

# 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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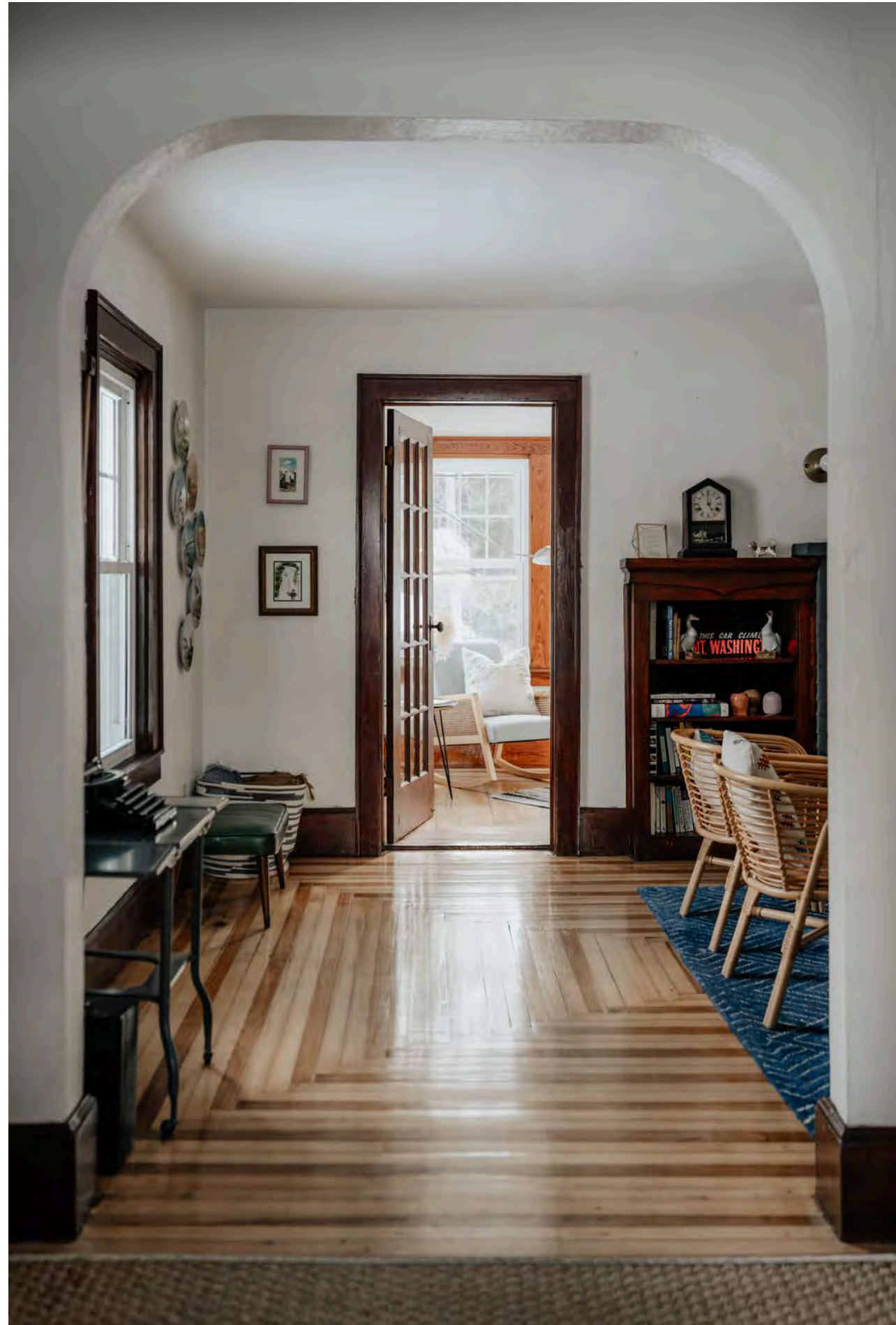
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# REAL ESTATE FOR THE DESIGN-CONSCIOUS

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 JILL BORENSTEIN

For over a decade, Jill found solace and inspiration amidst the landscapes of the Catskills.

It was during this time that she acquired a piece of land in Sullivan County, constructing an enchanting off-grid tiny cabin as a weekend getaway. Jill eventually bid farewell to her former hospitality work on eastern Long Island, in exchange for upstate life. And in 2020, she embraced this new chapter, building a full-time residence on the same idyllic property.

As a self-starter with a keen understanding of operations management, Jill seamlessly transitioned into the realm of real estate. Her hands-on experience in constructing both her weekend and full-time homes provides her with a unique vantage point, lending solid insights into the often complicated process of property development.

When not hitting the road with clients, Jill is guided by an adventurous spirit, fly fishing, hiking and discovering new eateries around the Catskills.



