

ROOM TO LOVE

Not at all nautical



THE FLOOR AND THE CEILING

A nautical theme was not in the running for Jocelyn Chiappone's Cape Cod clients, who desired sophisticated-yet-joyful interiors where they could entertain family and friends. Instead, the founder of Newport, R.I.-based Digs Design Company spoke subtly to the coastal setting with a modern abaca carpet, grass-cloth-covered ceiling panels, and a jaunty jute pendant light.

THE DRAPERY

Drapery with jagged, embroidered stripes energizes the perimeter of the room. Hanging the rod above the window frame also helps the ceiling seem taller.

THE ART

Artwork by Boston artist Liz Roache, which ties to the black wet bar in the nearby dining room, provides a lighthearted focal point. "As the only strong color in the space, it feels exciting," the designer said.

THE LAMP

A hand-painted Paul Schneider lamp is a glitzy twist on a classic awning stripe and recalls polished-brass light fixtures in other parts of the house.

THE SEATING

To satisfy the need for generously-scaled furniture in the large room while ensuring the space still felt airy, Chiappone chose clean-lined seating with low-profile arms.

THE FABRICS

Chiappone loves mixing patterns but does not rely on a go-to formula. For example, pillows with a peacock print reminiscent of marbled paper juxtapose the sofa's subdued stripes. "Fabrics are like fashion," she said. "I can't wait for new collections to come out."

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GREG PREMRO

Here's how to find the sweet spot at which to list your property

PRICING

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97.3 percent of its original list price, accurate pricing when listing a home is critical to a speedy sale.
Here's how to find the sweet spot at which to list your home:
■ **Know your buyer.** Understand what the buyers' value drivers are and how your property aligns with those property value drivers," said Gerald Smith, a

business professor at the Carroll School of Management at Boston College. Put yourself in the shoes of the buyers to estimate what the house may be worth to them and how much they will pay for that value.
■ **Pay attention to the actual numbers in the list price.** Smith said buyers are influenced by the left-most digit in a price. Someone is more likely to buy a house listed for \$499,900 than

\$500,000, he said, because they perceive it to be noticeably lower.
■ **Optimize pricing for home-search sites like Boston.com.** If a buyer searches for homes less than \$500,000, a home listed for that price won't be included. That's why Doyle recently listed a three-bedroom, Cape-style home in Chatham — potentially worth about \$1 million, she said — for \$975,000. It sold days later

for \$978,000.
■ **Understand the local market.** Is your house the only one available of its type, or are there multiple homes on the market similar to yours? The lower the supply, the more in demand your house may be. Price it accordingly.
■ **Make it a win/win.** Bill Chandler, an agent with Douglas Elliman in Wellesley, recently worked with the owner of a six-

bedroom home in Newton. The seller needed \$1,650,000 to make the numbers work. Chandler listed it for \$1,800,000 to allow for a lowball offer. Within a week, the house was under contract. The buyer offered \$1,650,000, and the parties met in the middle, at \$1,725,000. The seller got more than he wanted, and the buyer thought he was getting a great deal because he got the house for less

than the list: a win/win.
Robyn A. Friedman has been writing about real estate and the home market for more than two decades. Follow her @robymafriedman. Send questions and comments to Address@globe.com. Subscribe to our free real estate newsletter at Boston.com/address-newsletter. Follow us on Twitter @GlobeHomes.