

ANATOLE HOUSE

STAGING DECK





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WHY STAGING?



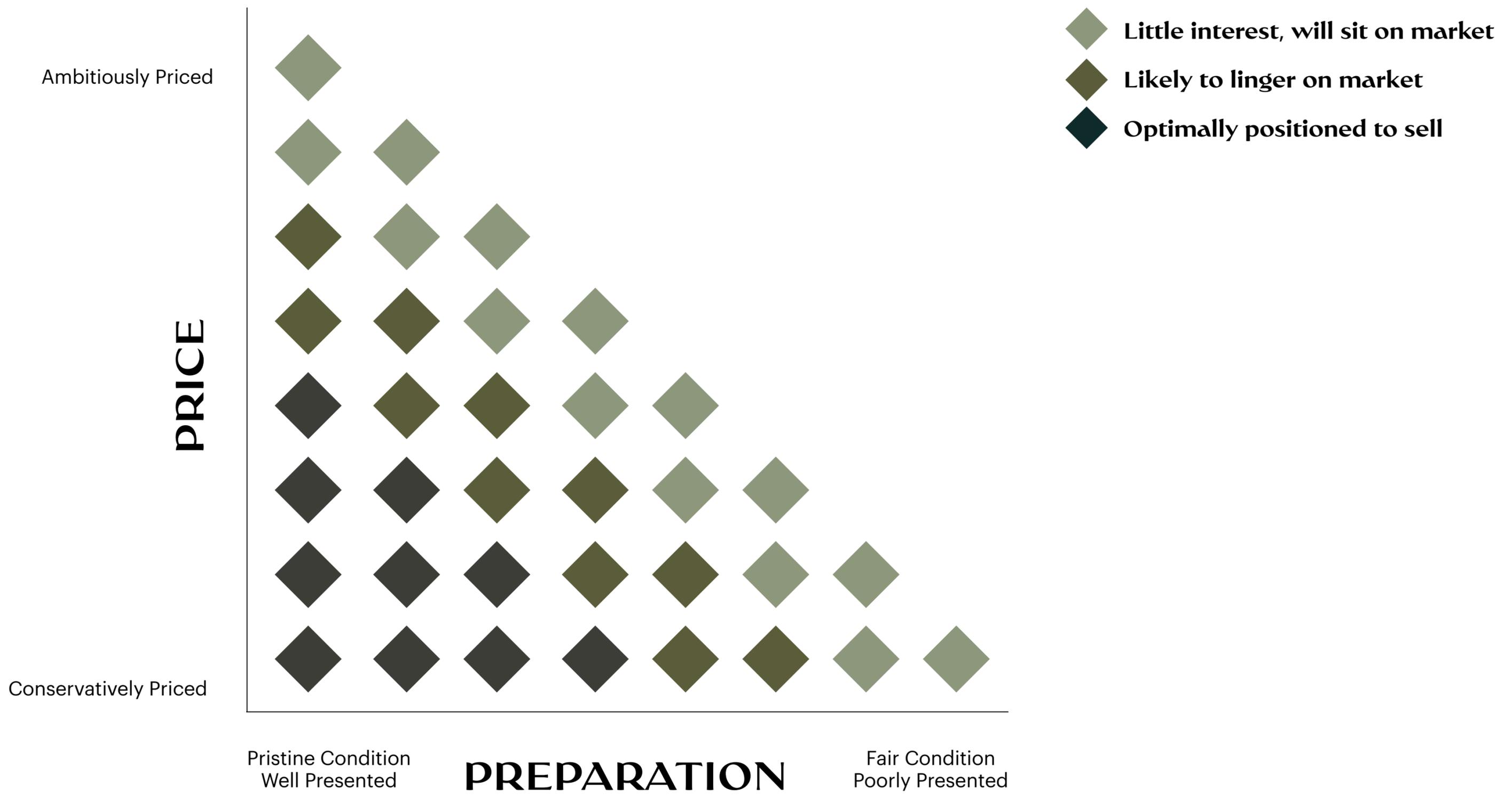
We approach every listing as its own design and branding project. Our buyers come to us specifically for homes that feel intentional, elevated, and visually cohesive.

Staging allows us to shape the visual narrative of the home so it resonates with our audience. It ensures each space feels considered and aligned with the expectations of a design-forward buyer.

Today's buyers form opinions quickly, often from photography alone. The homes that generate immediate emotional connection are the ones that drive early showings and strong initial offers.

