

# ANATOLE HOUSE

FALL / WINTER 2025

SELLER'S GUIDE



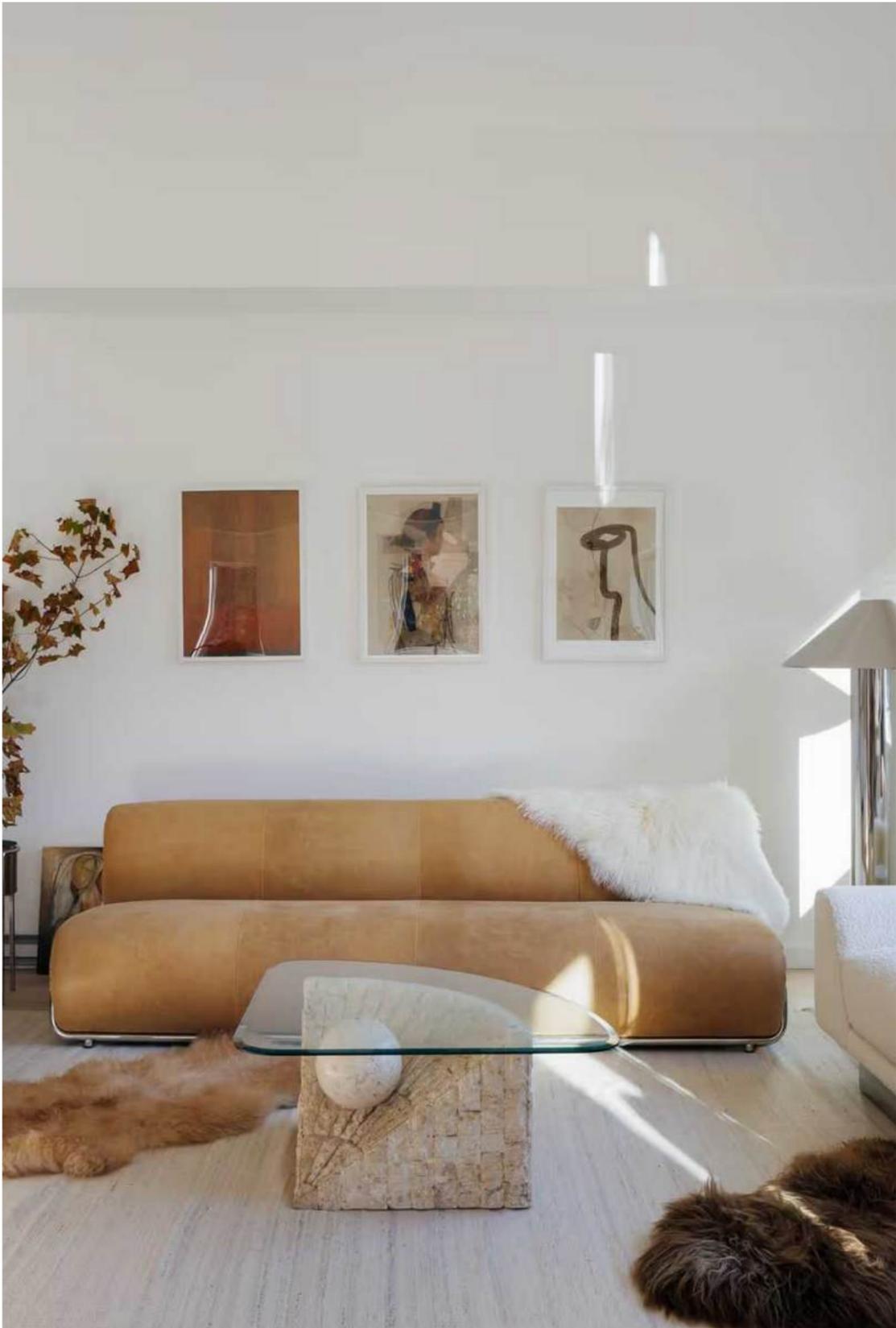


Our design-conscious clients are drawn to an edited collection of beautiful spaces, each with its own unique design conversation. From austere, modern minimalism to historical silhouettes, or even nostalgic vintage alchemy, there's always a design story to explore.

