

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 buyers seeking artful living spaces in Upstate New York. Our reputation has been built on the curation and presentation of undeniably beautiful homes.

Our clients often share a common desire: return to nature, design-forward living, and room to breathe. Our clientele also often dabbles in hospitality & the arts.

ABOUT MJ COLLUM

Megan "MJ" Collum is a licensed New York Salesperson, and member in good standing with the Ulster County Board of REALTORS.

MJ's real estate experience spans more than two decades, during which she's been a buyer, seller, landlord, renovator, short-term rental host – and a licensed sales agent in NY since 2017.

She also worked for private equity developers and commercial real estate brokers for many years in NYC, so MJ has a keen knowledge of both residential and commercial sales and investment.

MJ's experience, along with her degree in marketing and communications, make her a valuable ally in any real estate transaction. By crunching the numbers, MJ gives clients data-driven advice, and helps them tailor winning strategies in an ever-changing market.

When she isn't staging listings or battling bidding wars, you can find MJ out & about, enjoying the beauty of the Catskills - from local happenings to taking very slow walks with her geriatric chihuahua, Chula.



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.



RECENT SALES



		Sold	Listed	Closed
01	545 Delaware Ave, Kingston, NY	\$275,000	\$289,000	January 2026
02	442 Lapla Road, Kingston, NY	\$564,000	\$565,000	October 2025
03	23 Wintergreen Hill Road, Kingston, NY	\$535,000	\$529,500	September 2025
04	75 Lakeview Drive, Elizaville, NY	\$486,000	\$465,000	May 2025
05	9093 RT 23 A, Hunter, NY	\$625,000	\$599,000	February 2025
06	201 Beaver Lake Road, Rock Hill, NY	\$365,000	\$360,000	January 2025
07	285 Wittenberg Road, Woodstock, NY	\$460,000	\$435,000	November 2024
08	858 Freer Avenue, Tillson, NY	\$525,000	\$459,000	August 2024
09	147 Washington Avenue, Kingston, NY	\$450,000	\$425,000	May 2024
10	742 Hearts Content Road, Purling, NY	\$449,000	\$449,000	March 2024



COMMISSION + FEES

SELLER'S AGENT COMPENSATION

By law, Sellers may compensate 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 agent will propose their fee after an initial consult, and commensurate with the high level of professional service, market expertise, and unwavering support that Anatole House agents provide to clients in what is one of the largest investments many will make in their 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 an offer of compensation for buyers agents helps make homeownership accessible to more buyers. So, by offering compensation upfront, you are incentivizing buyers to make offers on your home, confident with the knowledge that their agency fee is already included in the price.

LISTING FEES

Our agents covers all costs associated with the marketing package outlined in this deck, in addition to hosting an open house, when relevant. However, the costs of property maintenance, property management, 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 as we approach closing. But we can help advise on the types of costs to expect, such as NY state transfer tax, your attorney fee, and the county recording fees.

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!



ELLIE & ANDREW, TIVOLI, NY

“I cannot say enough good things about working with MJ.

She is incredibly smart, incisive, and thoughtful in her approach. We’ve now bought a house, sold that house, and purchased another house with her over the past several years and there is no one else I would call! You truly could not be in better hands with her.”



TOM & MARK, KINGSTON, NY

Working with MJ was a flawless experience from first meeting till closure.

Highly motivated, proactive, transparent, trustworthy and results driven. Removed the worry and stress from a challenging long term renovation with a result which exceeded expectations.”

MARKET DATA

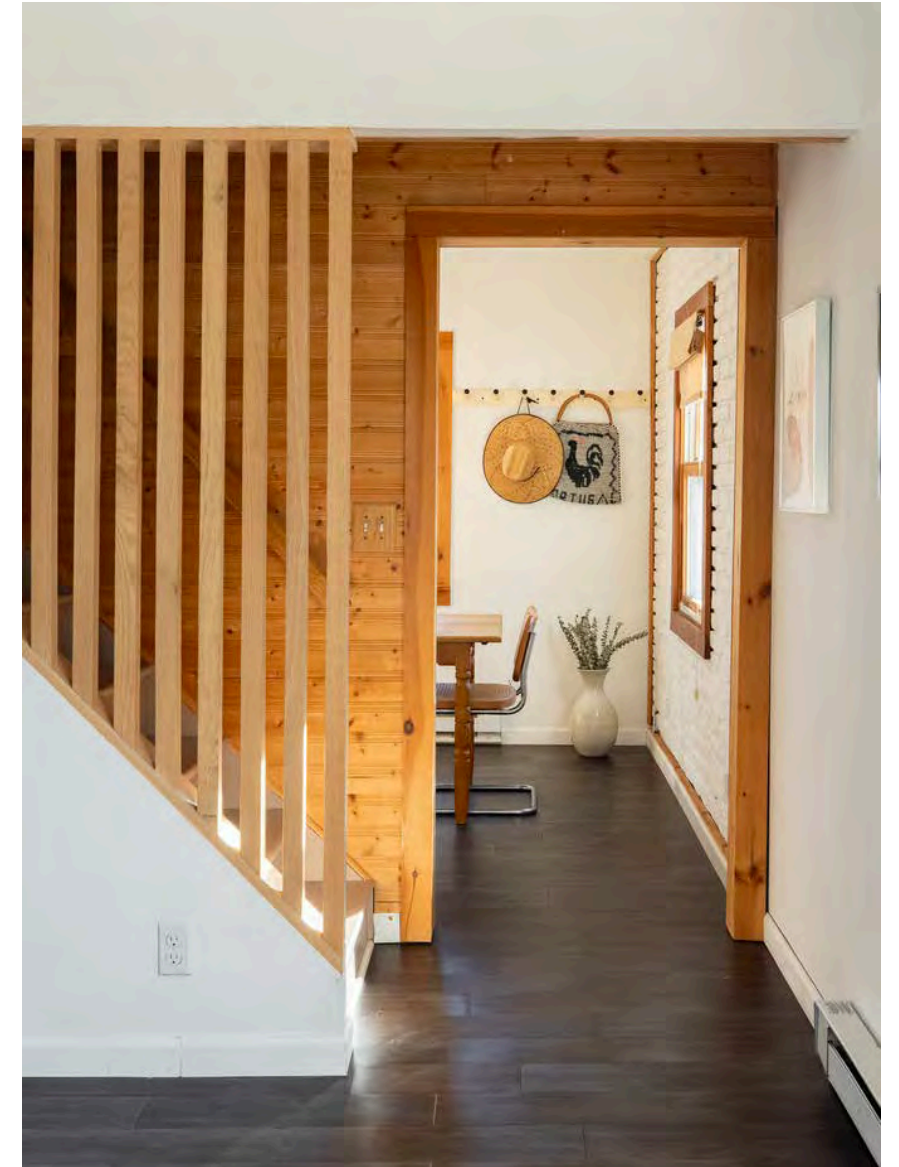
Average DOM*	Anatole House	39
<i>January-December 2025</i>	Region	66

