

SURPASSING EXPECTATIONS



CATSKILL COUNTRY LIVING TEAM
AT KELLER WILLIAMS UPSTATE NY PROPERTIES
LUXURY DIVISION

THE HOUSE OF EXCELLENCE



Properties represented & sold by Catskill Country Living Team

118 Sweet Hill Rd. | \$999,900 | Hartwick, NY



"As the agent below, you have been wonderful to work with - not only very knowledgeable and creative, but thoughtful and kind. I wish you luck on the job, and if you ever find yourselves in Maine, you have a home here!"

Loren Hartwick, NY

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Global Reach Backed by Keller Williams

Luxury Positioning and Networking

Exceptional Marketing

Portfolio of Excellence

Proven Process

Professional Team



WE HAVE EXPONENTIAL REACH

We'll employ a unique combination of methods to tastefully, and effectively, engage the right parties, bringing the story of your listing to life. Next, we'll share a few marketing strategies that consistently return desired results.

Asserting more connections around the globe with access to unparalleled tools, research and resources, Keller Williams Luxury agents provide their clients unsurpassed real estate promotion. We are specialists operating within the most formidable real estate company in the world. Opportunities for exposure of your property are as exponential as our reach.

KW is the largest Real Estate Company in the U.S. based on units sold, dollar volume sold, and associate count which equals more agents targeting your property. We have the largest digital reach of any real estate company, with listings hitting over 800+ websites means an exclusive network for distributing listing content to other top-level agents in the US, with listings appearing on well-known platforms such as the Wall Street Journal, Mansion Global, Juwai, Luxury Real Estate and Haute Residence.

OFFERING THE EXCELLENCE CONNECTION

Keller Williams agents are leaders in luxury, selling more luxury real estate than any other company worldwide.*



\$33.5 BILLION

MARKET SHARE**

+34% 2020 vs. 2019

25,343

LUXURY PROPERTIES SOLD**

+33% 2020 vs. 2019

5

CONTINENTS SERVED

True international reach. As part of the Keller Williams International Realty, we have connections that span the globe. Our teams are engaged with buyers and sellers throughout the world. With over 100,000 agents on 5 continents, our reach is unparalleled.

** In a survey of 24 U.S. metro areas. For details visit luxury.kw.com.*

*** Properties priced at \$1M+*

MASTERFUL LUXURY REAL ESTATE MARKETING

We, the Catskill Country Living Team, understand the investment your property represents, in your life and the marketplace. We're specialists with an eye toward every detail of the home-sale process. Our promise is more than a sold sign, our goal is nothing short of transforming the selling process into an exceptional experience.



Winter Hollow | **\$640,000** | *New Kingston, NY*

SURPASSING EXPECTATIONS LEADING THE MARKET

When measured by any possible metric, the Catskill Country Living Team soars above the competition in every market – including yours. In fact, in 2021, the Catskill Country Living Team's average SALE price was 50% higher than the average LIST price of the entire area market.