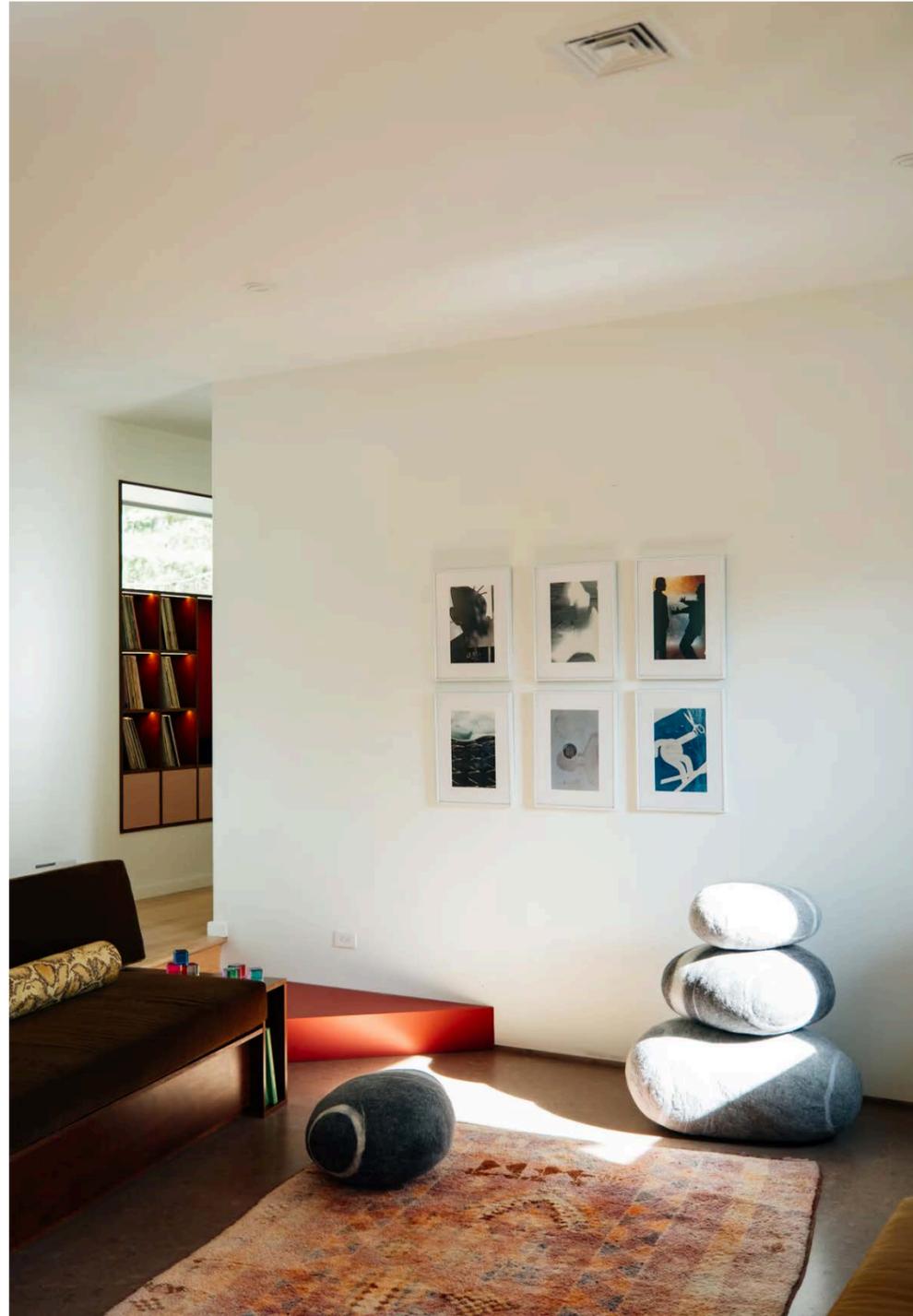
The first days on market hold the greatest leverage. When a home launches with clarity, cohesion, and visual impact, it creates momentum. That momentum often translates into stronger negotiating power and better outcomes.

Staging is one of the few elements we can fully control that directly influences perceived value.



STAGING AS NARRATIVE:

AS PART OF THE ANATOLE HOUSE MARKETING LAUNCH STANDARD, ALL LISTINGS MUST MEET ONE OF THE FOLLOWING VISUAL PREPARATION TIERS PRIOR TO PHOTOGRAPHY AND LISTING.



FULL STAGING

For vacant homes, new construction, or properties requiring a complete repositioning. We design the interior as a fully realized environment. This is a multi-day, editorial staging designed for launch.