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

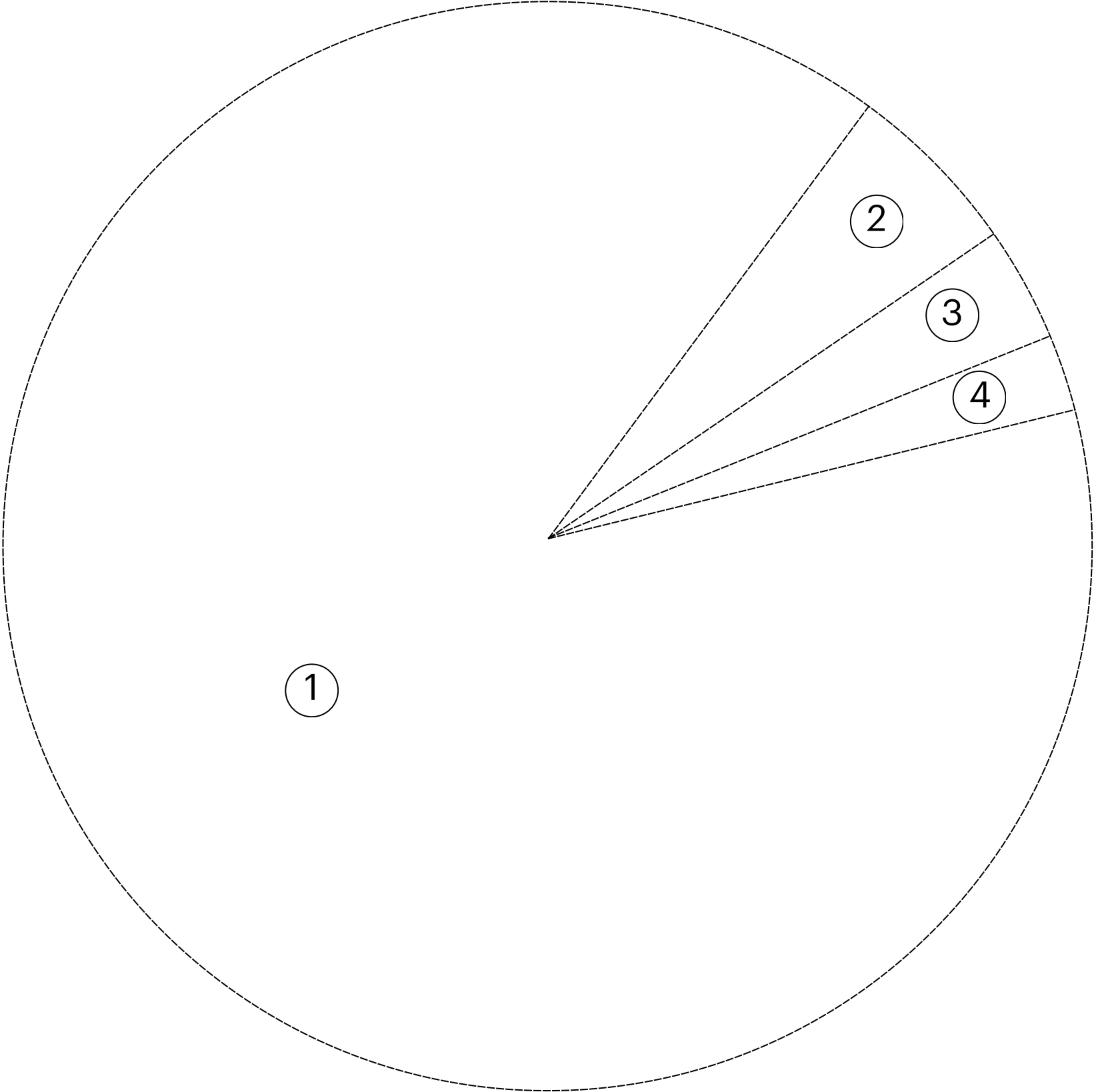
AUDIENCE

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.

MEGAN "MJ" COLLUM

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