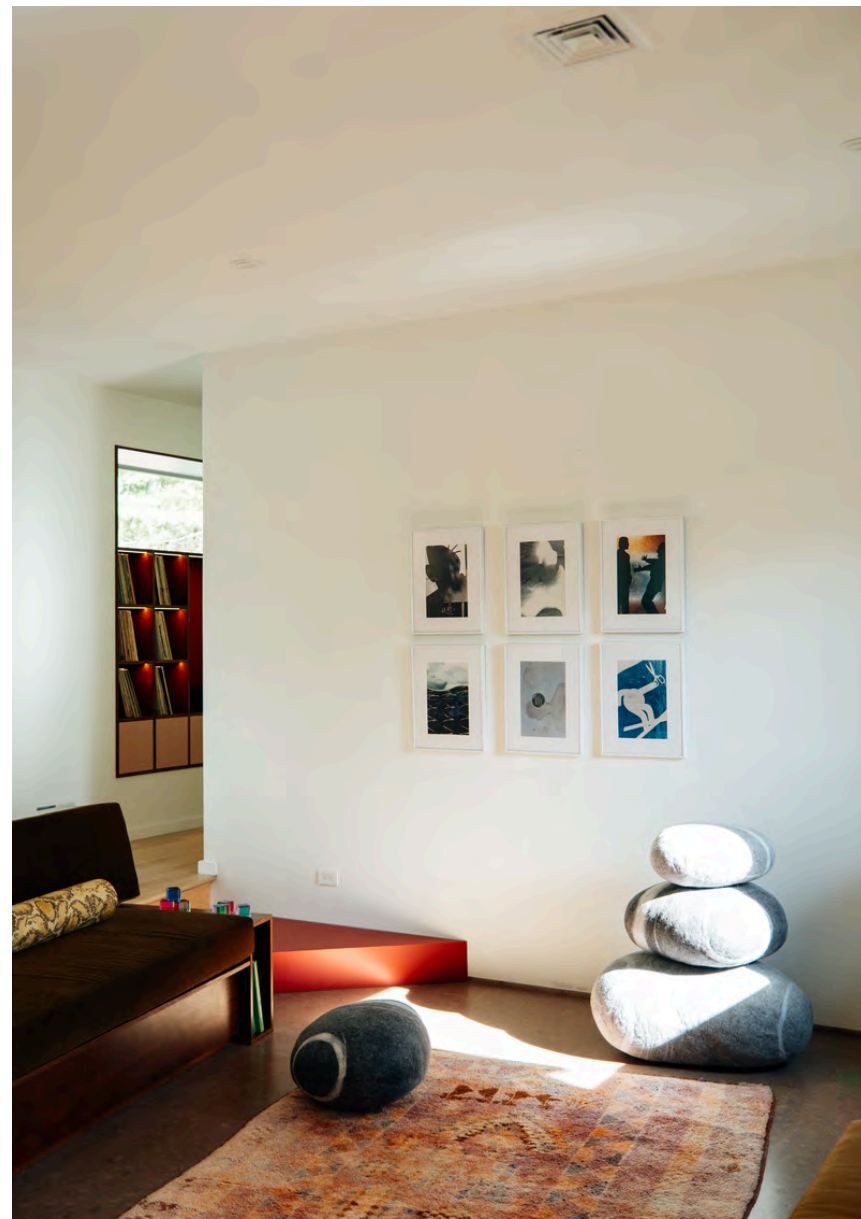


ANATOLE HOUSE

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 ERICA KEBERLE

After being a “weekender” for nearly 10 years, Erica took the leap to full-time Catskills living.

What began as a weekend escape and part-time retreat evolved into a full-time residence in 2021, allowing Erica to cultivate a balance between her cosmopolitan inclinations and her profound connection to the natural world. Erica has a master’s degree in environmental policy from Columbia University and worked for almost 10 years in senior positions in NYC government followed by 5 years in Brooklyn’s fierce real estate market.

From her experience as a legislative negotiator, landlord, investor and serial renovator, she offers invaluable insights and instincts to guide, prepare and advise her clients.

Her keen design and enthusiasm for history and community come to the fore to bring strategic vision and creative solutions to maximize the return on real estate projects large and small.

When Erica isn't transforming houses, she can most often be found on horseback and other equestrian pursuits.