# 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

1 - 8 WEEKS

YOUR LISTING IS LIVE

BUYER SHOWINGS

2 WEEKS

ACCEPTED OFFER

DUE DILIGENCE

4 - 6 WEEKS

IN CONTRACT

TITLE SEARCH

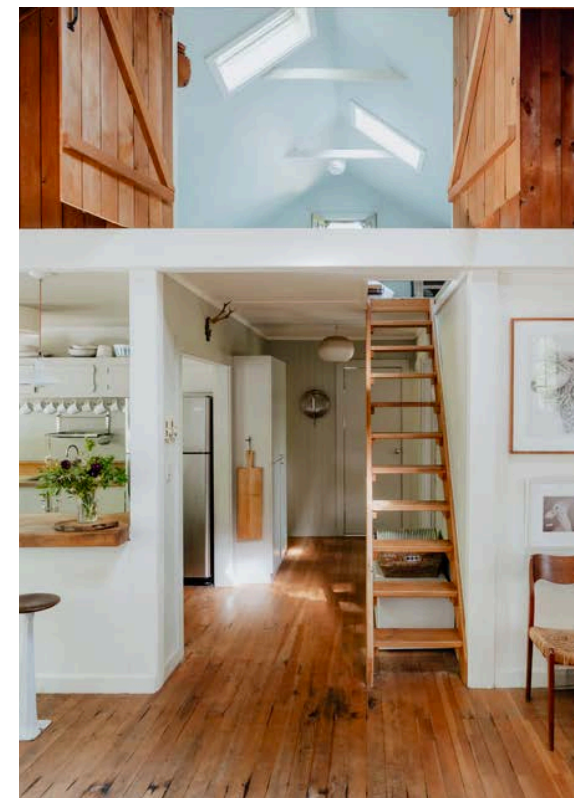
SURVEY

APPRAISAL/MORTGAGE  
PROCESSING (IF APPLICABLE)

CLOSING DATE



# RECENT SALES



		Sold	Listed	Closed
<b>01</b>	20 Ridge Road, Hankins, NY	<b>\$716,500</b>	\$695,000	December 2025
<b>02</b>	396 Amber Lake Rd. Livingston Manor, NY	<b>\$785,000</b>	\$785,000	September 2025
<b>03</b>	235 Terwilliger Road, Livingston Manor, NY	<b>\$463,100</b>	\$410,000	August 2025
<b>04</b>	157 Sander Road, Jeffersonville NY	<b>\$599,000</b>	\$599,000	July 2025
<b>05</b>	29 Back Shandeele Road, Livingston Manor, NY	<b>\$655,000</b>	\$599,000	March 2025
<b>06</b>	103 Mullen Road, Parksville, NY	<b>\$575,000</b>	\$595,000	March 2025
<b>07</b>	25 North Branch Callicoon Center Road, North Branch, NY	<b>\$599,000</b>	\$585,000	December 2024
<b>08</b>	5 Rhododendron Road, White Lake, NY	<b>\$277,000</b>	\$325,000	October 2024
<b>09</b>	262 Goff Rd, Livingston Manor, NY	<b>\$610,000</b>	\$550,000	August 2024
<b>10</b>	75 Ogden Rd, Glen Spey, NY	<b>\$540,000</b>	\$540,000	November 2023



## 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 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

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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.

# 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!



MENG &amp; ANDREW, NORTH BRANCH, NY

“Working with Jill and Robin brought the intangible value-add of the best brokers in the area. They opened a door to a property we didn’t even realize could be in play for us, and one that wasn’t even on the market. They were patient and persistent, and just the partners we needed to close the deal. It won’t be our last collaboration!”



KALIM &amp; STEPHANIE, NEVERSINK, NY

“Catskill Mountain Houses [Anatole House] understands this very unique regional market that is unlike any other. They understand that each house has a story, a unique way to capture photographically, and a custom approach to make a great listing. Listing our home to sell with this team was a fantastic experience. Be it a new full time life in a beautiful rural environment, or a getaway in the mountains, the team provides practical tips from people who have made this special place their home and you will be in good hands.”

