

ANATOLE HOUSE

SPRING / SUMMER 2026

SELLER'S GUIDE



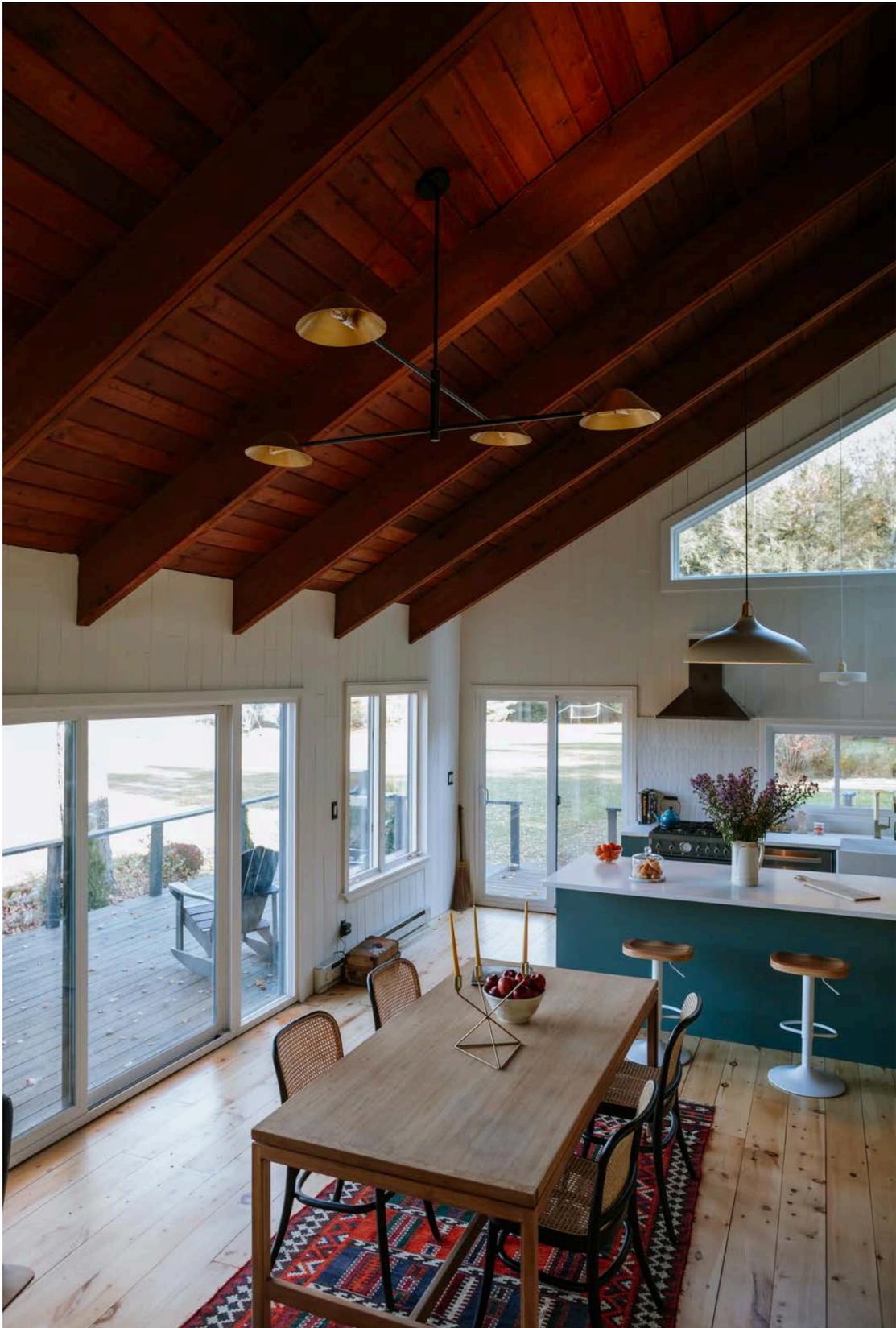


Our design-conscious clients are drawn to an edited collection of beautiful spaces, each with its own unique design conversation. From austere, modern minimalism to historical silhouettes, or even nostalgic vintage alchemy, there's always a design story to explore.

