchase details worked out and now we are under contract and headed toward closing." Kenn explained. "The strategy that we took with the builder was to wait until the home was totally completed and fully staged before putting it on the market." In the luxury market where selling times can exceed a year, an immediate sale is rare.

The buyers, who work in the medical field, had been looking for over two years for exactly the right lake view property – being very patient

and particular about the type of home and especially the view. This brand new luxury estate fit their requirements and the builder will be adding a negative edge pool to complete their dream home. Our buyers confirmed their satisfaction exclaiming "This IS home!"

"In today's extremely competitive market it takes a combination of strategies to sell a luxury home. It boils down to – staging, pricing, marketing and patience. The property must be staged and showcased with virtual tours, professional photography and graphic floor plans. I take it a step further and include high definition video tours that feature virtual aerial flyovers utilizing Google Earth." Kenn adds "over 85% of home buyers begin their search on the Internet – for high end homes that number is much higher and they expect video content to be a part of the presentation." As he does with all his listings Kenn created a unique property website exclusive to the home (www.8032RivieraEstates.Com). Buyers can navigate directly to a fully interactive exclusive website that features the specific property as opposed to a static web page or a typical multiple listing link. "Sellers need the marketing edge and exclusivity in all selling situations, especially luxury homes."

Kenn owes much of his video expertise from his many appearances on the National television - HGTV's "House Hunters." Kenn produces all of his videos in-house and has a full time production assistant. "This home sold so quick I was not able to get the video finished in time, but we will add it at a later date because the home is spectacular and will show great in Hi Def." Kenn recently released a video of another Lake Travis estate property called Lime Creek Ranch (www.LimeCreekRanch.com), which showcases the property with virtual flyovers and 360-degree panoramas. "Having great video content is just the first step – we then spend a lot of time and resources getting them placed high on the search engines including Google & Youtube. We often are placed in the very first position when someone types in the keywords Austin Real Estate Videos in Google."

He also utilizes intense search engine optimization (SEO) to get his listings and popular websites to the top of the search engines. "You must make your clients property very Internet friendly and then get them exposed with proper keyword phrases to be competitive in this market." Having great websites also helps his clients exposure like his popular website Austin real estate website www.BuyAustin.com, which has been around since 1995 or his newly developed www.AustinHomeVideos.com.

To get your property showcased with by Kenn Renner, one of the top real estate brokers in Austin, Texas, contact him (512) 423-5626.

About

Kenn

Renner:

Kenn Renner (www.BuyAustin.com) is a national speaker & author on the subject of real estate and finance. He has been featured on HGTV's House Hunters and is a guest expert on nationally syndicated radio talk shows. He has helped more than one thousand Central Texas families purchase their homes.

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