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Marketing for the times



Courtesy Cherie Hasson, Windermere Real Estate.

[Here's](#) a new listing that's clearly trying to make the most of the credit crunch and high gas prices.

"Your finicky lender will LOVE this one," Windermere's Cherie Hasson writes in the listing.

She goes over the features – oatmeal granite counters, bread drawer, wood-burning stove, organic garden, Zen fountain, dog kennel – then gets to the neighborhood, proclaiming: "Steps to Wild Mountain Cafe, parks, coffee, eateries and some of the cheapest gas in Seattle, if you must use your car!"

Lenders have been causing problems for sales by, among other things, getting hung up on any problems with a house and ordering last-minute second appraisals, Hasson said in an interview. "They're just so nervous these days."

This was the first house where she's used this tactic, she said. "If I have any other listings coming down the pipe that are in really good condition, I'll probably play that same angle."

The cheap gas would be at Safeway.
 Posted by **Aubrey Cohen** at April 29, 2008 2:39 p.m.
 Category: **Noteworthy homes**

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BLOGGER BIO



Aubrey Cohen:
 Real estate reporter for the P-I

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