THE CATSKILL COUNTRY LIVING TEAM'S RESULTS

+66%
HIGHER AVG SALES

Our average sale price far exceeds the entire area market's average

115%
LIST TO SALE PRICE

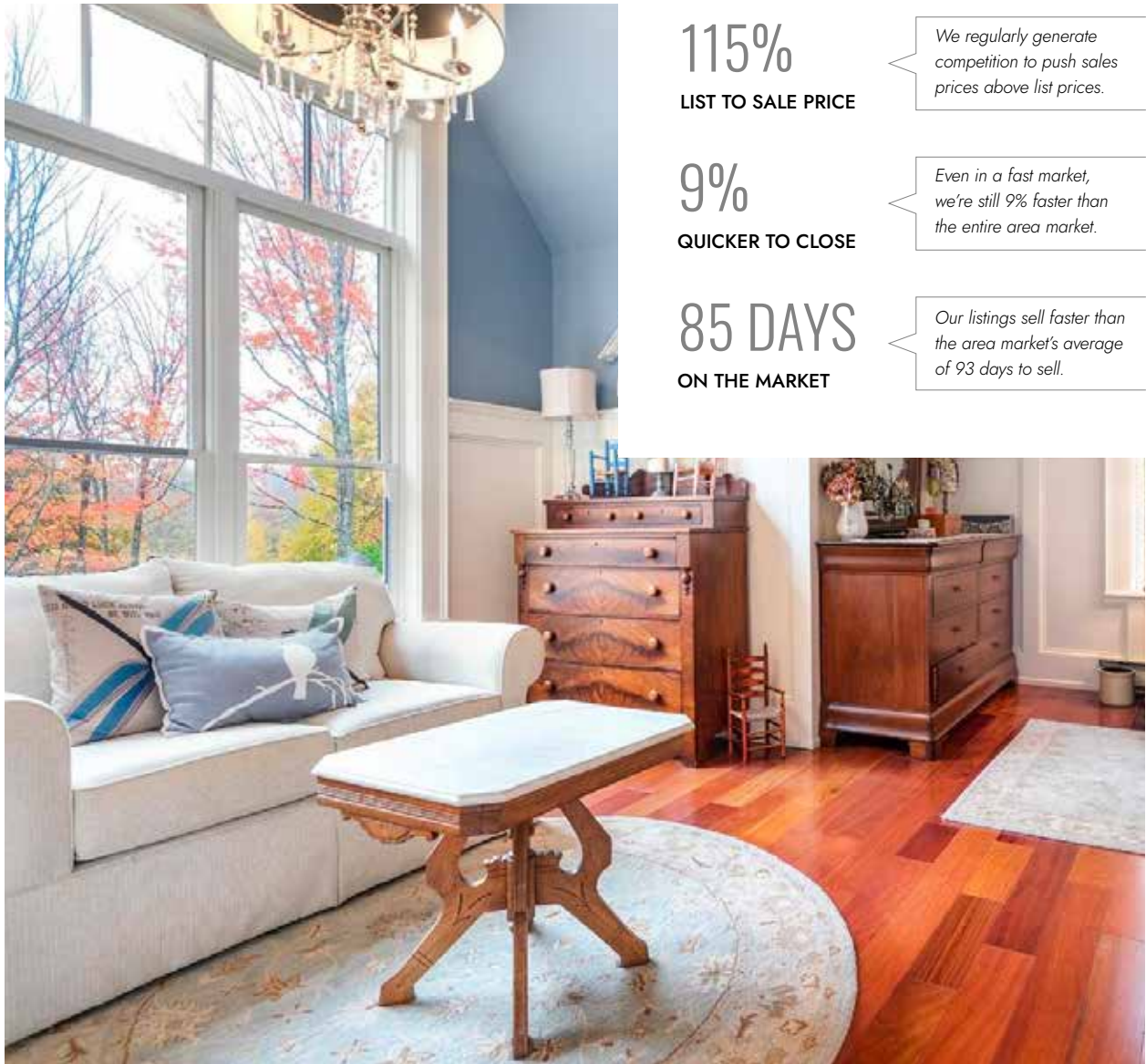
We regularly generate competition to push sales prices above list prices.