MY REAL ESTATE SERVICES

Pre-Listing Services

House Preview + Consultation
Initial Preparation + Staging Recommendations
Custom Comparative Market Analysis Report
Professional Pricing Recommendation
Preferred Attorney + Relevant Vendor Referrals
Document Preparation, Including NYS Requirements

Marketing + Advertising

Curated Anatole House marketing package
Professional photography + photo day styling
Social media promotion:
– [@anatolehouse](#)
– [@majorjackscatskills](#)
Listing syndication to popular third party platforms (e.g. Zillow, realtor.com)
MLS placement
Direct outreach to my network of curated agents
Open House
Additional paid advertising used at my discretion

Preparation Services

Personalized marketing plan targeting your home's best features and projected buyer pool
Organize due diligence materials required for a smooth sales process
Referrals to contractors and other vendors, as needed
Staging services provided for my clients by my design firm, Major Jacks

Administrative Transaction Services

Liaise with buyer's agents and buyers
Respond to calls, emails, and texts with common and curious questions
Coordinate timely showings
Sharing offers + guiding you into accepted offer status
Scheduling + attending home inspections
Maintaining communication through the appraisal process
Troubleshooting, problem solving, and nudging when needed
Final walkthrough and closing day guidance



Your Questions, Answered

How is the market?
Should I sell now or later?
Should I list or Airbnb?
What repairs and updates will increase value?
What are closing costs?
How long will it take to sell?
Should we accept an offer or counter?
The buyer is dragging their feet, now what?
The buyer is asking for repairs, now what?
The appraisal came in low, now what?
Should we include furniture with the house?
The title report shows a violation, how do we clear it?
How long will it take to close?

MARKETING PACKAGE



01 PRE-SHOOT STAGING/STYLING

Full staging services are available through my design arm, Major Jacks. 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: 28K+ followers

05 MLS LISTING

Network of 12,000 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 - 8 WEEKS

STAGING AND PREP

1 - 8 WEEKS

YOUR LISTING IS LIVE

BUYER SHOWINGS

2 WEEKS

ACCEPTED OFFER

DUE DILIGENCE

4 - 6 WEEKS

IN CONTRACT

TITLE SEARCH

SURVEY

APPRAISAL/MORTGAGE PROCESSING (IF APPLICABLE)

CLOSING DATE



SELECT RECENT SALES



		Sold	Listed	Closed
01	18 Naomi Drive, Callicoon, NY	\$865,000	\$895,000	March 2026
02	1 Brook Drive, Narrowsburg, NY	\$975,000	\$995,000	March 2026
03	12 Upper Lumber Road, Glen Spey NY	\$865,000	\$895,000	August 2025
04	541 County Rd 114, Cochection	\$600,000	\$525,000	May 2025
05	541 County Rd 114, Cochection, NY	\$575,000	\$600,000	May 2025
06	83 Lower Lumber Road, Glen Spey, NY	\$865,000	\$865,000	April 2025
07	83 Lower Lumber Rd, Glen Spey	\$865,000	\$865,000	April 2025
08	19 Upper Lumber Road, Glen Spey, NY	\$865,000	\$895,000	October 2024
09	146 Bloom Road, Barryville, NY	\$550,000	\$545,000	September 2024
10	119 Lake Ridge Road, Narrowsburg, NY	\$615,000	\$545,000	December 2023



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.

MY COMPENSATION SCHEDULE

MY REAL ESTATE SERVICES: 3%

If the buyer chooses to be unrepresented by a broker/agent, then the commission is 5% to compensate for the additional work required to also help a buyer navigate the transaction process.



BUYER'S AGENT COMPENSATION: 2%-3% COMMISSION (RECOMMENDED)

I advise sellers to offer compensation to buyer's agents as a form of competitive advantage, and so as not to limit your buyer pool by inadvertently eliminating buyers who do not have additional cash to compensate their agent outside of the purchase process. Similar to a seller's agent, a buyer's agent would receive compensation through the sale proceeds only once your home sells.



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!



ANA & JEREMIAH, YULAN, NY

“Erica has solidified her place as our real estate fairy godmother!”

From the moment we met Erica she was an invaluable mentor for this wild process. We truly appreciated her professionalism, patience and kindness. We were nervous about finding an agent who would look out for us and Erica did just that.”



DANIELLE, BROOKLYN, NY

“After multiple unsuccessful engagements with real estate agents to sell my home, I decided to sign on with Erica.

