

HOUSE RULES

THE CENTRAL CORRIDOR EDITION

Smart Real Estate. Beautiful Living.

⌚ READ TIME · 3 MINUTES

AMANDA'S NOTE

Welcome to the first issue of House Rules.

I built this for the people I talk with every week. Friends, clients and neighbors who want to understand what is happening in the Central Corridor without wading through listings. Each month you will find the numbers, three homes worth knowing about, what is changing in our neighborhoods, and a little plain guidance on the money side.

No pressure and no pitch. Just what I would tell you over coffee.

Amanda

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Amanda Perkins

LUXURY REALTOR® · DIELMANN SOTHEBY'S INTERNATIONAL REALTY

SECTION ONE

The Market in 60 Seconds

Where the Central Corridor stands this month.

NEIGHBORHOOD	AVG. SOLD PRICE	DAYS ON MARKET	MARKET TREND
Clayton	\$1.71M	21 days	FAST MOVING
Ladue	\$1.64M	33 days	LUXURY STRONG
Frontenac	\$1.02M	10 days	STRONG DEMAND
Huntleigh	\$5.495M†	95 days	EXCLUSIVE ESTATE MARKET
Kirkwood	\$753K	15 days	HIGHLY COMPETITIVE
Brentwood	\$422K	16 days	LIMITED INVENTORY

SOURCE: MARIS MLS · SINGLE FAMILY RESIDENTIAL · TRAILING THIRTY DAYS
† Huntleigh reflects active luxury inventory rather than a sold price. No single family closings were recorded in the period.

AMANDA'S TAKE

The Central Corridor continues to show healthy demand. Clayton, Frontenac, Kirkwood and Brentwood remain competitive markets with limited inventory, while Ladue continues to perform well in the luxury segment. Huntleigh remains one of the region’s premier estate markets, with fewer transactions and longer marketing times typical of ultra-luxury properties.

AMANDA PERKINS



HOMEOWNER TIP

With summer heat in full swing, now is the ideal time to deep-water mature trees and refresh the landscaping. Central Corridor properties head into fall a great deal healthier for it.

A mature tree is the one thing on your lot you cannot go out and buy.

SECTION TWO

Development Watch

What is changing around us, and what it may mean.

THE LEAD STORY

Ladue Quarry Redevelopment

The proposed redevelopment of the former Rock Hill Quarries site was unanimously denied by the Ladue City Council after concerns regarding traffic, flooding and neighborhood character.

This remains one of the Central Corridor’s largest redevelopment opportunities and will continue to shape conversations regarding future growth.

ALSO WORTH WATCHING



Easier Commutes Ahead

Work along the I-270 corridor near Ladue Road and Conway Road keeps moving. Expect smoother travel through one of the region’s busiest interchanges as the projects head toward completion.

Your morning is about to get its minutes back.



New in Clayton

A new Sylvie Dee’s Frozen Custard is coming to downtown Clayton, adding another locally loved destination for residents and visitors alike.

Consider this your permission slip.



Investing in Walkability

Great Rivers Greenway continues planning with municipalities, Ladue among them, to improve future trails, green space and connectivity across the region.

Trails have a way of turning into neighborhoods people never leave.

SECTION THREE

Curated Homes

Three houses I would want to know about this month.

THE LUXURY WOW

An Estate of Consequence

HUNTLEIGH, MISSOURI



17 Bridle Ridge Lane

HUNTLEIGH

\$5,495,000

Nearly 16,000 square feet

Four private acres

Timeless estate architecture

Kirkwood Schools

AMANDA'S TAKE

Some homes are memorable because of their price. Others because of their craftsmanship and presence. This estate is one of the most significant luxury offerings currently available in St. Louis.

LISTED BY **KATIE MCLAUGHLIN**

DIELMANN SOTHEBY'S INTERNATIONAL REALTY

AMANDA'S SMART BUY

Quiet Value in Ladue



23 Rio Vista

LADUE

\$929,000

Reduced more than \$120,000

3,640 square feet

Ladue Schools

*Sometimes the best opportunities aren't the newest listings.
They're the homes that quietly become exceptional values.*

LISTED BY **STEPHANIE OLIVER**

DIELMANN SOTHEBY'S INTERNATIONAL REALTY

THE LIFESTYLE PICK

An Acre in Town and Country



12529 Windmoor Place

TOWN AND COUNTRY

\$1,175,000

4,184 square feet

One acre

Updated kitchen

Kirkwood Schools

The perfect balance between luxury, practicality and everyday living.