## Contents

- 03 Introduction
- 04 About
- 05 Marketing Package
- 06 The Listing Process
- 07 Recent Sales
- 08 Commission + Fees
- 09 Your Property
- 10 Testimonials
- 11 Market Data
- 12 Reach
- 13 Audience
- 14 Editorial Landscape

# REAL ESTATE FOR THE DESIGN-CONSCIOUS



Anatole House is a leading boutique brokerage based in the Catskills, Hudson Valley and Delaware River Valley regions of Upstate New York.

Featured in The New York Times and Curbed NY, we're the discerning choice for those seeking artful living spaces in Upstate New York. Our reputation has been built on the curation and presentation of undeniably beautiful second homes and co-primary residences.

We collaborate with an exclusive network of niche market specialists throughout the region. Our clients share a common desire: a thoughtful return to nature, design-forward living spaces, mental clarity, and often, a passion for hospitality.

# ABOUT ROBIN JONES

In 2015, Robin moved upstate for a brief break from the bustling streets of New York City, and never moved back.

Her path intertwined with the region's go-to boutique hospitality company, Red Cottage Inc., where she assumed the role of Managing Director for a five-year tenure. Her architectural curiosity and love of design led her to become a licensed real estate agent and eventually forge her own path as a broker, resulting in the creation of Catskill Mountain Houses.

Drawing upon her extensive background in international relief and development, Robin imparts a refreshing human touch to the real estate market.

Her ethos revolves around principles deeply rooted in trust, discretion, and diligence. Having experienced the contrasting landscapes of both rural Midwest upbringing and the urban tapestry of New York City, she possesses a rare ability to seamlessly navigate between these diverse realms, making her an ideal advisor for clients seeking to strike the perfect balance.

When not immersed in all things real estate, Robin may (or may not) be found at secret swimming holes and telling stories around crackling firepits. Her wanderlust knows no bounds, as she eagerly hits the road in upstate New York and beyond, in search of captivating regions to uncover and explore.



# MARKETING PACKAGE



## 01 PRE-SHOOT STAGING/STYLING

Light cleaning and staging, including visible surfaces, textiles and flower arrangements, as needed. Deep cleans, full staging, lawn/winter maintenance and property management are the responsibility of the seller, but we can connect you to providers.

## 02 PROFESSIONAL PHOTOGRAPHY

Full set of 30-40 editorial quality interior/exterior photos and drone shots, for website and social media.

## 03 WEBSITE LISTING + BROCHURE

See the Featured Listings page on our website.

## 04 SOCIAL MEDIA PROMOTION

One set of “behind the scenes” stories, one open house promo, one 10-slider launch day post. 1-2 week follow up promo, as needed. @anatolehouse: 26K+ followers

## 05 MLS LISTING

Network of 63,000 regional real estate agents, plus direct feed to public sites like Zillow, Trulia, and Realtor.com.

## 06 EMAIL LIST

Email marketing to active buyers, select agents and future prospects.

## 07 + TARGETED, PERSONAL OUTREACH +

Often the most positive marketing outcomes arise from targeted and personal outreach to our platform of qualified buyers, as well as coordination with our network of key agents throughout the region who similarly specialize in this niche market.

# THE LISTING PROCESS

## 01 GET STARTED

Schedule a house visit with us.

## 02 REVIEW MARKET ANALYSIS

Review our market analysis; set sales price.

## 03 LISTING PREP

Complete the standard listing documents.

## 04 PHOTOGRAPHY

Staging and professional photography.

