

Heights Realtor Steps it up with Creative Idea for Real Estate Marketing

An idea was born over late-night drinks, as they often are. The difference with this idea: it was planned, booked, and successfully executed all within a month. The idea? A new way to market a high-end home. It's obvious when you think about it. What better way to experience what it's like to live in a new home than taking it for a test drive?



603 E 26th Street

Realtor Alison Sewell and decorated Houston chef Brandon Silva partnered on an exclusive dinner series to be held in intimate settings. First up was a million-dollar home for sale in the Heights that Sewell currently represents.

"The real estate market has changed. New ideas are needed for realtors to remain relevant and a valuable part of the home buying and selling process," explains Sewell.

For his part, Silva aspired to showcase his 22 years of culinary experience with ambitious courses



adhering to an Aristotle inspired theme: ELP – Ethos, Logos, Pathos. He would collaborate with a different co-chef in each of the three dinners in the series, ensuring truly unique and rare culinary experiences for those lucky enough to attend. "Ethos is about culture, community, beliefs and aspirations," Silva explained. "Logos means wisdom, creation, and identity. Pathos is a quality that evokes sadness and sympathy. Each dish will coincide with the element theme."

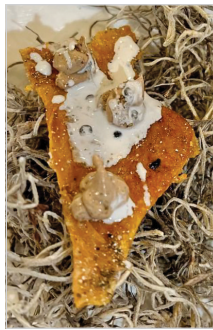


Sommelier Dale Ellington



Sheikh Halim, Tommy Hickman, Matt Brodd, Alison Sewell, Brandon Silva, Ryan Lachaine, Peter Nguyen, Kenten Marin

Ryan Lachaine of Riel was the first collaborator in the series. Lachaine has been on a Tabasco exploration journey and incorporated the hot sauce into a crisp toast resting under wagyu tartar served alongside a quail egg yolk for the dinner's 3rd course.



Crispy Chicken Skin

Additional plates in the eight-course dinner included a potato leek and truffle croquette, perfectly torched Hamachi with garlic crunch, and the main was a juicy roasted duck breast served with a rich acorn squash puree and Bok choy. One of the most ambitious dishes was Silva's "bird's nest". Chicken liver mousse foie gras and three egg caviar placed on a crispy chicken skin was drizzled with crème fraiche and served atop a bed of Spanish moss. "Don't eat the nest!" Silva was quick to inform guests.

Wine pairings were on point, carefully selected by local sommelier Dale Ellington, formerly of Degust and Kata Robata.

Sewell herself is bursting with creative ideas to satisfy clients in home selling and win new work in the competitive Houston real estate market.

"Why shouldn't realtors and their clients get involved in the sharing economy? Gorgeous vacant homes waiting for their next owners are the perfect venues for hosting private events and intimate experiences. We're in a major cultural moment where people want experiences and memories, not things," says Sewell.

Sewell's realtor style can only be described as dynamic. A Houston native, she knows

her way around the city's social and business scenes. Making connections with people from all walks of life comes easy. Her realty knowledge and experience stretch from the center of the city, spread outward across Houston in all directions, into the suburbs, and westward to farm and ranch properties.



Wagyu Beef Tartare



Roasted Duck Breast

Sewell credits her client, builder Bullethoof Homes, for inspiring her to think outside the box. She's represented

Bullethoof Homes on a number of projects in and around the Heights. A close realtor-client relationship has led to wins in every direction in this case. Next up is a private yoga session at a rental listing in Near Northside. She wants to showcase the massive, shaded back deck of the cute, restored historic bungalow (614 Morris St).

Bullethoof Homes is a preservation-based builder focusing on restoration and revitalization of historic homes, structures, and spaces. The striking modern home (603 E 26th St) that housed the dinner was a departure from their usual historic projects, but incorporated elements and features representative of the region's history.

The final two dinners in the series will be held at The Sterling Apartments at Regent Square. Tickets can be purchased on Eventbrite, search for "Ethos, Pathos, Logos Dinner Series."



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