



Other editions: [Mobile](#) | [News Feeds](#) | [E-Newsletters](#)

Find it: [Jobs](#) | [Cars](#) | [Real Estate](#) | [Apartments](#) | [Shopping](#) | [Classifieds](#) | [Coupons](#)



SEARCH ALL

All Local News Events DG Jobs More »



SPONSORED BY:

HOME NEWS OBITS SPORTS MOMS NEIGHBORHOODS BUSINESS ENTERTAINMENT METROMIX FEATURES OPINION PHOTOS VIDEO BUY/SELL SERVICE



Comment, blog & share photos  
[Log in](#) | [Become a member](#) | [Search people](#)

POWERED BY YOU AND The Courier-Journal

## HGTV show features Louisville homes, Realtor

### HGTV show looks at property values

BY BILL WOLFE • [BWOLFE@COURIER-JOURNAL.COM](mailto:BWOLFE@COURIER-JOURNAL.COM) • OCTOBER 25, 2008

[Read Comments\(1\)](#) [Recommend](#) [Print this page](#) [E-mail this article](#) [Share](#) [?](#)

A national audience will get to peruse the pantry and peek in the bedrooms of a Louisville home tomorrow, with local Realtor Stephanie Mattingly as their guide.



Home & Garden Television chose the Louisville [real estate agent](#) to appear in an episode of its reality show "My House Is Worth What?"

The premise: Homeowners who are thinking about selling or making improvements to their house give the show's producers their best estimate of the market value of the property -- "then the Realtor gives them a marketing analysis, basically what their house would be worth that day," Mattingly said.

Whether they overestimate, underestimate or figure the value just right is "the big cliffhanger," she said. If the house is worth less than the owners hoped, the real estate agent will "tell them things they can do to improve their home."

Mattingly participated in three evaluations during a four-day stretch in June. The first, a house in the Original Highlands neighborhood near Mid City Mall, airs at 7 p.m. tomorrow on Insight cable Channel 51 (digital Channel 206). Dates have not been set for the other [homes](#) -- in the Upper Highlands and St. Matthews.

The show's segment producer, Eve Falcon, contacted Mattingly in May after Falcon saw her online real estate listings.

The producers try to show homes in different parts of the country, and Louisville was "one of those cities that we've always wanted to come to," Falcon said. "We were very happy to finally get there."

The Louisville shots went well, and "the [networks](#) were thrilled" with the results, she said. "I'm sure we'll make our way back."

Mattingly was chosen over several other Louisville agents after submitting a sample video. Then came the hard part.

"It was my responsibility to find five families to audition," she said. "I sent out an e-mail and called clients and family and friends and said: 'Hey, this is the criteria. Anybody interested?'"

"I thought everybody would want to do it. But a lot of people just are kind of private, and they don't really want family and co-workers to know how much money they put into their home or how much they paid for their house," she said.

Ann Money was one of the reluctant homeowners. "I originally said no. I really don't want to do



By Arza Barnett, The Courier-Journal

Louisville Realtor Stephanie Mattingly said the television show "My House Is Worth What?" involved the same skills she uses on her job every day: "That part was easy. The hard part is just doing it on camera."

#### THE HOME FRONT

Louisville Realtor Stephanie Mattingly participated in three evaluations for the Home & Garden Television reality show "My House Is Worth What?" in June.

The first will air at 7 p.m. tomorrow on Insight cable Channel 51 (digital Channel 206).

The episode covers a house in the Original Highlands neighborhood near Mid City Mall. Air dates for the other homes, in the Upper Highlands and in St. Matthews, have not been set.

#### RELATED NEWS FROM THE WEB

- [Home Listing](#)
- [Real Estate](#)
- [Home Gardening](#)
- [Home](#)
- [Marketing](#)
- [Household Products](#)
- Powered by [Topix.net](#)



#### More Business Headlines

- [Stocks advance cautiously ahead of election](#)
- [Hysterical lady fetches \\$3 million in return to Keeneland sales ring](#)

it, because that would mean I would have to really get my house in shape," she said.