Ideal for: Properties where first impression must command the market.

Narrative impact: Total transformation. We control the experience from first scroll to final showing.

Investment: Includes Anatole House staging credit. Additional investment structured around expected ROI.

PARTIAL STAGING

For lived-in homes that benefit from visual editing and structural balance. We retain key furnishings and fixtures but replace or supplement where necessary to improve proportion, flow, and photographic impact. This may include select furniture rentals, rugs, art, and lighting.

Narrative impact: Controlled and cohesive. The home begins to feel intentional rather than occupied.

Ideal for: Homes where perceived value must be elevated to compete with aspirational inventory.

Investment: Includes Anatole House staging credit. Additional investment typically modest relative to listing price.

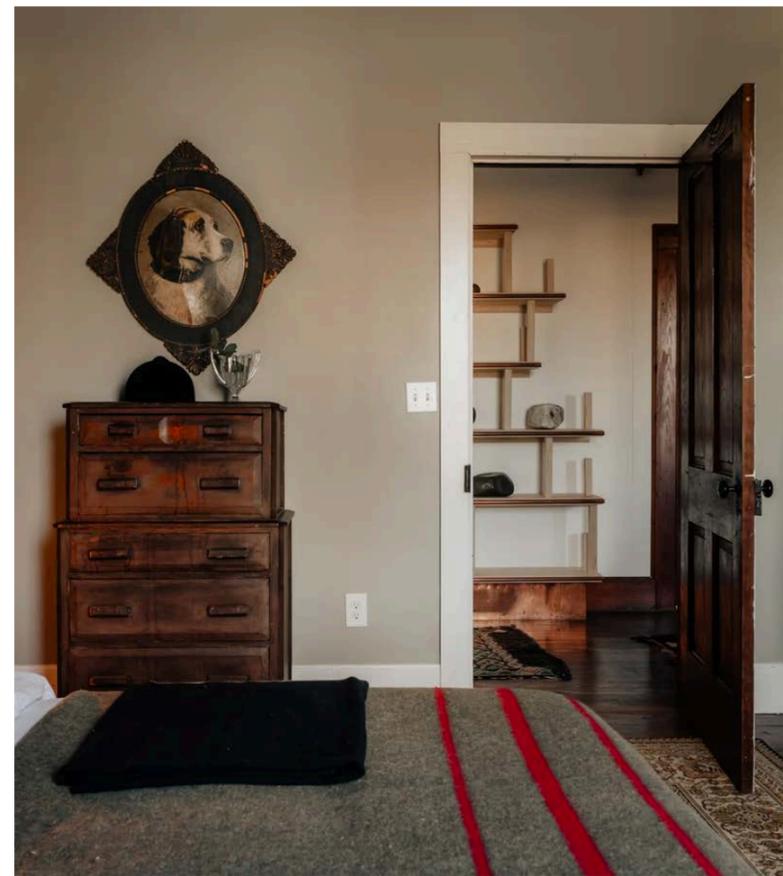
STYLING

For homes that already align with the Anatole House aesthetic. This tier refines and sharpens what exists. We edit, rearrange, and layer in curated pieces, like textiles, art, lighting, and objects, to create visual rhythm and editorial moments.

Narrative impact: Subtle but powerful. We clarify the story the home is already telling.

Ideal for: Design-forward homes in strong condition that need polishing rather than transformation.

Investment: Included.



STAGING CASE STUDIES: ANATOLE HOUSE



	Sold	Listed	Sold	% Over Asking
01	20 3rd Avenue, Narrowsburg, NY	\$475,000	\$495,000	104%
02	636 Zena Road, Woodstock, NY	\$879,000	\$910,000	104%
03	7 James Leavenworth Rd, Eldred, NY	\$425,000	\$440,000	104%
04	65 Blackberry Lake Road, Jeffersonville, NY	\$695,000	\$730,000	105%
05	20 Carpathy Court, Glen Spey, NY	\$695,000	\$740,000	106%
06	209 Alder Pond Road, Andes, NY	\$565,000	\$611,400	108%
07	262 Goff Road, Livingston Manor, NY	\$550,000	\$610,000	111%
08	194 Mapes Road, Barryville, NY	\$625,000	\$700,000	112%
09	541 County Rd 114, Cochecton, NY	\$525,000	\$600,000	114%
10	47 Webber Road, Earlton, NY	\$349,000	\$410,000	117%



ANATOLE HOUSE

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