9%
QUICKER TO CLOSE

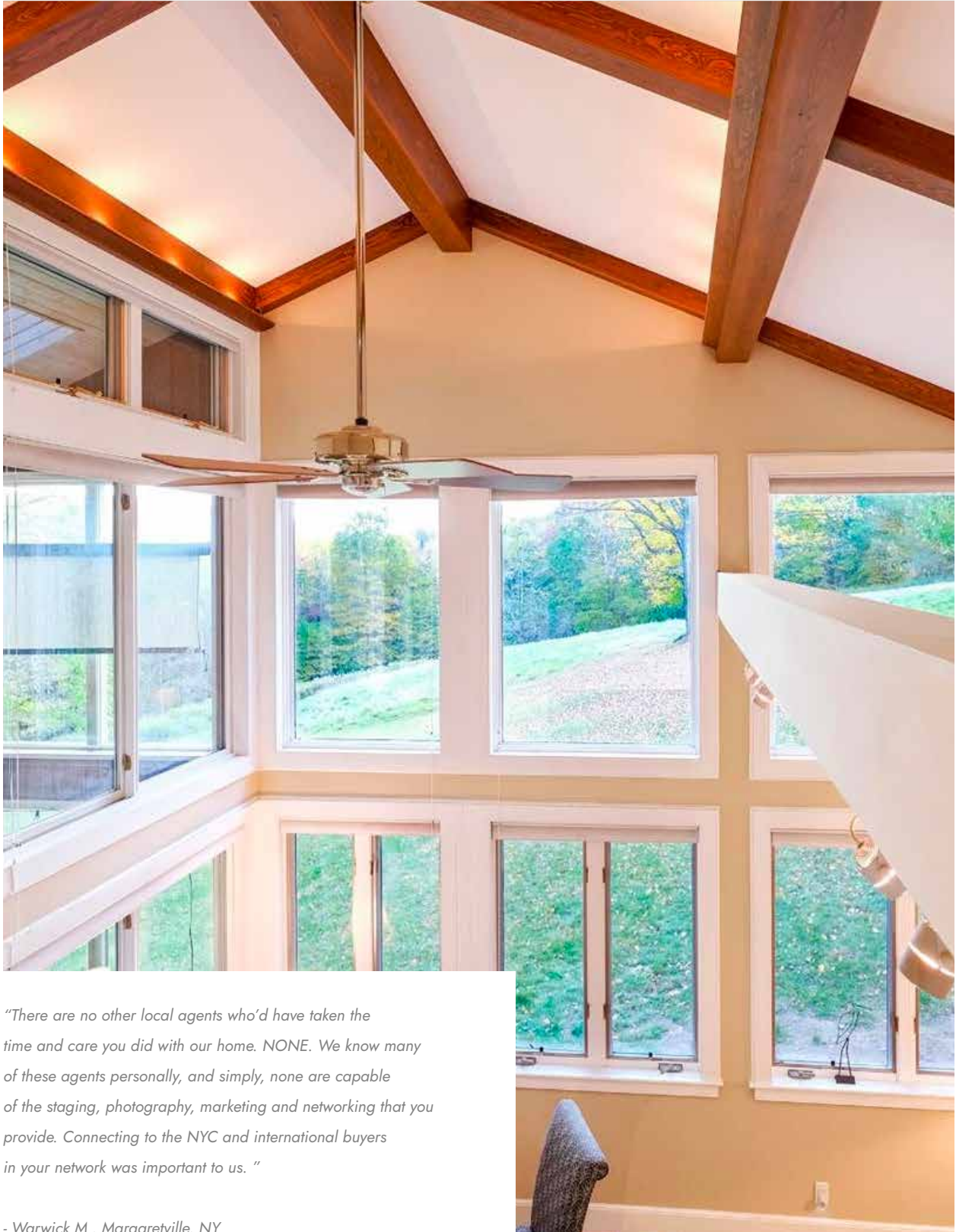
Even in a fast market, we're still 9% faster than the entire area market.

85 DAYS
ON THE MARKET

Our listings sell faster than the area market's average of 93 days to sell.