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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 ARLENA ARMSTRONG-PETOCK

After Arlena's first weekend in the Catskills, she knew she wanted to call them "home."

She fell in love with the Catskills while renting a house in Kerhonkson with her husband and pup. It was mid-October, peak foliage, and their host gave them a laundry list of places to check out. When packing up their rental after the long weekend, their host's children pulled some carrots out of their garden and said to them, "Look! We just harvested a snack!" And they thought to themselves, "Wow. These people are doing it right!"

After a year-long journey of finding the perfect weekend home, Arlena settled in Catskills; and in 2020, she made the move from weekender to full-time Hudson Valley resident. Having originally been a New York City buyer looking for a weekend escape, she deeply understands her clients' style and needs. She promises a personal, thoughtful, and professional experience.

When Arlena isn't working with clients, she can be found doing DIY renovations, foraging for mushrooms, gardening, taking yoga classes, or working on freelance fashion work.



MARKETING PACKAGE



ANATOLE HOUSE

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 launch day post. 1-2 week follow up promo, as needed.
@anatolehouse

05 MLS LISTING

Broad network of 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

ACCEPTED OFFER

2 WEEKS

DUE DILIGENCE

IN CONTRACT

4 - 6 WEEKS

TITLE SEARCH

SURVEY

APPRAISAL/MORTGAGE PROCESSING (IF APPLICABLE)

CLOSING DATE



RECENT SALES



		Sold	Listed	Closed
01	506 Lake Shore Lane, Narrowsburg, NY	\$527,500	\$499,000	December 2025
02	108 Alexander Drive, Livingston Manor, NY	\$587,000	\$620,000	December 2025
03	265 Tangora Circle, Pine Hill, NY	\$629,000	\$629,000	November 2025
04	47 Cherokee Drive, Hillsdale, NY	\$635,000	\$649,000	October 2025
05	69 Cauterskill Ave, Catskil, NY	\$324,000	\$339,000	September 2025
06	7 Cedarwood, Saugerties, NY	\$400,000	\$299,000	September 2025
07	47 Webber Rd, Earlton, NY	\$410,000	\$349,000	July 2025
08	455 Bailey Road, Stamford, NY	\$599,000	\$549,000	April 2025
09	84 Cooper St, Accord, NY	\$789,000	\$789,000	January 2025
10	2941 Route 9G, Rhinebeck, NY	\$875,000	\$699,000	December 2024



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 or through your listing broker 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.