2 - 4 WEEKS

PREP

YOUR LISTING IS LIVE

1 - 8 WEEKS

BUYER SHOWINGS

2 WEEKS

ACCEPTED OFFER

DUE DILIGENCE

4 - 6 WEEKS

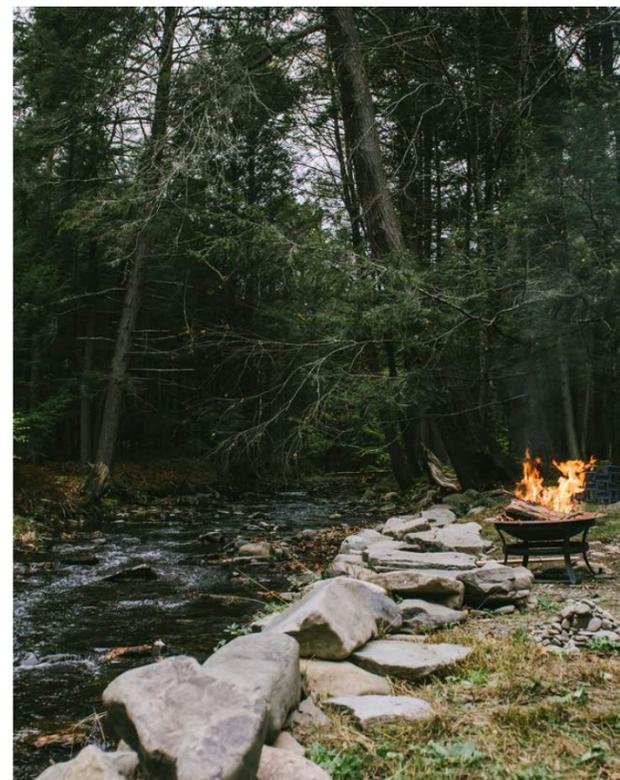
IN CONTRACT

TITLE SEARCH

SURVEY

APPRAISAL/MORTGAGE PROCESSING (IF APPLICABLE)

CLOSING DATE



# RECENT SALES



		Sold	Listed	Closed
<b>01</b>	12 Upper Lumber Road, Glen Spey NY	<b>\$865,000</b>	\$895,000	August 2025
<b>02</b>	271 Church Road, Livingston Manor, NY	<b>\$1,275,000</b>	\$1,475,000	November 2024
<b>03</b>	33 White Pine Lane, Barryville, NY	<b>\$825,000</b>	\$799,000	October 2024
<b>04</b>	343 Knickerbocker Road, Livingston Manor, NY	<b>\$780,000</b>	\$780,000	February 2024
<b>05</b>	142-144 Swiss Hill Road N, Kenoza Lake, NY	<b>\$1,700,000</b>	\$1,999,000	October 2023
<b>06</b>	20 Carpathy Court, Glen Spey, NY	<b>\$740,000</b>	\$695,000	May 2023
<b>07</b>	65 Blackberry Lake Rd, Jeffersonville, NY	<b>\$730,000</b>	\$695,000	March 2023
<b>08</b>	634-636 Old Route 17, Livingston Manor, NY	<b>\$990,000</b>	\$749,000	October 2022
<b>09</b>	4 Crowley Road, Roscoe, NY	<b>\$2,600,000</b>	\$2,985,000	July 2022
<b>10</b>	144 Anawanda Lake Road, Roscoe, NY	<b>\$2,700,000</b>	\$1,975,000	February 2022



## COMMISSION + FEES

### SELLER'S AGENT COMPENSATION

---

Sellers may choose to compensate their agents in a number of ways, including a percentage of the sale or a flat fee. You can also get specific, and identify how to compensate your agent based on different factors, like if there's a buyer's agent involved, if there's a dual agency scenario, or if the buyer is unrepresented.

Your seller's agent will discuss their fee after an initial consult and commensurate with their high level of professional services, expertise, vision and support that they provide to sell what is likely one of the largest investments that you will make in your lifetime.

### BUYER'S AGENT COMPENSATION

---

An offer of compensation to a cooperating buyer's broker is not required; however, you may choose to offer compensation directly to a cooperating broker. And as a seller you may receive requests for compensation from a cooperating buyer's broker as part of the purchase offer or separately.

You may accept, deny or negotiate the amount of compensation being requested by a cooperating buyer's broker. But keep in mind that offers of compensation help make homeownership accessible to buyers, including first-time homebuyers, increase homeownership opportunities for historically underserved groups, and benefit you by expanding the potential buyer pool - i.e. by offering compensation, you are incentivizing buyers to make offers.

### LISTING FEES

---

Our team covers all fees associated with the marketing package outlined in this deck, in addition to hosting an open house, when relevant. The costs of property maintenance, property management, including winter and otherwise safe accessibility for showings, utilities and additional staging, as agreed upon, are the responsibility of the seller.

### CLOSING COSTS

---

Closing costs are the responsibility of the seller, and will be itemized by your attorney closer to closing. But we can advise on the types of costs to expect.

Compensation is not set by law or any Realtor® association or MLS.  
Compensation to a broker is fully negotiable between the buyer and the broker.

