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How HGTV Scored The 'Brady Bunch' House, According To An Insider



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Real Estate



Brady Bunch House in North Hollywood. THE AGENCY

Here's the inside scoop on how HGTV, the cable and satellite channel focused on home improvement, renovation, decorating and design, scored the Brady Bunch house.

Located on quiet Dilling Street in [North Hollywood](#), California, the iconic 1970s-style ranch, used for the show's exteriors, hit the market on July 21. [The asking](#)

price of **\$1.88 million** seemed reasonable for a 2,477-square-foot home on a 12,573-square-foot lot in Los Angeles' San Fernando Valley, especially with the property's celebrity pedigree.

What no one predicted was all the national attention the home received when it was put up for sale. The biggest surprise? How many buyers were willing to pay a significant premium for a home that “starred” in the top-rated TV sitcom.

Within days of the first showing, the sellers — the real-life McCallister family — received multiple offers above the listing price, including one from Lance Bass, a member of the boy band NSYNC. Bass very much wanted the home, competing head to head with HGTV.

The deal went down quickly, with HGTV landing the trophy property with the winning bid of \$3.5 million. HGTV came out of the gate strong with an initial offer in the mid-\$2 million range. “As soon as the home came on the market, HGTV wanted it. We created a war room, strategizing on the best approach to get the property. I worked directly with Marc Graboff, president, global and legal affairs at Discovery Inc. [which owns HGTV], and the law firm of Gibson, Dunn & Crutcher,” said Danny Brown, real estate agent and partner at The Agency in Beverly Hills.

HGTV wanted the home so much that Graboff flew in from Aspen, Colorado, to see it in person. What he found was a home that was a '70s “time warp,” from the kitchen to the baths and an all-pink bedroom, according to Brown.

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One '70s-style bedroom in the home. THE AGENCY

The deal strategy: offer all cash, well above asking price, with a no-contingencies contract. “Our attorneys reviewed all the title documents and disclosures prior to writing our offer,” Brown confides.

Here’s HGTV’s timeline: The first showing was on July 21. Offers were submitted on July 30, with the best final offer in on August 3. HGTV’s bid was accepted the next day, with an August 11 closing.

“Initially the sellers received multiple offers and came back with a multiple counter offer to around eight of the buyers. We then blew those buyers out of the water with our counter, which we upped considerably,” Brown recalls.

Ultimately it came down to Bass and HGTV as the two remaining bidders. HGTV then increased its bid to the \$3.5 million sales price.

HGTV’s deal was one the sellers found hard to refuse, especially with the cable network’s deep pockets. “Our offer positioned us at the top of the pile. We found out later that Lance Bass had a similar strategy. I showed the property twice, once to HGTV and once to a high-profile actress. Cars were constantly driving by while

people were lined up outside snapping photos. Even though there was security, it was a circus with so many viewing the house, though they were only letting in qualified brokers and buyers,” Brown recalls.

Why did HGTV want with this particular San Fernando Valley home? “The potential revenue streams and the branding opportunities for the network were obvious,” Brown said.

“My understanding is that begins with HGTV’s restoration of the home to '70s perfection,” he adds.

After 17 years of selling high-priced Los Angeles real estate, Brown was still a bit surprised at the feeding frenzy: “On one hand, wealthy investors collect assets of all sorts, including iconic homes, though for me, this was a once-in-a-decade experience.”

I have covered the business of real estate (both residential and commercial) for over twenty-five years. I spent 12 years in the Forbes Los Angeles bureau reporting and writing about as I call it, Adventures in Real Estate. From the first tear-downs turning into mega mansion... **MORE**