

# Selling a Historic Home in Sherman Hill

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## A Strategic Perspective for Homeowners

Sherman Hill is not marketed like a typical neighborhood.

Buyers drawn to this district are intentional. They value architectural integrity, authenticity, and thoughtful preservation. Many are comparing multiple historic properties and quietly evaluating stewardship.

They notice:

- Original materials and craftsmanship
- Quality of restoration work
- Window condition and authenticity
- Mechanical updates behind historic finishes
- Signs of deferred maintenance
- Alignment between modernization and character

They are not simply evaluating square footage. They are assessing care.

Understanding this mindset shapes how a historic home should be prepared, priced, and presented from the very beginning.

## Preservation, Documentation, and Proactive Review

Sherman Hill's historic designation protects long-term architectural character. Buyers appreciate that consistency – but they also look for clarity.

Before listing, it is helpful to revisit the story behind your home's updates.

If available, gathering documentation related to exterior work, restoration projects, and system updates allows us to review everything together in advance. This may include:

- Records of exterior improvements
- Approval documentation where applicable
- Contractor invoices for restoration work
- Dates of roof, HVAC, plumbing, and electrical updates
- Any warranties still in place

This is not about paperwork for its own sake. It is about reducing uncertainty.

When we review these materials together before going to market, we can anticipate buyer questions, minimize inspection friction, and present your home with clarity and confidence.

## **Pricing With Context**

Sherman Hill operates as a niche market within Des Moines.

Pricing a historic property requires more than referencing metro averages or applying a simple price-per-square-foot formula. Strategy considers:

- Architectural integrity and condition
- Level of modernization
- Recent district-specific activity
- Current historic inventory
- Buyer demand trends

Context matters. Proper positioning at the outset protects both momentum and negotiating strength.

## **Preparing and Positioning Thoughtfully**

Historic homes benefit from strategic preparation – not generic staging.

Before listing, we evaluate:

- Architectural features that should be highlighted
- Areas where minor maintenance may influence buyer perception
- How to minimize visual distractions from historic detail
- Which improvements should be documented and explained

Preparation does not mean over-renovating.

It means aligning presentation with buyer expectations.

In many cases, clarity and thoughtful positioning create stronger buyer confidence than cosmetic updates.

## **Historic Homeowners Often Ask...**

### **Will historic designation limit my buyer pool?**

In practice, it narrows the pool to more intentional buyers – those who value architecture and preservation. That often leads to stronger alignment rather than broader but less committed interest.

### **How important is documentation when selling a historic home?**

Clarity builds confidence. When restoration work and improvements are well documented, buyers feel more secure in both the condition and stewardship of the property.

### **Should I renovate before listing?**

Rarely without strategy. In historic properties, thoughtful positioning and clarity often outperform unnecessary updates. We evaluate improvements case by case.

### **Should I be concerned about inspections on a historic home?**

Inspections follow the same general standards regardless of age – inspectors evaluate structure, systems, and condition in any home. In historic properties. Clear communication and thoughtful preparation help keep the process constructive and focused.

## **Marketing That Reflects the Neighborhood**

Historic homes require narrative marketing.

Effective presentation emphasizes:

- Architectural detail and texture
- The story of stewardship
- Walkability and proximity to downtown
- The care invested over time

Buyers drawn to Sherman Hill are not simply looking for a home that is available

– they are looking for one that reflects the character and care they value.

All marketing should reflect that.

## **Before We Meet**

If you are exploring the possibility of selling – whether soon or simply planning ahead – it can be helpful to reflect on:

- What originally drew you to Sherman Hill
- The architectural features you value most
- Improvements you have been proud to complete
- Any additional improvements made by previous owners
- What you appreciate most about the neighborhood and community

These insights often shape how we position your home.

With more than two decades in the Des Moines market – and firsthand experience living in and preserving a home in Sherman Hill – we understand both the emotional and practical considerations involved in selling within this district.

Selling a historic property is not rushed. It is considered.

When you are ready, we begin with conversation, context, and a district-specific understanding of your Sherman Hill home value.

***The Rob & Kelly Team***