



Aughavara on Brighton Road, Foxrock: extended by architect Paul Brazil in 2000; top right: the dining room has diamanté marble floors; above right: the extensive, hand-crafted kitchen



Spacious detached five-bed home on Foxrock's Brighton Road for €2.35m

Aughavara on Brighton Road is a detached residence that extends to 437 square metres and sits on 0.4 of an acre of gardens, writes **Tina-Marie O'Neill**

Brighton Road is a millionaires' row of residential mansions that acts as an artery into Foxrock village in Dublin 18. Long the target of many a professional success story, the road is pickled with architecturally stunning homes that feel as though they're located in a rustic location, yet find themselves within a 20-minute drive of St Stephen's Green in Dublin city centre. It's Dublin 18's answer to Shrewsbury Road in Dublin 4. Aughavara is one such exceptional pile along Brighton Road, and has come to the market recently with Hunter Estate Agent, which is seeking offers of €2.35 million. The sprawling redbrick detached residence extends to a

generous 437 square metres following an extension completed by acclaimed architect Paul Brazil in 2000. It has a respectable C1 BER and comes with handsomely landscaped – but equally very manageable – front and south-west facing rear gardens on 0.4 acres. From the outside, the Edwardian-style, creeper-clad facade has a lovely sheltered porch and double door entry. Inside, Aughavara offers a modern family home with spacious, dual-aspect reception rooms and large bedrooms. A double-height reception hall with oak floors and a guest WC has a feature staircase leading to the first floor. To the right is a family room with a hand-painted fireplace with a decorative tile inset,



Above: the landscaped rear patio and garden; above right: the feature staircase leads to the first floor



ceiling coving and painted floorboards. To the left of the hall is the large, formal drawing room with a feature fireplace and surround, decorative plaster work and french doors opening to the sun terrace and garden. A gracious dining room with diamanté marble floor tiles leads to the kitchen/breakfast room with its extensive, hand-crafted cream kitchen by Dalkey Kitchens with high-quality integrated appliances and a matching

cream Aga, a large island unit with a breakfast bar and cream, marble floor tiles. The triple-aspect breakfast area is a light-filled living space open through French doors to the garden. Off the kitchen is a utility room and an expansive games room/den with oak floors and patio doors leading to the terrace and gardens. A spiral staircase then leads to the study above the den with wall-to-wall, floor-to-ceiling shelving units, oak floors and a view of the Dub-

lin Mountains. The impressive main staircase at the centre of the house leads upstairs to the first floor and five double bedrooms (three en suite) and a main bathroom. The principal bedroom suite overlooks the rear garden, and has a generous dressing area and a tiled en suite with a steam power shower. The fully tiled family bathroom has a white suite incorporating a corner bath with jacuzzi-style jets and a telephone shower attachment. A staircase leads to the attic

rooms, which are laid out as a den space and a separate luggage room. The rear garden is stocked with specimen plants and trees, and has a sun terrace and rolling lawns. At the front of the house, electric gates open to a cobble lock driveway with off-street parking for multiple cars and which is bordered by a cut stone wall and railing, mature hedging, specimen trees and herbaceous borders. Aughavara also comes with a large, detached garage providing additional storage. Foxrock village has a comprehensive choice of restaurants, boutiques and specialist shops. Cornelscourt and Stillorgan Shopping Centre, Blackrock and Cabinteely villages are all within easy reach and Dundrum Town Centre is a short drive away. Transport links close by include the Luas (750m) at Carrickmines and Sandyford, the N11 (QBC) and M50. The area has a wealth of good schools and recreational facilities to hand. Viewing is by appointment with the agent at 01-2897840.

Comment

Reaching for the off switch: another way of selling your home

David Johnson Off-market is not the easiest way to sell, but it is increasingly the most desirable for top-end vendors who value privacy and discretion