ON THE TOPIC OF SELLING YOUR HOME

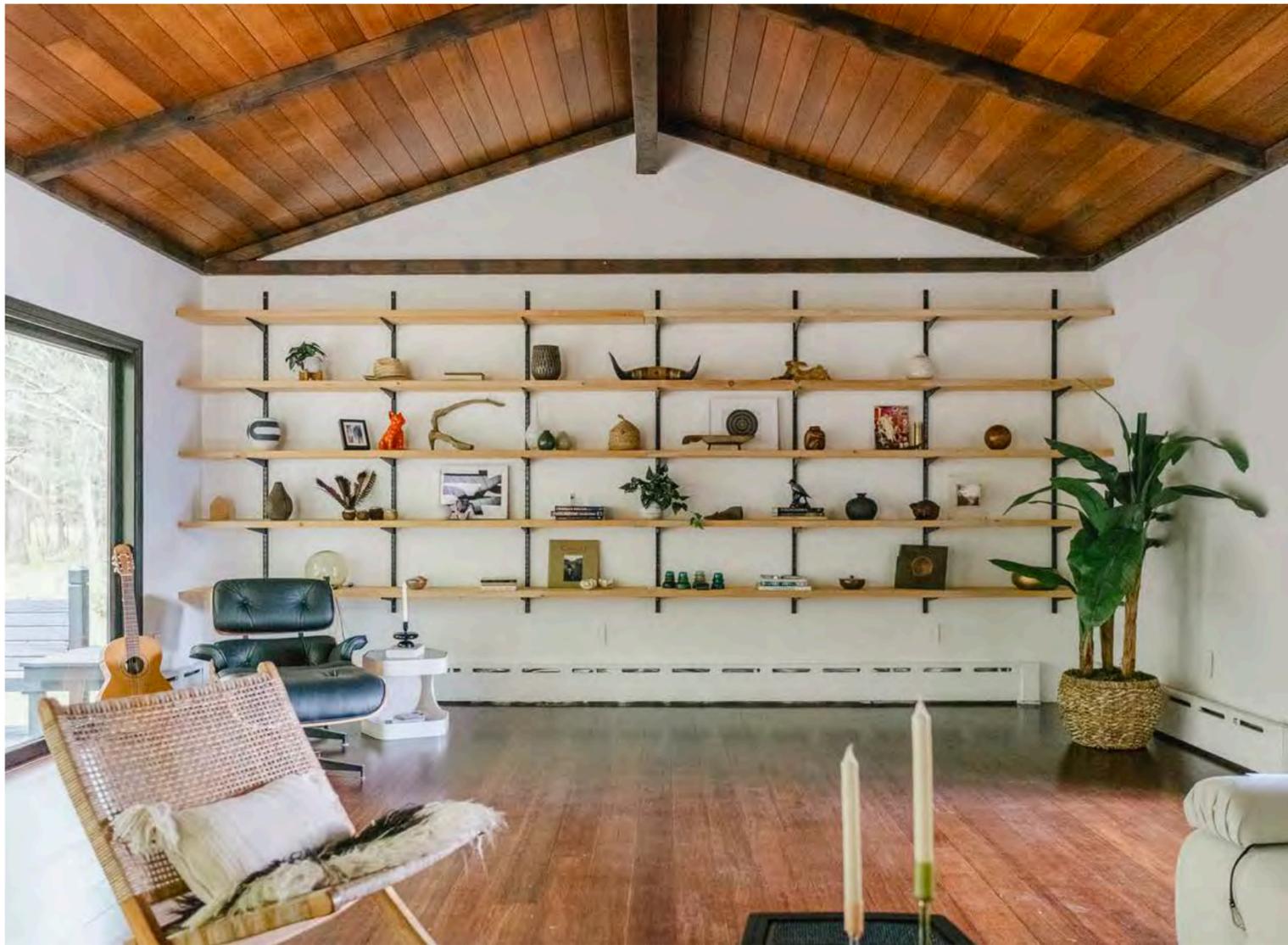


Here's what I can bring to the table. Our team has an explicitly design-forward approach to real estate in this region. We work closely with our design team and photographers to provide you with an editorial website and marketing to best showcase your property, and I treat each of my listings as an individual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

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'm based in our Kingston office, 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'd love to work with you!



RYAN & LILA, NEVERSINK, NY

“Arlena is everything you could hope for in an agent.

She is super responsive, has a deep understanding of local trends, and a friendly, low-pressure style that made the entire process as stress free as it could possibly be. My husband and I fully renovated our house before listing it and Arlena gave us great advice on everything from market value to finishes that would make the property pop. She was on top of every detail and we never had to worry if things were getting done the right way. Arlena was a total pro from start to finish and I would recommend her with absolute confidence!”



PATRICIA, PORT EWEN, NY

“I had no experience selling a house. Arlena patiently led me through each step of the process.

Her pleasant personality made a stressful situation much more relaxed. Her strategy for selling the house worked like a charm! We had many showings and many offers. Arlena is a knowledgeable and well respected agent. I recommend her without reservation. She is a delight to work with! Thank you Arlena.”