395 Rosa Circle. | **\$455,000** | Delhi, NY

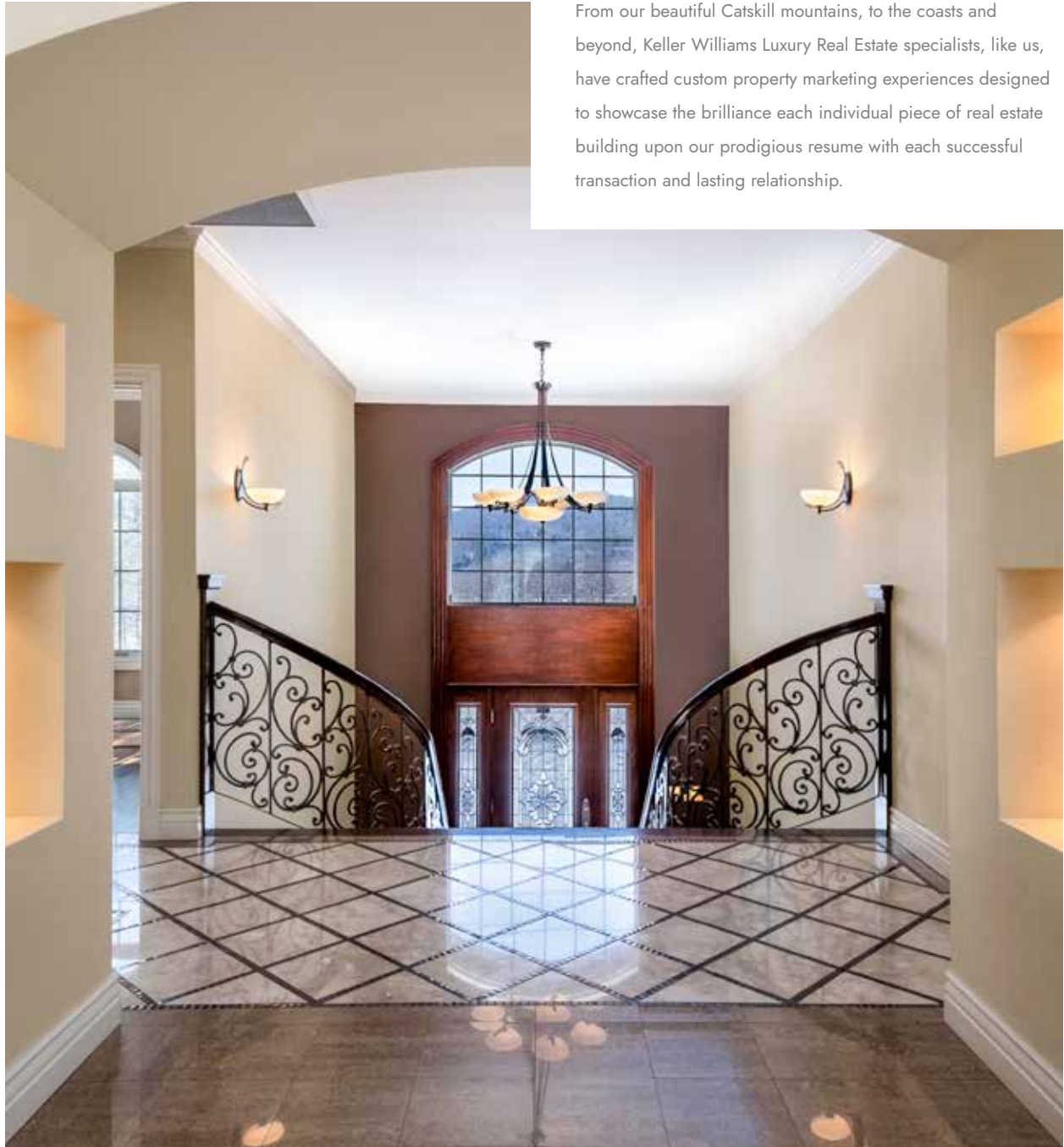


"There are no other local agents who'd have taken the time and care you did with our home. NONE. We know many of these agents personally, and simply, none are capable of the staging, photography, marketing and networking that you provide. Connecting to the NYC and international buyers in your network was important to us. "

- Warwick M., Margaretville, NY

REPRESENTING A RENOWNED PORTFOLIO

From our beautiful Catskill mountains, to the coasts and beyond, Keller Williams Luxury Real Estate specialists, like us, have crafted custom property marketing experiences designed to showcase the brilliance each individual piece of real estate building upon our prodigious resume with each successful transaction and lasting relationship.



County Highway 48 | **\$840,000** | *Oneonta, NY*

ADDING EASE TO YOUR SALE

While there are many steps in the selling process, you need only concern yourself with a few key moments. We will keep our communication transparent throughout the transaction, and if you ever want to go deeper into the details, we are ready.

- STRATEGIC MARKET ASSESSMENT
- STAGING & PHOTOGRAPHY
- MARKETING
- SHOWING
- NEGOTIATION
- INSPECTION
- TRANSACTION MANAGEMENT
- CLOSING
- STAYING IN TOUCH
- HELPING FRIENDS & FAMILY

THERE IS AN ART TO SUCCESS

Marketing your listing comes down to drafting a narrative that is unique to your property and truly exemplary of the benefits it bestows.

The buyer for your property is out there right now looking, searching, and dreaming about their new home. Instead of resorting to out-of-the-box solutions, we look at each listing through a different lens, using our data, network, and marketing expertise to form a custom plan designed to speak directly to the buyer's needs.

A SAMPLE OF OUR SERVICES

- Custom Staging
- Professional Photography
- Immersive Virtual Tour
- Video
- Dedicated Website
- Social Media Marketing
- Global Luxury Networking



"Incredible! That's all we can say. Your reading of the market was spot on. Your photography made our home look amazing. And the way you guided us through the entire process, we really never had a thing to worry about. Thank you, sincerely."

- Pete D., Hobart, NY



State Highway 10 | **\$789,000** | *Hobart, NY*

ONLINE EXPERTISE

Our skill and experience in online marketing are enhanced by Keller Williams global networking technologies. From market research to advanced social media virtual open houses, you will find no better team to promote your property.