# MARKET DATA

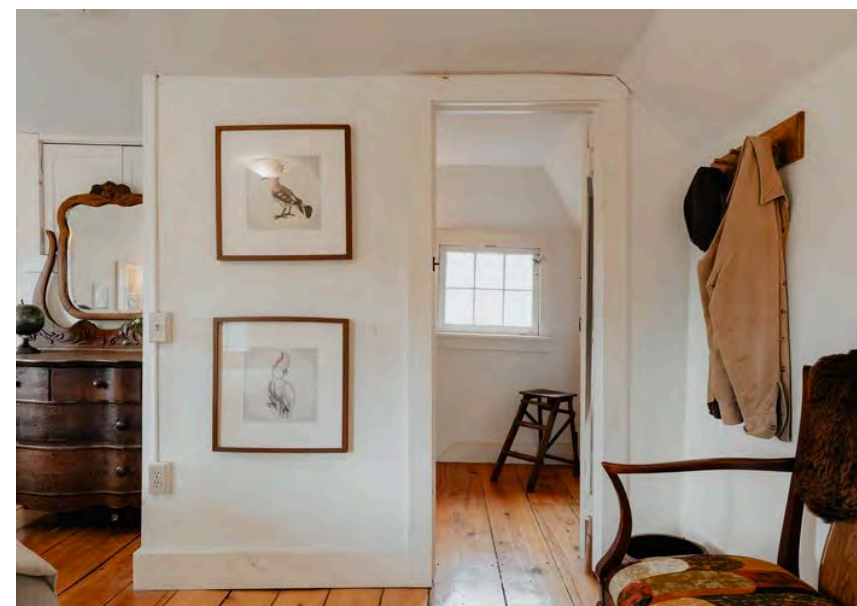
<b>Average DOM*</b>	Anatole House	39
<i>January-December 2025</i>	Region	66

<b>Closing/ Asking Price</b>	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.