# ON THE TOPIC OF 1556 GULF ROAD

Here's what I can bring to the table. Our team has an explicitly design-forward approach to real estate in this region. We work closely with our design team and photographers to provide you with an editorial website and marketing to best showcase your property, and I treat each of my listings as an individual branding client.

As you know, I'm based in Livingston Manor, providing me with convenient and flexible access and availability to accommodate last minute requests. My local knowledge is invaluable, as it is important to sell not just a property but also the area. In addition, I have a strong stack of resources - cleaners, property managers and more.

I operate specifically in the niche market of clients coming from New York City, buying and selling second homes and co-primary homes. I also have a strong network of similar niche market agents both upstate and in the city.

I'd love to work with you!

Thanks again for taking time to give me a tour of 1556 Gulf Road this week. This truly is a stunning property and home, and I have no doubt that the aesthetic and location will resonate well with our client base and followers.





TOM & ANNA, LIVINGSTON MANOR, NY

“Robin was such a pleasure to work with.

Through the whole process she remained extremely professional, responsive, and knew when it was right to push, and when it was right to give a little. Furthermore she’s naturally a very calm, honest and straightforward person, which rightly earned her a lot of trust on the side of both the buyer and seller. We couldn’t recommend her enough.”



ESTHER & AARON, JEFFERSONVILLE, NY

“Selling a home can be daunting but Robin makes the process appear seamless.

She is organized, responsive and knowledgeable; having Robin by your side really makes things easy. She guides you every step of the way and will go above and beyond to support and help with inspections, appraisals, etc. Robin has a really good understanding of the market, having worked the real estate and lived in the area for several years. She puts so much passion and care into what she does and it translates into every interaction you have with her. We would highly recommend working with Robin to sell your home.”

# MARKET DATA

---

<b>Average DOM*</b>	Anatole House	30
<i>Jan 2024-Mar 2025</i>	Region	62

---

<b>Closing/ Asking Price</b>	Anatole House	104%
<i>Jan 2024-Mar 2025</i>	Region	99%

---

**Market Type:**  
**BALANCED**

The supply of homes for sale roughly equals the demand from buyers, resulting in stable prices and a market where neither buyers nor sellers have a significant advantage. Discuss listing implications and strategies with your listing agent.

---

<b>Average Offers Per Listing</b>	Anatole House	3
-----------------------------------	---------------	---



# REACH

**WE REACH 27K  
DESIGN ENTHUSIASTS  
WITH THEIR EYE ON THE  
REAL ESTATE MARKET.**



---

<b>Email List</b>	Subscribers	2,351
	Open Rate	63%
	Industry Benchmark	40 - 42%

---

<b>WEBSITE</b>	Active Users	51,000
----------------	--------------	--------

---

<b>INSTAGRAM</b>	Organic Followers	27,000
	Views	1,127,000
	Accounts Reached	100,000
	Interactions	27,000

