





AN INTERVIEW WITH PERRIN MARCH

ROBINSON SOTHEBY'S INTERNATIONAL REALTY

Written by Rebecca Hendrixson • Photo by Jon Keeling

Perrin March, of Robinson Sotheby's International Realty, has an innate passion for the homes of Greater Cincinnati – their history and architecture, as well as the families who have lived there. For March, real estate is personal, about making emotional connections and so much more than putting a roof over one's head: "A house is a place to occupy. A *home* is a place to live."

Venue Magazine: Tell me what you do.

Perrin March: I make connections between buyers and sellers, and between people and properties. I have been doing this more than 25 years. About 10 or 12 years ago I discovered my niche selling what our industry defines as "luxury properties," high-end homes in highly desirable neighborhoods. No day is like another. I meet fascinating people, and I form relationships with them and with their homes. I also have the privilege of getting inside some of this city's most beloved and recognizable homes.

Venue Magazine: That last comment sounds familiar. Isn't it a tagline for you?

Perrin March: "Get Inside Cincinnati's Finest Homes" is something I thought of years ago. When I was starting out in real estate, I would drive around Cincinnati, see a beautiful home, and think to myself: "I wonder what that one is like inside?" Then, setting up my website, I realized I was letting people do what I had wanted to do – to see inside these gorgeous homes. The phrase fit, and I have been using it in my advertising ever since. There are so many homes in Cincinnati worth getting into. We have one of the most impressive collections of historic architecture in the U.S. People are often surprised by the quantity and quality of architectural styles we have here.

Venue Magazine: What is the appeal of these homes for you?

Perrin March: These homes offer a glimpse into our city's past. They are reflective of their time period, and I envision the generations who lived there – the entertaining they did, the milestones they celebrated, and the families they raised. I appreciate these homes because they offer not only a stunning past, but also a very livable present. I'm every bit as enthralled with our region's newer architecture. We have beautiful examples of mid-century and modern homes that are just as grand, stately and livable.

Venue Magazine: What sells a high-end home?

Perrin March: For me, it's about recognizing the value of each home's unique characteristics, then conveying that value to a large pool of qualified buyers. Over time, I have developed an eye for recognizing what is amazing about a home. I research the home's history. Then I weave the home's unique story into its listing. I look for emotional connections that will allow a buyer to fall in love with a home. I also do all my own showings, rather than hanging a lockbox on the door. I am very connected to the homes I sell. I really enjoy being there when buyers view my listings, so that I can answer questions, listen to their "wish list" for their new home, and help them discover the attributes and quirks of a listing. When it is a good match – when the buyer makes an emotional connection to the home – it's exciting, even after all these years.

Venue Magazine: You recently made the move to Sotheby's. What prompted that?

Perrin March: The Sotheby's brand is synonymous with quality. The move makes sense for my clients, and allows me to serve them better. In addition to the worldwide recognition and prestige of

the Sotheby's name, the company offers innovative and exclusive resources and marketing strategies that help me showcase listings to Cincinnati buyers, and to buyers around the world. Robinson Sotheby's International Realty has the local expertise in the luxury market. I realized it was where I needed to be to do the things I wanted to do for my clients.

Venue Magazine: Showcasing your listings raises the question about technology. How has technology changed the way you do business?

Perrin March: Without a doubt, technology offers invaluable tools. By the time most buyers visit a home, they have researched it, seen photos, watched videos, taken virtual tours, and so much more. There are countless opportunities to make an impression on buyers, and to reach a wider audience than was ever available before. That being said, I don't believe technology will ever replace personal contact. How I help buyers connect with homes on a personal level – not on a screen – makes a difference.

Venue Magazine: How has the renaissance of Over-the-Rhine and the startup community changed the landscape of Cincinnati with regard to real estate?

Perrin March has been inviting you to Get Inside Cincinnati's Finest Homes for more than two decades. His ability to recognize what makes a home marvelous, and then to communicate it to potential buyers, is unrivaled in the business. On these pages, March shares what he loves about some of his listings.

PERRIN MARCH: There is so much that's wonderful about this 1920s Hyde Park home, starting with its certified Rookwood tile fireplace, leaded glass windows, high ceilings, and bronze and iron balusters, each individually forged. As you go through the house you find lots to love, and all of it meticulously restored. No detail was overlooked when this home was brought into the 21st century. Modern conveniences have been elegantly blended into the restoration, including an exquisitely designed kitchen and a lower level home theater. The home is welcoming, comfortable, and in a great location. It offers the very best of historic grandeur integrated seamlessly with modern luxury.



12 Forest Hill Drive, Hyde Park



Perrin March: The impact is very positive. There is the obvious result of new homes on the market in Over-the-Rhine, downtown, and surrounding neighborhoods. Cincinnati offers buyers an extraordinary range of living opportunities. The growth in housing has helped boost property values in nearly every other neighborhood. I see new properties all the time where there were few choices before, and it is exciting. The startup community is drawing talent to Cincinnati and, just as important, retaining the talent that's here. Every job created or retained translates to a person who needs living space. It makes for a dynamic, vibrant real estate market.

Venue Magazine: What does the future look like for Cincinnati? How does that compare to a decade ago?

Perrin March: I deal in areas that are doing well holding value. In the last downturn of the economy, the luxury real estate market was the among the last to go south and the first to rebound. There is lack of real estate available in high-end neighborhoods, and when homes are a limited resource there is always more stability. The future is very encouraging across the board. At almost every price point, we're seeing high demand for homes and low inventory. There are more buyers

than there are homes on the market right now, and we are heading into a traditionally busy time of year in real estate.

Venue Magazine: What is a favorite part of your job?

Perrin March: I enjoy that every day is different, and I am so grateful to spend my days in this city's most magnificent homes. But the favorite part of my job has to be the moment I sense a connection between buyer and home. I know that the property will be loved and cared for, and it is an enormous satisfaction to help someone find a place they are excited to call "home."

Venue Magazine: What is a challenging part of your job?

Perrin March: Real estate is a people business. Human nature and emotion can be unpredictable. I am honest with clients because I think the relationship I have with them has to be based on trust. Sometimes honesty is hard to take, and that's when I rely on creativity and experience to help clients see opportunities where they see obstacles. ❖

PERRIN MARCH: What I love about this Handasyde home is how perfectly preserved it is. Stepping in its front door is like stepping back in time. It's been called Gatsby-esque, which I think is a great description. It is an iconic Tudor Revival, popular in early 1900s Cincinnati, when architects from around the world came here to build magnificent homes for prominent families. The impressive stonework, masterful ironwork, and intricate wood-paneled walls and ceilings offer Old World craftsmanship and grandeur that really make this home a special property.

PERRIN MARCH: This entry hall really impresses, and it just gets better and better as you go from room to room. This is an entertainer's dream home with large light-filled rooms, a terrific floor plan, finished lower level, and multilevel patios with a hot tub platform. When you're not entertaining, the home is a secluded getaway on a private lane with a wooded lot that offers tons of privacy. It is built on land once part of the Sky Farm estate, which was home to Senator Robert Taft, son of President William Howard Taft. Buyers love the seven-piece crown moulding, heated bathroom floors, wine cellar, and in-home sauna.

Robinson Sotheby's International Realty is located at 2724 Observatory Avenue, Cincinnati, OH 45208. For more information, call 513-379-2253 or visit www.perrinmarch.com.

2555 Handasyde Avenue, Hyde Park



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