

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 PAUL HEINTZ

Paul's interior design career spans over 14 years, with residential projects dotted throughout the Southern California and Hudson Valley regions.

His favorite part of the job is getting to know each client and their background, and he finds that design is most fulfilling when he's able to interpret experiences from a client's past in an artistic way.

He brings the same level of care, collaboration, and thoughtfulness into the field of real estate. His understanding of construction and architecture further allows him to educate clients about the various parts of a home and bring to light unforeseen potential.

With thoughtfulness and deliberation, he has taken the knowledge and experience gained from years of working with developers and applied it to his personal projects. Paul and his wife have bought and sold several properties of their own and through that have gained experience and knowledge that is an asset when assisting clients with real estate transactions.

In his free time, Paul enjoys sketching, reading, and spending time with his wife and daughter outdoors.



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
01	209 Alder Pond, Andes, NY	\$611,400	\$565,000	November 2025
02	122 Allary Road, Lagrangeville, NY	\$745,000	\$750,000	November 2025
03	8 West Mitchell Street, Smallwood, NY	\$325,000	\$335,000	March 2025
04	121 Thunderbird Terrace, Windham, NY	\$655,000	\$599,000	January 2025
05	201 Beaver Lake Road, Rock Hill, NY	\$380,000	\$365,000	January 2025
06	1656 Gulf Road, Callicoon Center, NY	\$330,000	\$345,000	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.

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

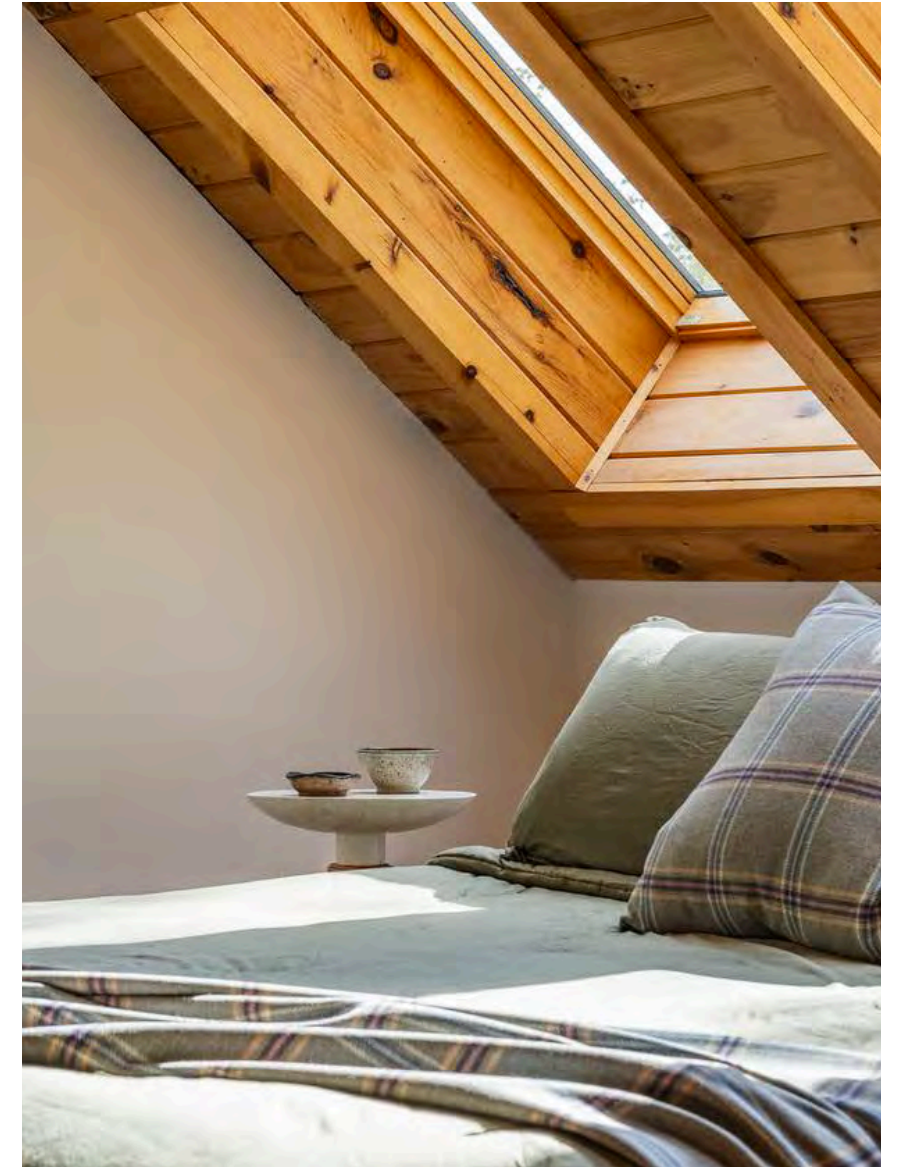
Average DOM*	Anatole House	39
<i>January-December 2025</i>	Region	66