\*BASED ON A 90 DAY PERIOD

---

<b>MLS</b>		MEMBERS
	OneKey MLS	12,100
	FlexMLS	1,600

---

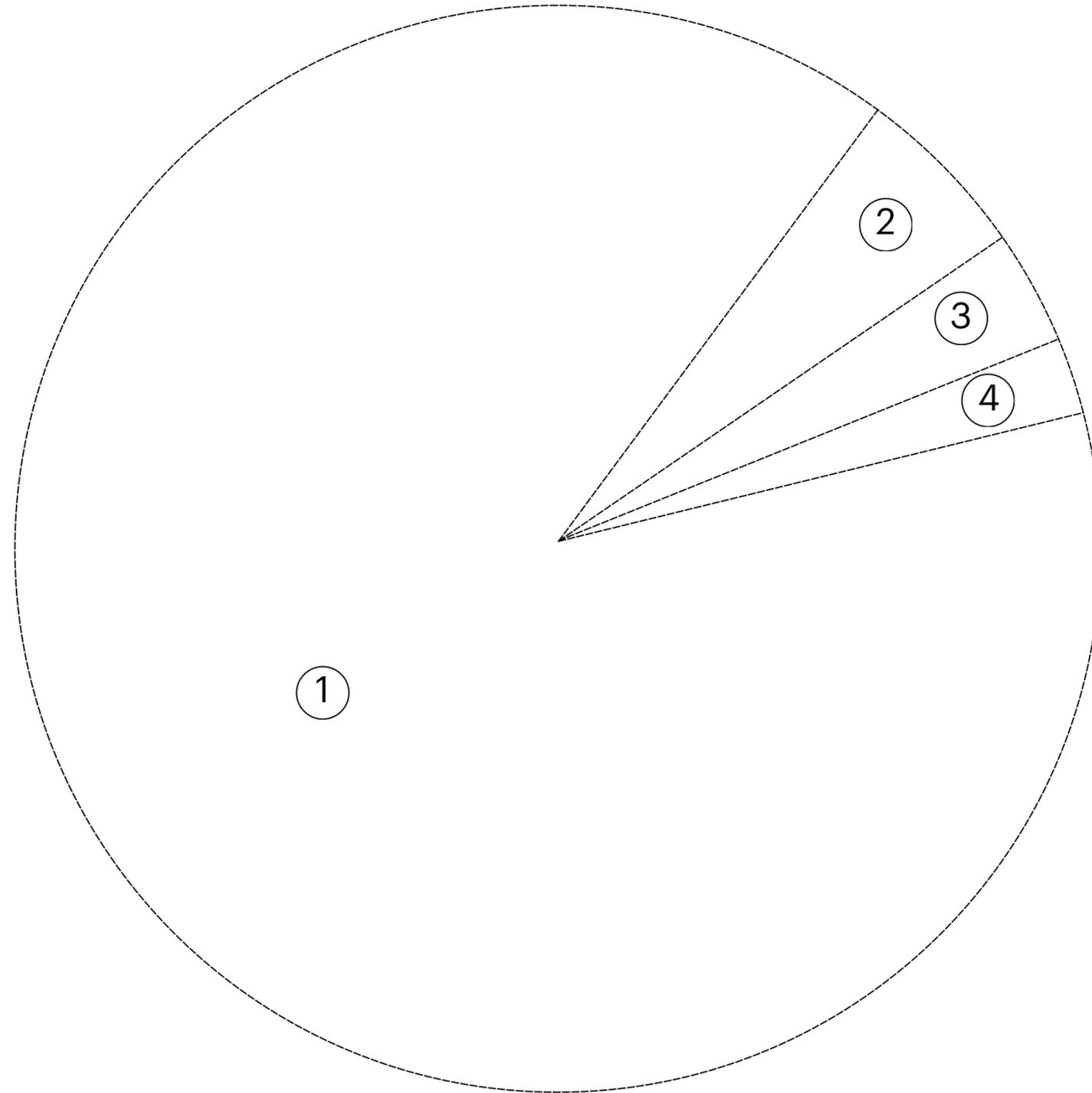
# AUDIENCE

## OUR AUDIENCE ALIGNS WITH THE MARKET'S TARGET DEMOGRAPHICS

Location	New York	38.4%
	Los Angeles	1.7%
	Philadelphia	1.6%
	Jersey City	1%
	Kingston	0.7%
Gender	Women	63.6%
	Men	36.3%
Age Range	18 - 24	1.5%
	25 - 34	24.1%
	35 - 44	46.4%
	45 - 54	18%
	55 - 64	6.7%
	65 +	3%



# EDITORIAL LANDSCAPE



## 01 BUY/SELL 90%

---

Our clients are our primary focus. We spend most of our time working with our clients to buy and sell beautiful homes that each have a unique design story to tell.

## 02 CLIENT RESOURCES 5%

---

How do I buy a house? What's the right strategy for setting a listing price? How do agents get compensated? We offer all the resources you need to demystify the buying and selling process.

## 03 BEHIND THE SCENES 3%

---

Staging, photo days, open houses, showings, life on the road, appropriate footwear - our behind the scenes glimpses give a sense of our aesthetic, lifestyle and work ethic.

## 04 LOCAL INTEL 2%

---

We don't need to reinvent the wheel - there's loads of good content out there recommending restaurants, hikes and wine shops. But when we can't help ourselves, we'll tell you about some of the local go-to's we love.



**ROBIN JONES**

Licensed Real Estate Broker, Owner  
Anatole House / 347-821-8564

[robin@anatolehouse.com](mailto:robin@anatolehouse.com)  
Instagram: @anatolehouse  
[www.anatolehouse.com](http://www.anatolehouse.com)

19 Conklin Hill Rd  
Livingston Manor, NY 12758

224 Fair Street, Suite 1  
Kingston, NY 12401