

SECTION H » SUNDAY, AUGUST 25, 2013 » THE TENNESSEAN »

realtor spotlight

Nancy Heap
Main Street Real Estate
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Years in business: Nine
Describe the company and explain what makes it unique. How did you become involved in real estate? Main Street Real Estate is a smaller “boutique agency” —



Heap

totally supportive of each other, always assisting and cooperating, with no competitive interference. I really appreciate the office support, broker support and ability to work on your own personal business style of real estate.

I moved around the country every four years with my husband’s company and two daughters, so I know what is involved and how a good Realtor can make it a positive experience, especially with a relocation move. I’ve lived in Williamson County for 18 years, love my work and am grateful for the opportunity to do what makes all involved happy.

Where in the Nashville region are you active? I specialize in Brentwood, Franklin, Williamson County and the surrounding area. A large percentage of my work is in the Ravenwood High School district.

When selling a home, what can the owner do to maximize its value? As a certified staging specialist Realtor, I provide specific assistance with this. The most important first step is to declutter and assess repairs — fresh paint, clean carpets or replace, upgrade fixtures if needed. Cleanliness and neatness inside and outside help sell a home. “Less is best.”

What advice do you have for clients who are preparing to buy a home? What steps should they take? Prospective buyers should always talk with a lender before looking at any properties. That process will let them know really what they can afford, and will not allow them to look beyond their means.

Clearly understand their priorities: Schools, neighborhood quality, location, price and content. I suggest doing a trial commute through all of their potential areas in the evening after working hours to get a feel



Rogan Allen’s home at 4106 Sneed Road features a stone front and chimney, genuine stucco, immaculately landscaped yard and a two-car garage with built-ins and tool storage. An additional one-car garage also houses pool mechanics. PHOTOS BY SHANNON FONTAINE

It’s all about lifestyle

— not square feet

Homebuyers seek comfort, function

By Bill Lewis
 For The Tennessean

So long McMansion, hello lifestyle. These days buyers who can afford to pay millions of dollars for a house expect plenty of room for living, but they also expect rooms that fit the way they live.

“The house needs to fit the way people live and come together. There’s so much more to it than square feet,” said Rogan Allen, whose company, Rogan Allen Builders, builds custom homes in the multi-million-dollar range.

Granite, marble and hardwoods are expected, but homes in that price range have to offer comfort and livability “beyond the finishes,” said Fridrich & Clark Realtor Richard Bryan.

When he built his personal



The pool deck of the home is made from stone slabs.

home, Allen brought together all of the individual elements he believes luxury homes of the future should offer. His house, at 4106 Sneed Road in Green Hills, is on the market for \$3.105 million.

The 6,500-square-foot home, created as a rustic re-

treat, balances livability and fine design in a way that Allen believes is becoming a requirement for luxury homes.

The house features an infinity pool, a hot tub and lush landscaping. An open floor



The screen porch with a Scottish stone fireplace features antique stones.

MARKET STRONG

The market for homes with prices of \$1 million and up is recovering in the Nashville region.

- » 36 homes were sold in July 2013
- » 22 homes were sold in July 2012
- » 14 homes were sold in July 2011



Go to Tennessean.com/Business and visit Real Estate News to see a photo gallery of the Rogan Allen home on 4106 Sneed Road.

Luxury meets lifestyle here

» LIFESTYLE FROM 1H

plan is designed for entertaining, as are the two outdoor kitchens and three expansive covered porches. The home will be sold with custom furniture and drapes, lighting fixtures and potted plants.

Hidden features, out of sight or at least not readily noticeable, enhance the home's livability.

Rain gardens that capture water for use in watering the lawn are popular in Nashville's neighborhoods. Allen took the concept further and installed an underground cistern that collects thousands of gallons of rainwater.

"It's like an underground ocean," said Realtor Richard Courtney, a partner in Christianson Patterson Courtney, who is marketing the home.

Then there's the rubber roof. Designed to look like natural slate, the roof is actually made of a rubber-like compound used in diapers and automobile bumpers.

"When they punch the legs in the diapers, the



The living room has a Scottish stone fireplace, 120-year-old Balines Palace antique doors, cedar beams from Vancouver, British Columbia, and Venetian plaster ceilings.



The kitchen appliances include a Fisher & Paykel dishwasher, Viking gas stove, Viking refrigerator and double convection oven, microwave and warming oven.

manufacturer collects the material" for recycling, Allen said.

Manufacturers of car bumpers do the same, and

instead of being tossed into a landfill, the material becomes an almost-indestructible roof.

Stones used in the



The home has an infinity-edge salt water pool, hot tub, Spanish cedar pool gate and a pool house with full bath. The pool cabana has cypress wood walls, a full theater system and slate floors. PHOTOS BY SHANNON FONTAINE

home's construction were collected and reused when other houses were torn down, he said.

In the future, even luxury homes will have to step lightly on the environment, Allen said. "I

saw the need coming down the road."

Allen recently replaced most of the home's incandescent light bulbs with efficient LEDs. Energy savings are enhanced by smart-home technol-

ogy that allows Allen to control lighting and other functions including irrigation, music and security with a touch of an iPhone.

If the next owners of the house don't have children who can explain the technology to them, Allen has a solution.

"I have tech guys who not only know computers but can actually show you how to use it," he said.

As the Baby Boom generation ages, first-floor master suites have become popular. Allen's home goes beyond that. It's ADA (Americans with Disabilities Act) accessible, with no steps on the first level, no steep inclines, wide doors and hallways to accommodate wheelchairs or walkers, roll-in showers and an elevator. A whole-house natural gas generator ensures comfort and safety during a power outage.

Homes with multi-million-dollar prices have to offer something special, said Realtor Sissy Rogers with Pilkerton Realtors.

Other Nashville homes with prices similar to Allen's all have unique features.

» 3540 Trimble Road, on the market for \$3.5 million, has an outdoor kitchen, a pool and an elevator.

» 4121 Franklin Road, priced at \$3.5 million, features a clay tennis court, a playground and an ice cream bar.

» 408 W. Brookfield Drive, on the market for \$3.5 million, has an open floor plan for entertaining and a gourmet kitchen.

» 2323 Woodmont Blvd., priced at \$3.619 million, is a new home with an open floor plan, central courtyard, a gathering room and a downstairs master.

"Such homes have to offer architectural details you don't find in ordinary homes," Rogers said.

If they don't, they may not last long in today's unsentimental market. Rogers recently sold a multi-million-dollar home in Belle Meade. Someone bought the house next door for \$2.5 million and promptly tore it down.

Soon, a new home will take its place.

Contact Bill Lewis at wlewis 77229@comcast.net.



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