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
	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

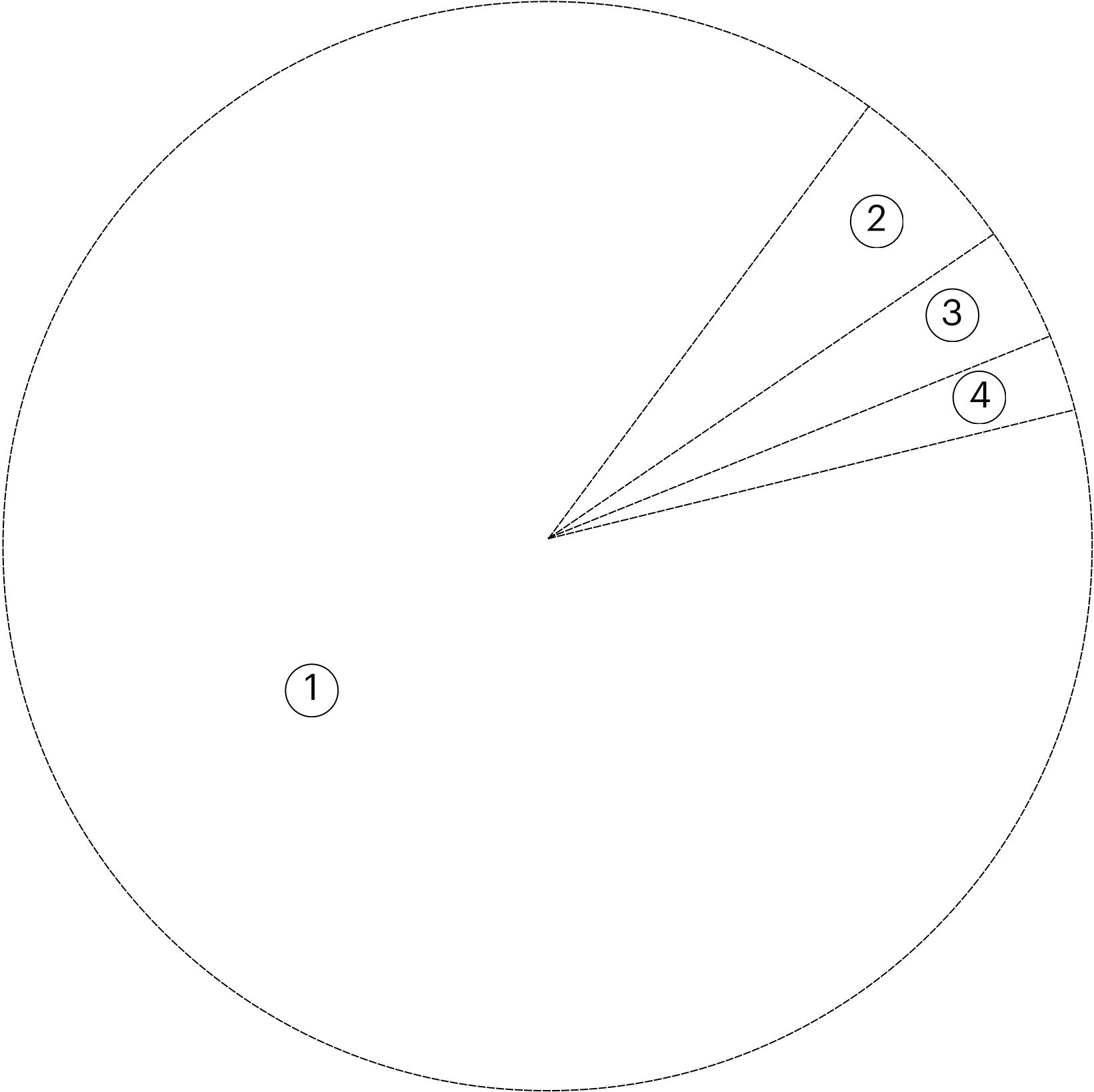
AUDIENCE

OUR AUDIENCE ALIGNS WITH THE MARKET'S TARGET DEMOGRAPHICS

Location	New York	36.4%
	Los Angeles	1.9%
	Philadelphia	1.6%
	Jersey City	1%
	Kingston	0.6%
Gender	Women	63.6%
	Men	36.4%
Age Range	18 - 24	0.8%
	25 - 34	20.5%
	35 - 44	46.8%
	45 - 54	20.5%
	55 - 64	8.2%
	65 +	3.2%



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.



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