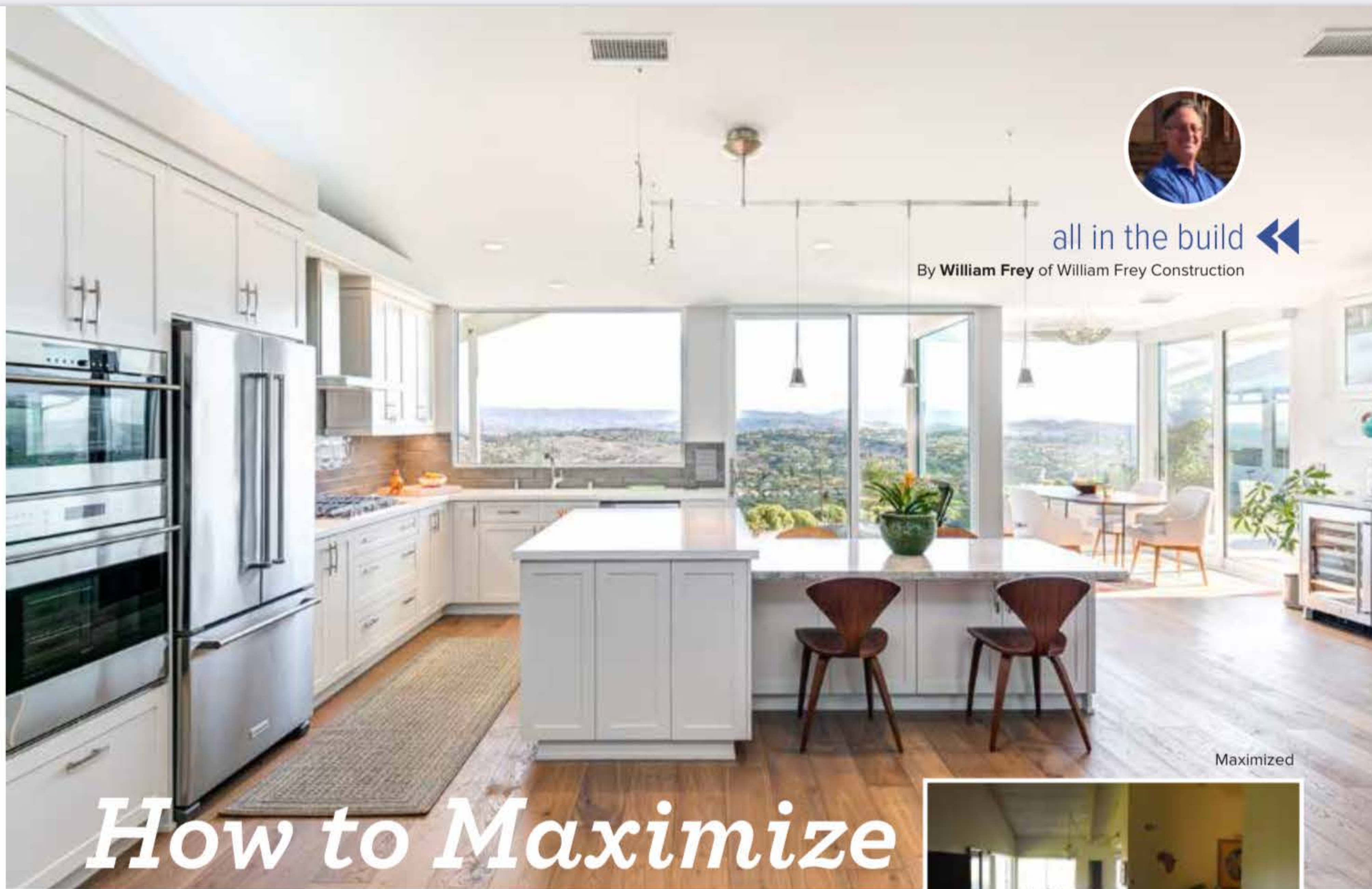


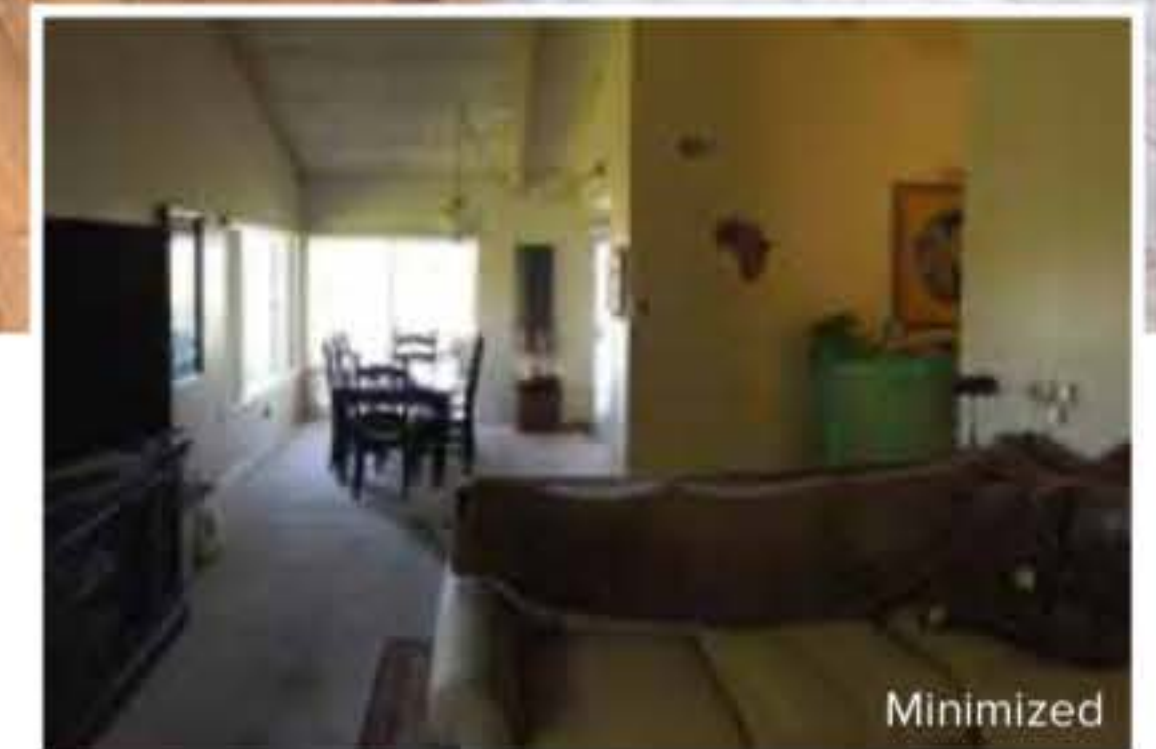


all in the build

By William Frey of William Frey Construction



Maximized



Minimized

How to Maximize View Value

Our Orange County properties are blessed with some of the most beautiful views in the world.

Whether the view is ocean, whitewater, Catalina, cityscape, landmark, or natural canyon, the views are like paintings on the wall.

Views also drive property value. Given equal location, an optimized view can increase value significantly versus a similar property.

Unfortunately, most views are not optimized because either housing styles were different when the house was built, or it is a tract house floor plan placed on a premiere view lot. Can a homeowner improve the view and home value through remodeling? Yes!

- 1. Improve horizontal view** – Widen the view by consolidating windows and doors or increase the view opening by reengineering the walls to require less structural mass.
- 2. Improve vertical view** – Increasing the amount of blue sky actually makes the view seem wider and more impactful.
- 3. Frame the view** – Center iconic view items such as landmarks in the view. Make sure focal items such as Catalina are framed, not intersected with window edges. Pick 3-4 locations in the house and make sure the view is perfect from those spots.
- 4. Reduce the number of vertical interruptions** – Use engineered windows and doors which allow larger glass spans. Use advanced building and engineering techniques to increase window and door spans.
- 5. Remove interior walls** – Bring the view (and value) into multiple rooms of the house by removing interior walls.
- 6. No ocean, no problem** – Applying these principles to properties with no view, but beautiful backyards, create a view that can be enjoyed every day.

Optimizing views from multiple locations in the house has a dramatic effect on home value and client satisfaction. That is a beautiful thing to see.

Do you have a passion you'd like to share with others? Email us at Britt.Masters@realproducersmag.com