State agency is evolving, and not necessarily in a good way. We live in an era of glossy Netflix property series showcasing million-dollar mansions and the people who sell them. While compelling, the intimate fly-on-the-wall portrayals of these properties don't just invite strangers into a vendor's home, but friends, acquaintances, colleagues, the next-door neighbour, and parents from your children's school. How will this approach be received in Ireland? How many Irish vendors would be happy with their own home being portrayed in that way, with potentially millions of viewers lapping up every detail? These shows glamorise the property industry, which is misleading, especially for the younger generation. I frequently meet people eager to work in the property sector on the back of watching these programmes. We also see more agents following the TV series route on a mission to promote themselves, using the vendor's property as a platform to boost their profile/followers, rather than looking after their client's best interests. Over-exposure is not an effective way to sell property. We know of one house which was massively over-exposed with 10,000 views on social media channels, but only got four physical viewings and not one offer after 12 months. Who wins in this scenario? It's highly unlikely to be the vendor. To be fair, the situation seems far worse in London than in Dublin, where people are not self-promoting on social media to the same extent. But we must learn from the pitfalls: once a video tour hits the portals, you can't take it back. It's there for ever. Over-exposure is not only undesirable, it's simply not necessary. Ireland is small enough that most buyers know which streets they would be happy to live on. Agents should know their buyers well enough to be able to pick up the phone when they have a property for sale that ticks their boxes. They shouldn't need to plaster the property all over social media in the hope that they find a buyer. Each high-end property that hits a portal should do so based on a tailored plan and only after all off-market opportunities have been exhausted. At INHOUS, we look at each property, vendor and situation, opting for fully off-market or a blend of off and on-market, depending on individual circumstances. We use our network of connections and trusted partners to find out which "hot" buyers are in town and match a property accordingly, inviting them to a physical viewing to effectively test-drive it. This enables us to gauge opinion long before we would even think about going online: that should be the last part of call, not the first. Eighty per cent of our sales are off market. It is not the easiest way to sell, but the most desirable for top-end vendors who value privacy and discretion and wish to avoid the nosy neighbour effect. But it's not just sellers who want discretion – buyers do too. Buyers with a budget of more than €10 million are few and far between; there might only be one buyer for a €12 million property in a particular area, for example. We already know about these target buyers through our connections; it is highly unlikely they will search online, nor be tempted by over-marketed properties which anyone and everyone can see. We opt for the online marketing approach only after exhausting off-market, and only when the property is properly presented. We have seen too many examples where the rush to go online means there is no creativity or targeting of a desired market. It becomes about getting as many views as possible, which rarely translates into the vendor's desired outcome, which is to sell for the right price. Meanwhile, the agent benefits from the exposure. There is no need for a video with the agent's head in every shot. Two or three photos giving a flavour of the property are enough; less is more. This encourages buyers to call for further details. If you post 30 photos and an extensive video, you risk losing good buyers who don't want that exposure from a publicity or security point of view. Everyone would be looking at your property and maybe talking about it but this isn't necessarily going to translate into a sale. To make matters worse, we hear of vendors charged high sums for marketing when a fancy brochure or advert isn't required. Agents who use vendors' properties to promote their own businesses should question this approach. Getting carried away on Instagram and trying to generate as many likes as possible is not suitable for every property. Vendors must also question whether the agent's approach is right for them and their property before signing on the dotted line. Only then will industry practices begin to improve.

David Johnson is managing director of INHOUS, an independent property consultancy based in Dublin and London. See inhouse.com



Clockwise from main image: Clarin House in Stradbally East, Co Galway, is for sale by private treaty; the sitting room is triple aspect; the kitchen at the rear is enormous



Stylish stone residence on 7.65 acres in Galway is sure to appeal to families

BY TINA-MARIE O'NEILL

If an appealing family home on the easternmost part of Galway Bay is what you are after, then look no further than Clarin House in Stradbally East, Clarinbridge in Co Galway. The three-storey, cut-stone residence was built in 2005 and is set on some 7.65 acres of land. It is being sold by local estate agent O'Donnellan & Joyce with price on application. The five-bedroom, three-storey residence, together with its one-bedroom guest cottage, extends to some 801 square metres of accommodation and boasts Kilcornan Woods and parkland as its backdrop. Clarin House comes with



The pool room is on the top floor; above right: the house can boast a floodlit tennis court



an outdoor hot tub with a television screen, a floodlit tennis court and a quarter size football pitch. The perimeter of the estate is planted in lush gardens and a 4km trail – perfect for a morning run, together with four stables, post and rail paddocks and a tree-house. Approached via a pebbled

driveway, Clarin House has a porcelain tiled entrance hall with a fireplace, a sweeping staircase and a tiled guest WC at the rear. It has three grand reception rooms, including a sunken, triple aspect sitting room with luxurious carpets, built-in display bookshelves, ornate coving on the ceiling and views

overlooking the front lawn. The dual-aspect family room has timber panelling, a fireplace and french doors to the garden, and the double bay lounge comes with a fully fitted home bar. The enormous kitchen at the rear has extensive fitted base and wall-mounted units, a central island, an Aga cook-

er and integrated Gaggenau appliances including coolers for champagne and wines. A rear hall off the kitchen and family room has rear garden access and leads to a laundry and shower room. Younger family members can enjoy a games room and a gym on the ground floor and

a pool room on the top floor. Four bedrooms in the main house have en suite shower rooms and the main guest bedroom has a large family bathroom beside it. The luxurious master bedroom enjoys twin walk-in wardrobes, a master bathroom with a jacuzzi bath tub overlooking the garden and a private balcony. Two home offices make it ideal for working from home and the guest cottage accommodates a living room, kitchen, one bedroom and a bathroom. Clarin House has gas-fired underfloor heating with thermostat controls and a gas hob in the kitchen. Outside, a cobblestone yard offers plenty of parking for family and visitors. Clarinbridge village's shops, bars and restaurants are just five minutes' drive away, while Oranmore with its supermarkets, secondary schools and train station is ten minutes away. Viewing is by appointment with the agent at 091-564212.