Dedicated Website

Optimized for superior Search Engine placement, the dedicated website we will build for your property is a buyer magnet.

Dramatic Video

Video story-telling that captivates and engages.

360 Degree Tours

Immersive virtual tours of both the exterior and interior areas of your property.

Social Media Advertising Campaigns

Personalized email, social media postings, and highly-targeted online advertising campaigns strategically designed to attract the audience who is most interested in your property.

Keller Williams App

Our personal Keller Williams smart phone app is designed from the ground up to generate lasting relationships.

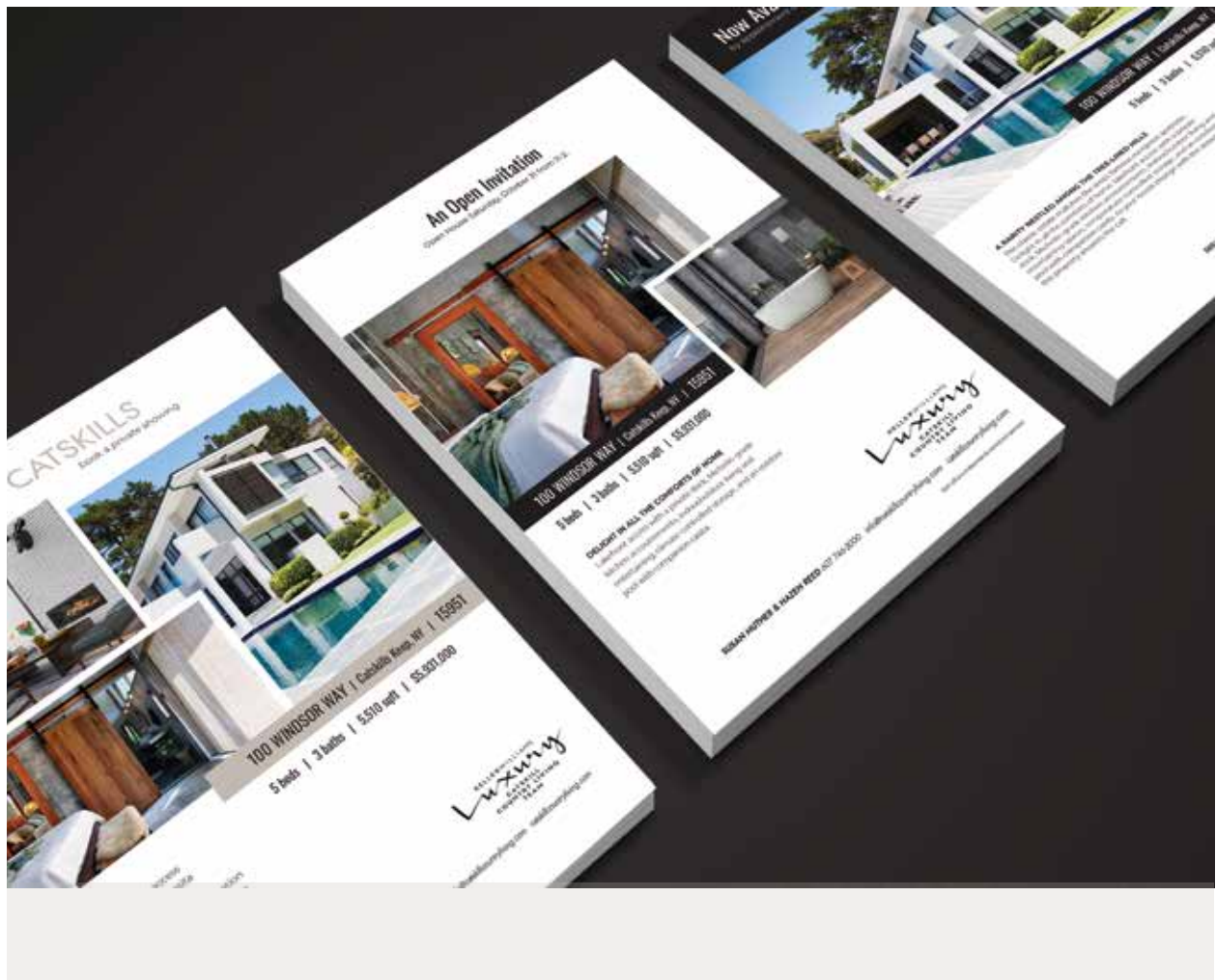


KELLER WILLIAMS APP

The Keller Williams App is unique in all of Real Estate, linking us, your Luxury Agent, directly to the hands of your prospective buyers. The smart phone changed how we communicate. The KW App changes how consumers communicate with their realtor.

