

## Realtors Who Choose Modernism over McMansions

If it seems like lately everyone from the Incredibles to the people in allergy-medicine commercials is living in a modern house, it's because they are. Pop culture's fascination with modern design has become so pervasive that it's helped raise demand—and prices—for properties ranging from mid-century tract houses to masterpieces by the latest big-name, big-deal architects.

But before frustrated house hunters start cursing the good people at Flonase for helping fuel a bidding war on their dream home, consider that increased demand has also made room for a new kind of real estate agent who specializes in finding and

selling architecturally significant properties, and who might very well save you time and money.

"We're seeing the market for architecture look more and more like the market for art," says Crosby Doe, a partner at one of the country's oldest architectural realty companies, Mossler Deasy & Doe. "It's just reality. If a Greene & Greene sconce is worth \$50,000 [at a recent Sotheby's auction of 20th-century design], why isn't a house worth a few million?"

While this might be bad news for anyone outside Bill Gates's tax bracket who hopes to acquire an icon like Richard Neutra's Singleton House—which recently sold for about \$6 million—it's good news for architects trying to create tomorrow's classics.

"There are a lot more modern homes being built," says Dallas real estate agent Douglas Newby. "People know they can immediately turn around and sell them for a profit."

### Atlanta, Georgia

Cindi Sokol / Atlanta Intown Real Estate Services

[www.northcrestmodern.com](http://www.northcrestmodern.com)

Tel: (770) 849-8346

The mod market: \$180,000 to \$1 million

Modern architecture in ultra-traditional Atlanta tends to go to extremes, price-wise. Bargains abound for mid-century houses scattered around the inner suburbs and can still be found on lofts and condos near downtown. But newer houses are scarce, and commissioning a high-end design from the likes of local firm Mack Scogin Merrill Elam Architects can run into the millions.

### Chicago, Illinois

Joe Kunkel / Baird & Warner

[www.jetsetmodern.com](http://www.jetsetmodern.com)

Tel: (312) 371-0986

The mod market: \$200,000 to \$5 million

Chicago has been an epicenter of modern design for decades. Its real estate market offers everything from lofts and stylish townhouses to houses by Bauhaus veterans, Frank Lloyd Wright, and some of the country's best contemporary architects. And best of all, it's not as pricey as you'd think. "Relative to other cities, Chicago is affordable and pretty wonderful," says Joe Kunkel.

### Cincinnati, Ohio

Susan Rissover / Huff Realty

[www.cincinnati-modern.com](http://www.cincinnati-modern.com)

Tel: (513) 886-7841

The mod market: \$130,000 to \$4 million

Susan Rissover's motto, "Cincinnati: Modern where you'd least expect it," probably says it all. Though the city is still under the radar as a design destination, its hilly terrain and the University of Cincinnati's art and architecture school give it a respectable supply of interesting and affordable homes.

### Dallas, Texas

Douglas Newby & Associates

[www.dougnewby.com](http://www.dougnewby.com)

Tel: (214) 522-1000

Claire Dewar / Briggs-Freeman Real Estate Brokerage

[www.briggs-freeman.com](http://www.briggs-freeman.com)

Tel: (972) 380-7763

The mod market: \$200,000 to \$10 million

There might be something to the fact that Dallas's buildings by I. M. Pei, Philip Johnson, Richard Meier, and Antoine Predock didn't figure into its eponymous soap opera during the '80s. "Ten years ago, ▶

