

brokers lure clients with creativity

Art of the offbeat home sale

By Margaret Jackson
The Denver Post

Posted: 05/09/2009 12:05:00 AM MDT

Kentwood City Properties brokers Craig Mayer and Peter Blank have created an art gallery in one of their latest listings in an effort to draw more potential buyers to the home.

They've called on Plus Gallery owner Ivar Zeile to install an art show at Highpoint9, a townhouse project built by Sprocket at 1890 W. 32nd Ave. in Denver's Lower Highland neighborhood.

The method is one way real estate agents are becoming increasingly creative in their efforts to lure potential buyers into their listings during a slumping housing market. Others have varied from tailgate parties during football season to hosting charity events in vacant homes, according to the National Association of Realtors.

The art show at Highpoint9 includes a piece by Jean Arnold, the gallery's currently featured artist, as well as paintings and sculptures from a variety of local and nationally known artists.

"We'll rotate it and try to keep it fresh," said Zeile, an established art dealer who recently moved his gallery to new space at 2501 Larimer St., just off Broadway.

And even if visitors to Highpoint9 don't buy a townhouse, they may buy some of the artwork. Price sheets for the pieces are available on site.

Mayer and Blank, who do business under the brand Mile Hi Modern, specialize in selling contemporary residences. The town-homes feature dramatic roof lines, rooftop decks, and sweeping city and mountain views.

"I wouldn't be in real estate if I wasn't selling cool houses," Mayer said.

The two- and three-bedroom homes range from 1,462 square feet to 2,311 square feet and are priced from \$469,000 to \$750,000.

The Highpoint9 gallery space will be open on Saturdays and Sundays from 2 to 4 p.m. Plus Gallery also has the opportunity to hold open houses at the home.

Margaret Jackson: 303-954-1473 or
mjackson@denverpost.com

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