

# 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 KAYLA MCNAMARA

Kayla moved to New York City in 2007 to attend Pratt Institute, where she majored in painting and art history. After 13 years in the city, she and her husband decided it was time for a change.

They packed up their Greenpoint apartment and set off on a year-long travel sabbatical, journeying across the country and spending time abroad in search of a new place to call home. They visited many incredible places, but one, in particular, captured their hearts.

Since relocating to the Hudson Valley in late 2019, they haven't looked back. They've put down deep roots — starting a family, investing in a long-term rental property, and opening a business in the heart of Kingston.

Her background in art allows her to see the potential in each home that she shows, and to help her clients envision their upstate dreams as well. She's an avid outdoors enthusiast, and she absolutely loves exploring this area that she calls home.

She's been helping people buy and sell their properties in the area since late 2020. Whether you're a weekender, an investor, or looking to make a full time move, she looks forward to helping you find the perfect property.

When she's not working, Kayla can be found sipping wine at her husband's restaurant, Mirador, in Midtown Kingston, spending time with her young family, or swimming laps with the distance swim club at Lake Minnewaska.



# 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 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
<b>01</b>	210 Dutchtown Road, Saugerties, NY	<b>\$1,110,000</b>	\$1,175,000	February 2026
<b>02</b>	636 Zena Road, Woodstock, NY	<b>\$879,000</b>	\$910,000	February 2026
<b>03</b>	57 Old Taylor Road, Jeffersonville, NY	<b>\$615,000</b>	\$650,000	November 2026



## COMMISSION + FEES

### SELLER'S AGENT COMPENSATION

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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

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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

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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

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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 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!

# MARKET DATA

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

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<b>Closing/ Asking Price</b>	Anatole House	103%
<i>January-December 2025</i>	Region	99%

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**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.

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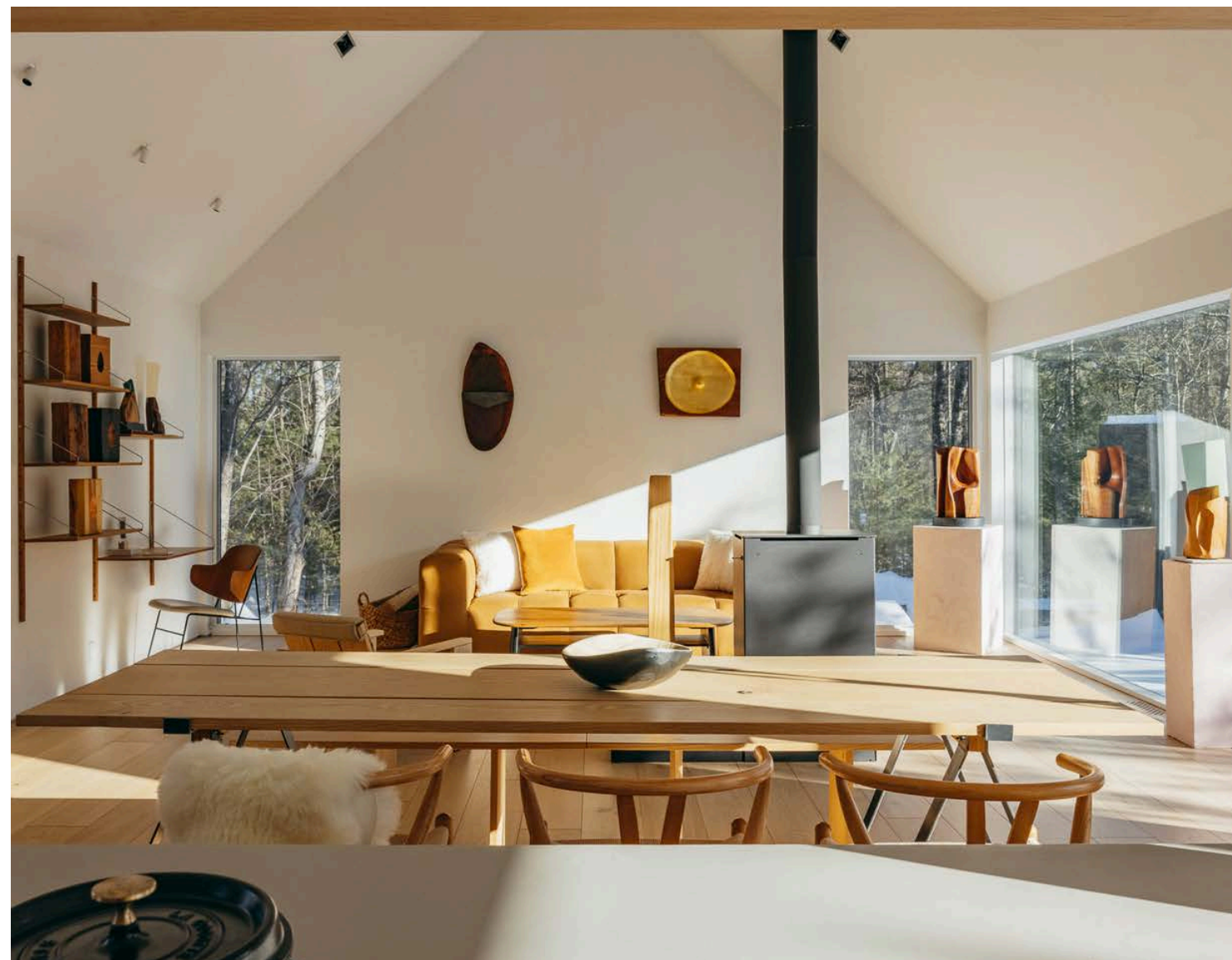
<b>Average Offers Per Listing</b>	Anatole House	3
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# REACH