But she reconsidered, and "it was a really neat experience," said Money, who owns the Upper Highlands home with her husband, Steve Money. "It was kind of neat to get good feedback on what we need to do and what other people would like about our house if we would decide to put it on the market."

There's art and science in appraisals, Mattingly said. She checks the value of comparable properties nearby, but also has to look at features of the home and additions that can add to or subtract from its value.

Hardwood floors, for example, might add \$3,000 to a home's value. But in Louisville, an expensive swimming pool can detract from a home's appeal. "Unless people are relocating from Florida, it's just not something that people look for. Very few people want a pool in their backyard."

One of the homes she evaluated suffered from an overgrowth of trees in the front yard. "The house had no curb appeal, period," she said. "I had to tell them, this is a con, this is a huge con."

Mattingly demonstrated the same skills on the show that she uses on her job every day, she said. "That part was easy. The hard part is just doing it on camera."

Occasionally she was asked to repeat a comment for the camera, or to look at the homeowner, but "they never put words in my mouth or put words in hers. It was reality."

Reporter Bill Wolfe can be reached at (502) 582-4248.

Hide story chat

### In Your Voice

READ REACTIONS TO THIS STORY



**realityforU** wrote:  
I smell something.  
10/25/2008 8:51:46 AM

[Recommend](#) [New post](#) [Reply to this Post](#) [Report Abuse](#)

You must be logged in to leave a comment. [Login](#) | [Register](#)

1000characters left

- [Explorer sales down 60 percent, F-Series 16 percent](#) (2)
- [Circuit City closing Clarksville, Jefferson Mall stores](#) (2)
- [Family goes green at eco-friendly store](#) (1)

### Latest Headlines

- [Crescent Hill scouts continue pancake tradition Saturday](#)
- [Former Dixie principal pleads not guilty to theft](#)
- [Kragthorpe: No major changes for Cards](#) (4)
- [State's 511 traffic system upgraded](#)
- [11,000 added to voter rolls](#)

### ADS BY PULSE 360

[Get Listed Here](#)

#### Get Ready to Vote on Tues

Election Day is Tomorrow. Look Up Your Polling Place—Vote for Obama!  
[Indiana.VoteForChange.com](#)

#### Refinance Now: Fed Rate at 1.0%!

\$160,000 mortgage for \$633/mo. Rates at 5yr low-Get 4 FREE quotes now!  
[www.lendgo.com](#)

#### How's your Credit Score?

A good Credit Score is 700+ and can save you money. See yours now - \$0  
[www.CreditReport.com](#)

**Featured Video** **careerbuilder**  
Top Job Videos

Sort by:  
Industry (Default) ▼

Skills/Trade  
IDX-Louisville

Education  
Ohio Valley Educational

Transportation  
Network Express Inc

Restaurant  
Confidential

Nursing  
Graves-Gilbert Clinic

[View more details](#)

Playing

**Find More Videos!**

Introducing  
**shout!**  
powered by

Talk about your **team**  
and spy on your **rivals.**

Try the  
facebook  
app. [GO](#)



Partners: [Jobs: CareerBuilder.com](#) [Cars: Cars.com](#) [Apartments: Apartments.com](#) [Shopping: ShopLocal.com](#)

[HOME](#) | [NEWS](#) | [OBITS](#) | [SPORTS](#) | [MOMS](#) | [NEIGHBORHOODS](#) | [BUSINESS](#) | [ENTERTAINMENT](#) | [METROMIX](#) | [FEATURES](#) | [OPINION](#) | [PHOTOS](#) | [VIDEO](#) | [BUY/SELL](#) | [SERVICES](#) | [Site Map](#)

[Terms of Service](#) | [Privacy Policy](#) | [Contact Us](#) | [About Us](#) | [Work for Us](#) | [Subscribe](#)

Copyright ©2008 ...  
Use of this site signifies your agreement to the [Terms of Service](#) and [Privacy Policy](#), updated March 2007.