MARKET DATA

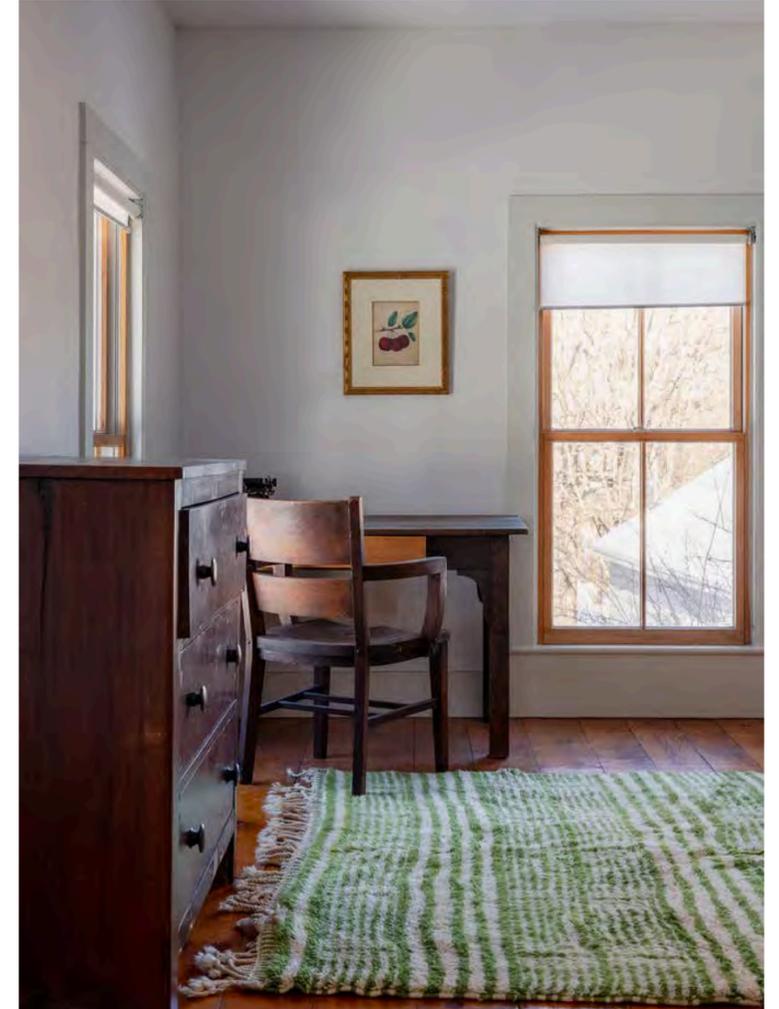
Average DOM*	Anatole House	39
<i>January-December 2025</i>	Region	66

Closing/ Asking Price	Anatole House	103%
<i>January-December 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.

Average Offers Per Listing	Anatole House	3
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REACH

WE REACH 28K DESIGN ENTHUSIASTS

WITH THEIR EYE ON THE REAL ESTATE MARKET.



EMAIL LIST

Subscribers	2,463
Open Rate	61%
Industry Benchmark	20 - 40%

WEBSITE

Active Users	82,000
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INSTAGRAM

Organic Followers	28,300
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*BASED ON A
90 DAY PERIOD