LISTED BY **RACHEL HANEY**

MAGNOLIA REAL ESTATE

SECTION FOUR · COMMUNITY SPOTLIGHT

Community Sweat



VENABLE PARK, CLAYTON

One of my favorite moments this month was supporting Community Sweat at Venable Park. The event was created by my client turned friend Meghan Smith after relocating to St. Louis from Texas.

Watching neighbors meet, sweat together and leave as friends reminded me that helping people find a home is important. Helping them build a community is even better.

Photographs by Amanda Perkins



SECTION FIVE

Amanda’s Calendar

Where to find me, and what to put on the refrigerator.

AROUND TOWN

Guns N’ Roses

SUNDAY, AUGUST 16 · 6:25 P.M.

BUSCH STADIUM

With Public Enemy. A stadium night downtown, and a fair excuse for an early dinner in Clayton first.

Saint Louis Art Fair

SEPTEMBER 18-20 · DOWNTOWN CLAYTON

Juried work from artists nationwide, set against the streets of Clayton.

Next Community Sweat

Open to anyone who wants to move, meet neighbors and stay a while.

BACK TO SCHOOL

Ladue Schools	August 24
Clayton Schools	August 24
Kirkwood Schools	August 25

FIRST DAY OF CLASSES · 2026 TO 2027 ACADEMIC YEAR

WORTH SUPPORTING

Two Nights
This Fall

Two evenings I will be at, and two causes I would be glad to see our neighborhood turn out for.

Snowchella

SATURDAY, SEPTEMBER 12 · 6 TO 11 P.M.
THE LOG CABIN CLUB

A music festival presented by Stifel, benefiting the Stifel U.S. Ski Team. Live music, an après lounge and fire pits, with Mikaela Shiffrin and other Olympians on hand.

SAVE THE DATE

Greatest Need,
Greatest Night

THURSDAY, OCTOBER 22 · FROM 5 P.M.
HILTON ST. LOUIS FRONTENAC

An evening dedicated to hope and gratitude. A sponsor reception at five, followed by the program and dinner at 5:45.

Benefiting patients and families served by Missouri Baptist Medical Center.

SECTION SIX

Money Minute

The rate conversation, in plain English.

CURRENT MORTGAGE SNAPSHOT

30-YEAR FIXED

6.6 to 6.8%

15-YEAR FIXED

About 6.0%

National averages for the week of July 23, 2026. Your rate will depend on credit, down payment, loan size and program.

Don't wait for the perfect interest rate. Buy when your finances are healthy, the payment fits your lifestyle, and you have found the right home.

Rates change. The right home may not.

SECTION SEVEN

Myth and Fact

MYTH

"I need 20% down."

FACT

Many buyers purchase with significantly less, depending on the loan program.

MYTH

"I should wait for rates to fall."

FACT

You can refinance your mortgage. You can't buy yesterday's home at yesterday's price.

SECTION EIGHT

Back to School at Our House



LILA AND SLOANE · FIRST DAY, LAST AUGUST

Two milestones in our house this month. Lila starts her junior year at St. Joseph's Academy, and Sloane begins her last year at Conway Elementary.

A junior year and a final year of elementary school in the same August feels like a great deal at once, and I suspect a few of you are looking at a similar photograph on your own phone right now.

AN OPEN OFFER

If you have a daughter considering St. Joseph's Academy, Lila is always happy to give a tour and talk honestly about her experience there. Send me a note and I will set it up.

Helping people find a home is the work.
Watching your children grow up inside
one is the reason.

SECTION NINE

The House Hunt Checklist

☐ Natural light☐ Floor plan☐ Storage☐ Roof☐ Heating and cooling☐ Drainage☐ Neighborhood☐ Future resale☐ Quality of renovations☐ The lot

AMANDA'S RULE

Fall in love with the bones. Furniture can change. Location rarely does.

SECTION TEN

Three Questions to Ask at Every Showing

1 Will this fit my life five years from now?

2 Can I comfortably afford this payment?

3 Would someone else be excited to buy this home from me in the future?

Luxury isn't just about the home you buy.
It's about the life you build around it.

Amanda Perkins

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