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

\*BASED ON A 90 DAY PERIOD

#### MLS

	MEMBERS
OneKey MLS	12,100
FlexMLS	1,600

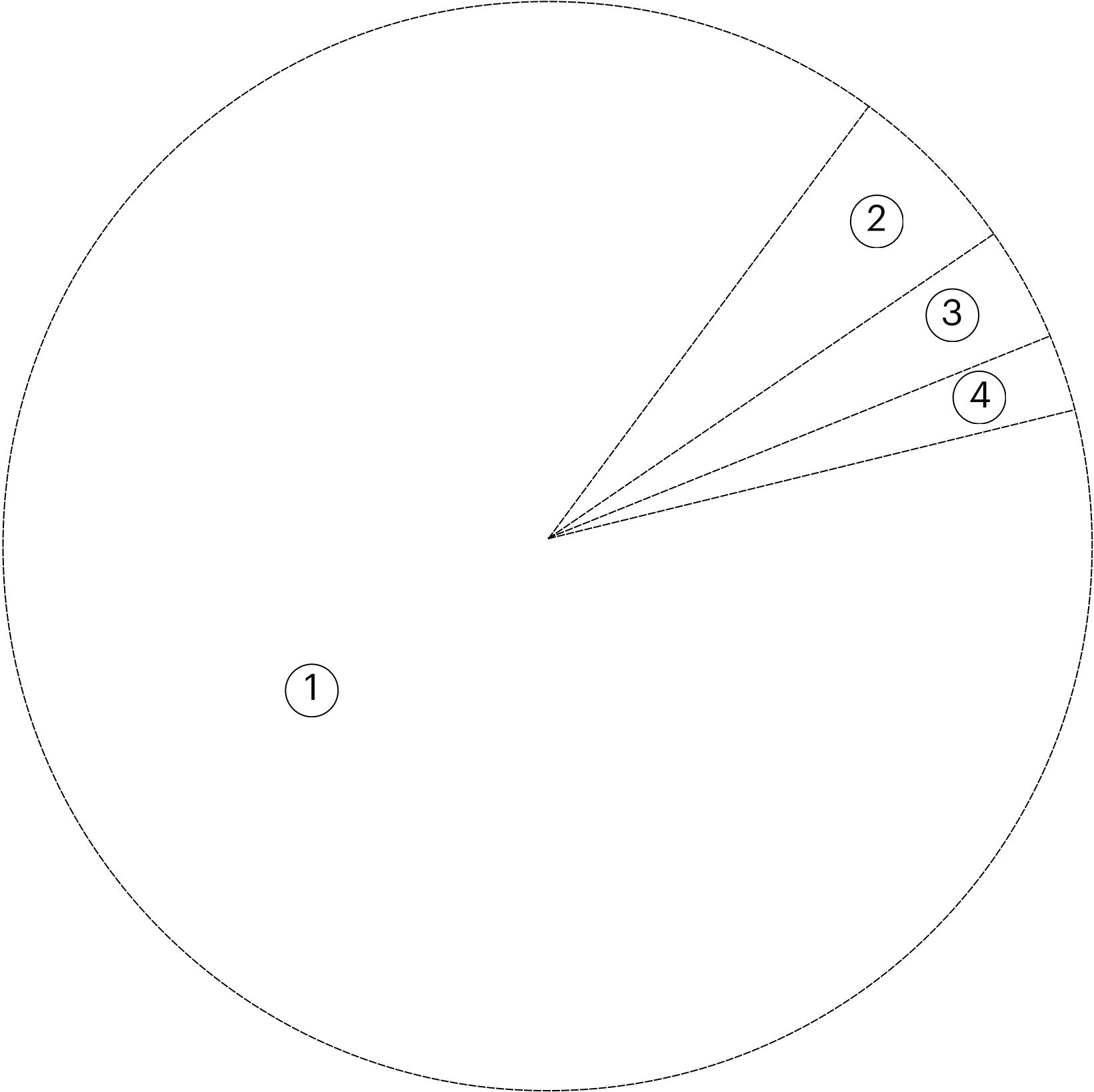
# AUDIENCE

## 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%

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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%

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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%

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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%

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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.



**KAYLA MCNAMARA**

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