Views	500,000
Accounts Reached	73,000
Interactions	17,000

MLS

MEMBERS

OneKey MLS	12,100
FlexMLS	1,600

AUDIENCE

OUR AUDIENCE ALIGNS WITH THE MARKET'S TARGET DEMOGRAPHICS

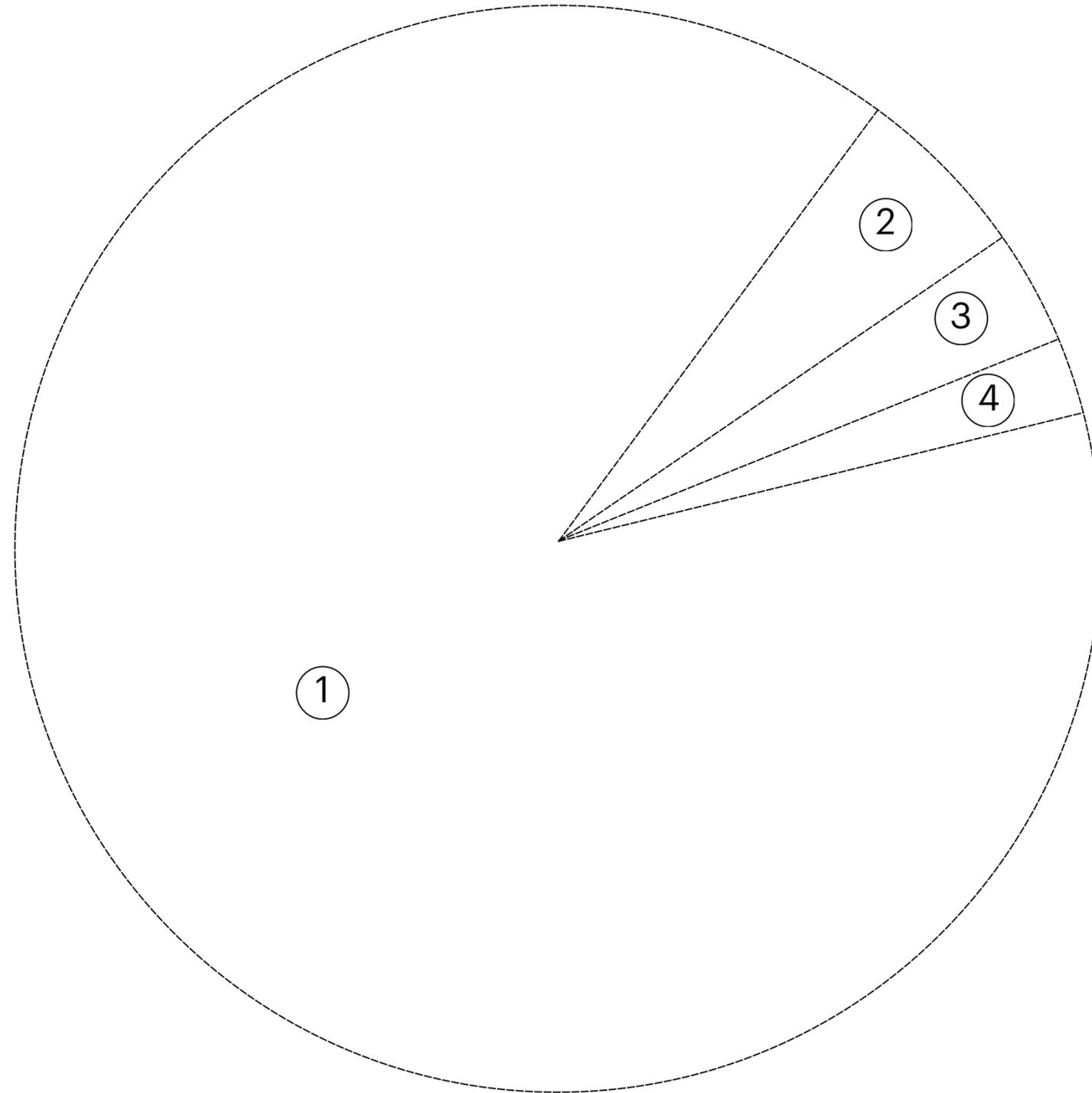
Location	New York	38.4%
	Los Angeles	1.7%
	Philadelphia	1.6%
	Jersey City	1%
	Kingston	0.7%

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.



ARLENA ARMSTRONG-PETOCK

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