



# CASE STUDY THE CYTRON HOUSE

How The Knight Group accurately brings science to the art of valuing historical significance, rarity, and Richard Nuetra's reputation.

## Problem Identity

An eastcoast buyer client of ours fell in love with this home because of its architect, the famed Richard Nuetra. An artist himself, he knew it would be worth more than what the actual structure and land were worth. We were tasked with accurately valuing this property based on some complex criteria:

- historical significance
- rarity
- artist/ architect's reputation
- cultural value

The seller was asking \$2.2M, and our buyer needed to know if this price was above true market value so that he wouldn't overpay for the home.

## Challenges

With there being no clear path on how to find an accurate value for this, we began creating a concrete methodology around valuing an x-factor like "built by Richard Nuetra", that could also be used to value future x-factors such as "jetliner view of Los Angeles" or "currently owned by Brad Pitt". Both of which we have since done using this method, delivering lazer-accuracy.



## Solution Process

We meticulously began to comb every sold property over the last two years to find all of the Nuetras. We found only six properties. At this point, we began to define the value of the x-factor on each of the homes.

### Step 1

1

Find the value of the structure and land for each of the six Nuetra homes and subtract it from the final sold price to get each X-factor value.

### Step 2

2

Create a range of X-factor value that would accommodate location, condition, interior finishes, and property amenities.

### Step 3

3

Define where within the newly created range The Cytron House would best fit.



## Benifits

We now knew how much additional value the Nuetra name brought to this specific property, based on where it naturally sat in our newly defined range of +13%-23% for the Nuetra name.

This was super valuable information for our buyer, as it told him the asking price was inflated.

Most importantly, it gave us fantastic data to use as we went into negotiations to purchase. Given the fact that our buyer would be writing an offer lower than asking price, we would need data to back up the offer price. And our methodology was compelling, honest, and sound.

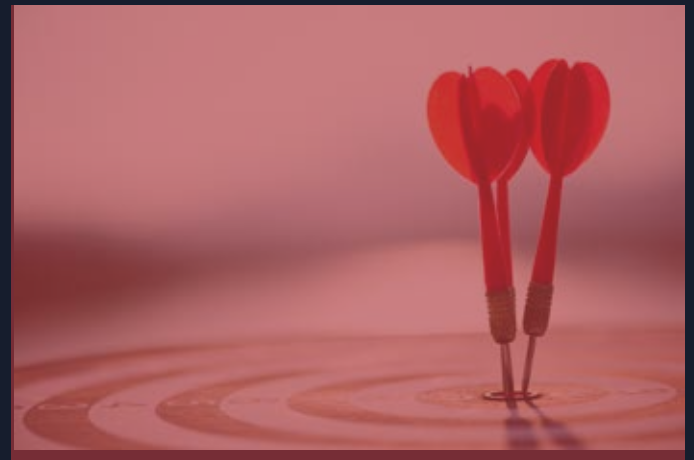
## Result

The Cytron House was sold for \$2.026M. Our estimate was that the home was worth \$1.77M + 14% added value for the Nuetra name...\$2.017M.

**99.5%**  
Accuracy Rate

**\$183K**  
Client Savings

To be this accurate on such an esoteric value proved our method of value worked. We have since priced celebrity homes, homes with rare views, and more with similar accuracy. Providing this level of data for our clients is our standard practice.



## About Us

At THE KNIGHT GROUP at Compass, we provide an innovative and strategic pathway to our clients success through our expertise in data analytics, marketplace insights, and value forecasting so that we can not only reach your goals, but exceed them..

Our team is calibrated to deliver exceptional service from end to end. And our team is backed by Compass Real Estate Los Angeles, providing all the resources needed to hit your goals. At THE KNIGHT GROUP, we believe that our success is measured in our client's success. Let's connect on how we can create success for you



+1 (503) 200-4823  
theknightgroup.com  
8560 W Sunset Blvd. FL 3  
West Hollywood, CA 90069