<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

\*BASED ON A  
90 DAY PERIOD

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

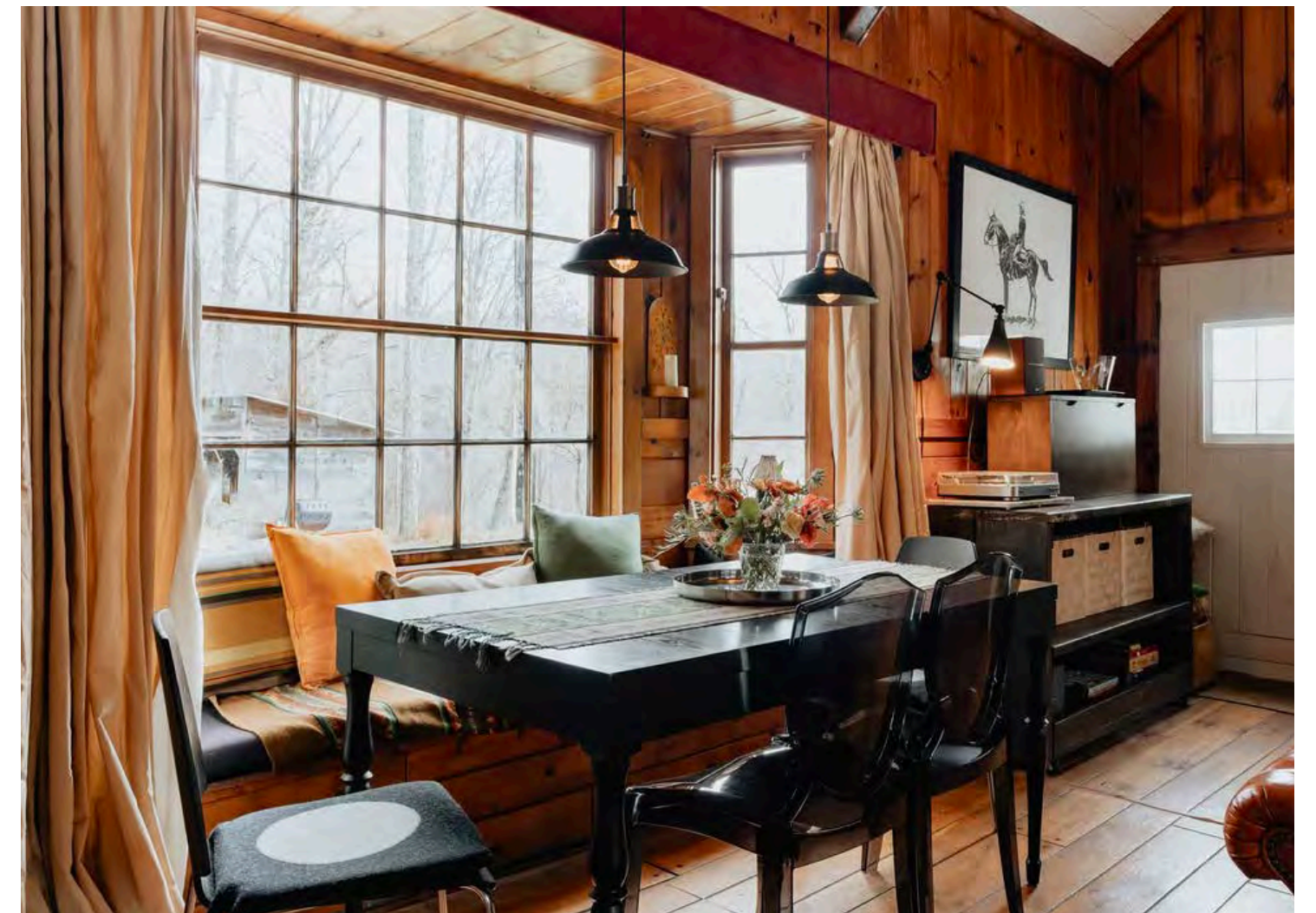
#### MLS

	MEMBERS
OneKey MLS	12,100
FlexMLS	1,600

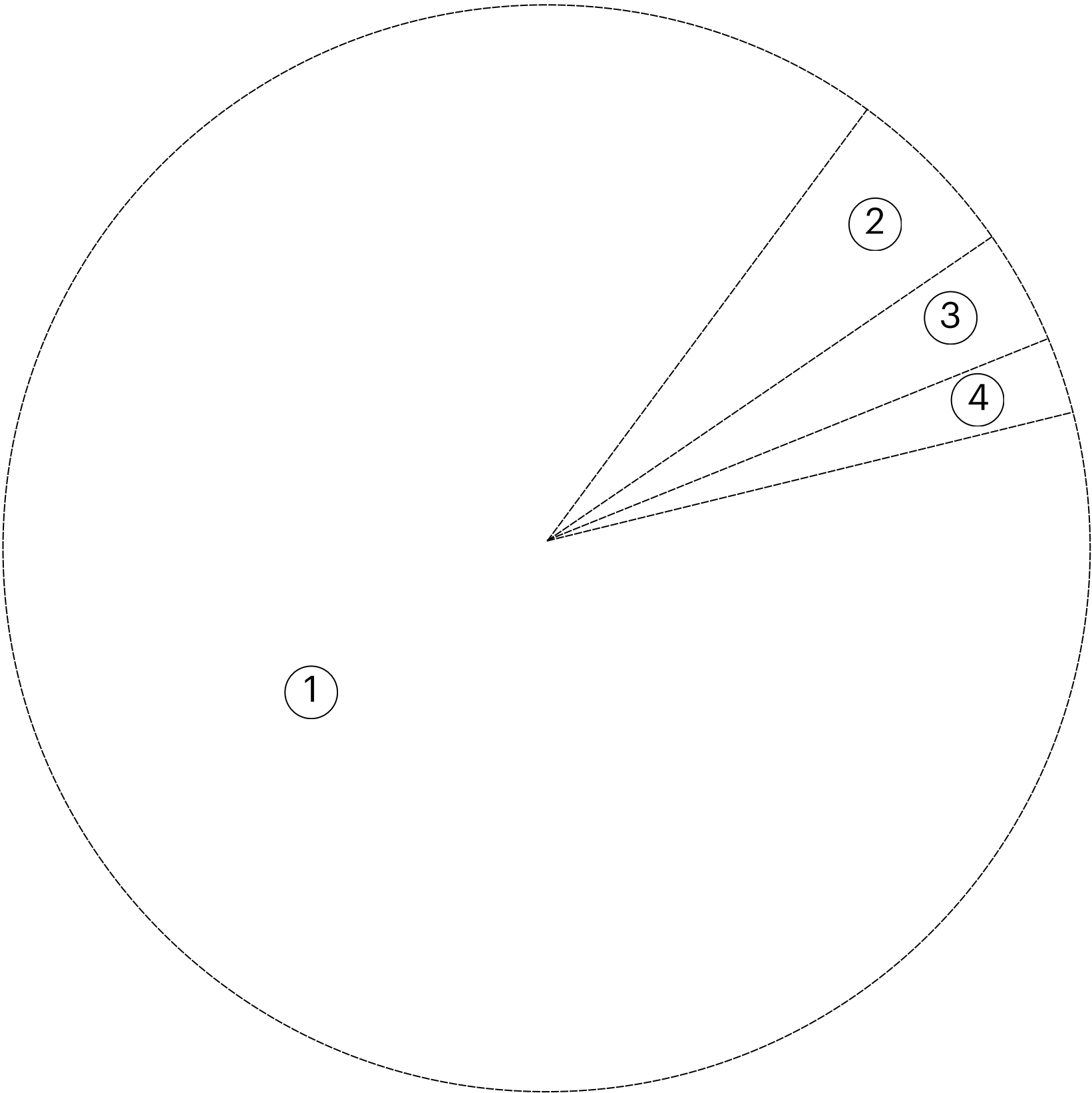
# AUDIENCE

## 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%

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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.



**JILL BORENSTEIN**  
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