The experience was night and day. After only a few weeks on the market and a lot of interest, I got an offer that was above asking price! Working with Erica was more than I expected. From being almost ignored by my previous realtors, she put her heart and soul into both the staging and sale of my home. I knew I didn’t have to worry about anything.”

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

*BASED ON A
90 DAY PERIOD

Organic Followers	28,300
Views	500,000
Accounts Reached	73,000
Interactions	17,000

MLS

	MEMBERS
OneKey MLS	12,100
FlexMLS	1,600

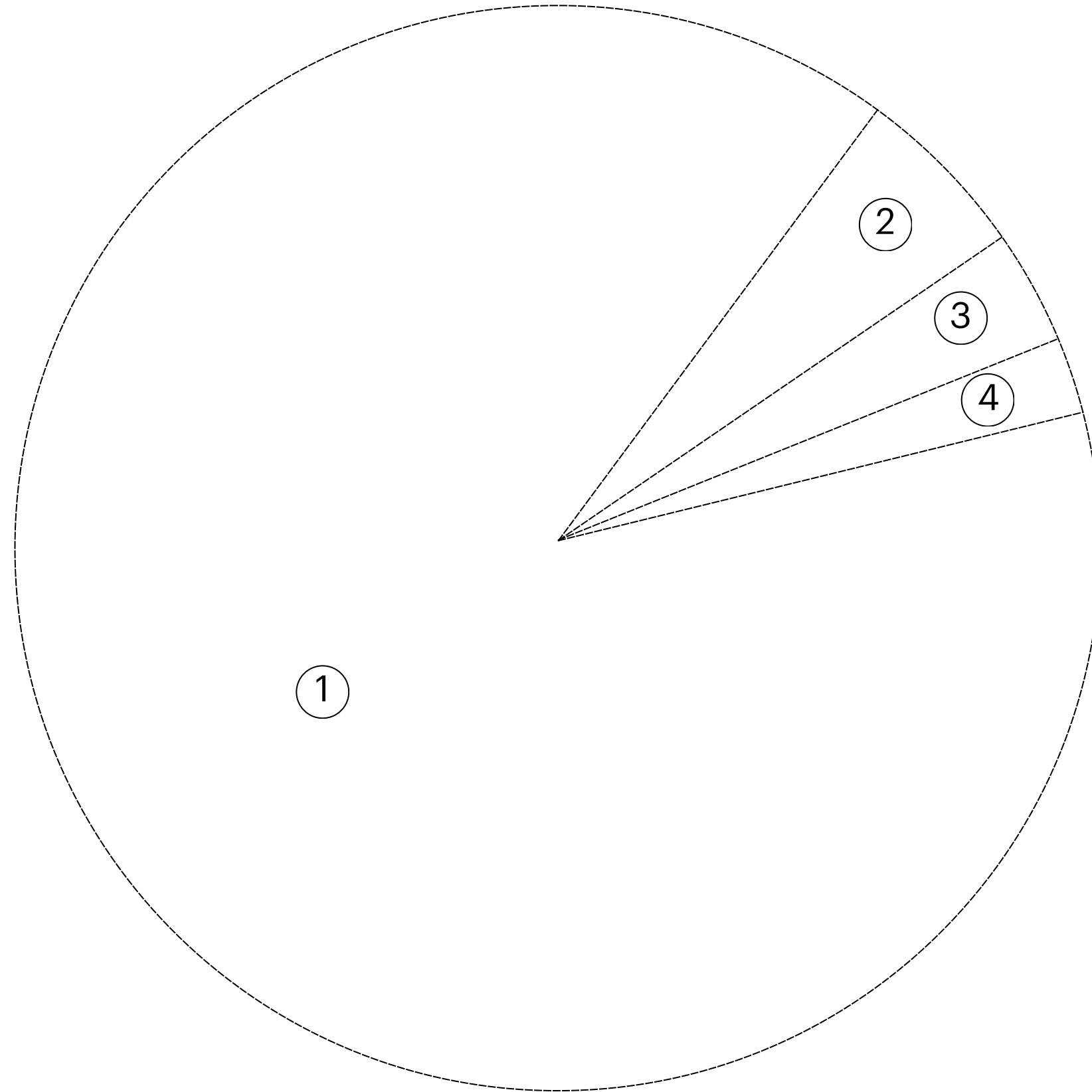
AUDIENCE

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.



ERICA KEBERE

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