PRINT MEDIA

From personalized mailers, downloadable brochures, and eye-catching fliers, our team of marketing specialists selects the print outlets that cast the best light on your property.



Refined Direct Mailers

Clients adore our post cards and downloadable brochures. We create eye-catching design and professional presentation that lasts – think coffee-table presentation of your listing.

GLOBAL SYNDICATION

Through Keller Williams Luxury, we have partnerships with the Wall Street Journal and Mansion Global, so you can count syndication in both publications as yet another powerful method of marketing your listing.

VIRTUALLY IMMERSIVE

The Catskill Country Living Team at Keller Williams has been leading the local industry with virtual open-house, even before the onset of the Covid-19 situation. Whether through 1-on-1 sessions or group LIVE STREAMS, our team conducts fully immersive experiences. Our goal is to spotlight the most desired aspects of your property while giving your guests a genuine feel for life inside your home.

ATTRACTING PROSPECTIVE BUYERS

- Website Announcements
- Personalized Email Invitations
- Targeted Mail Campaigns
- Focused Social Media Promotions
- Keller Williams Luxury Networking

MAKING VIRTUAL TOURS MEMORABLE

- Live Stream Videos
- Immersive 360-degree Virtual Tours
- Unique Agent-Guided 1-on-1 Online Showings

BROKER PREVIEWS

Every relationship we forge creates more leverage for your listing, including the relationships we have with fellow agents. We'll host Broker Previews, another form of open houses in which luxury agents are simultaneously guests and marketing partners.



Winter Hollow | \$640,000 | New Kingston, NY



"I have bought, and sold properties around the world, your service, your photography and your management of the entire process has been exceptional. As you know, I was listing with another agent in the area who was supposed to be the best, you guys beat her, hands down!"

- Fred G., New Kingston, NY



SHOWING VALUE IN THE MARKET

Many aspects of your home will be universally attractive to buyers, but when price enters the conversation, differing opinions can emerge.

Pricing your listing to be competitive with the market while optimizing the return on your investment – all with respect to the apparent and perceived value of the property – will be of paramount concern. Our strategic pricing is informed by analysis of current and emerging market conditions in concert with your goals and the unique qualities of your property.

CURRENT AREA MARKET ACTIVITY *(Active & Under Contract)*

587 active listings

467 pending listings

CURRENT AREA MARKET STATS

\$235K
average list price

\$211K
average sold price
(9.5% BELOW listing price)

93
average days
on market

CATSKILL COUNTRY LIVING TEAM STATS

\$305K
average list price

\$351K
average sold price
(15% OVER listing price)

85
average days
on market



NOTABLE LUXURY MARKET ACTIVITY

The Great Western Catskills history is rich and deep. Just a few hours from the major metropolitan centers of the East Coast (and really the world) our fresh air and fresh water are legendary, even finding their way into popular culture. With sweeping views, bucolic valleys, majestic forests and quintessential pastoral scenes, this region has inspired artists from painters to architects for 2 centuries. A diversity of properties unlike other areas of the country, this region attracts discerning buyers.

Understanding market trends, and focusing on local economic forces, including inventory, employment, and area development, as well as regional and national economic forces allows us to position your high-quality listing in the best possible light.

CURRENT AREA LUXURY MARKET ACTIVITY *(Above \$500K)*

93 active listings

28 pending listings

TRENDING BUYER PREFERENCES

- Top-Grade Kitchen
- Water Feature (Pond, Lake, Stream)
- Proximity to Cultural Features
- Modern Updates
- Historical Depth
- High-Speed Internet

CURRENT AREA LUXURY MARKET STATS

\$915K
average list price

\$697K
average sold price
(25% BELOW listing price)

88
average days
on market

CATSKILL COUNTRY LIVING TEAM LUXURY STATS

\$675K
average list price

\$749K
average sold price
(30% OVER listing price)

66
average days
on market

DELIVERING VALUE TO OUR CLIENTS

In 2021, the Catskill Country Living Team's production far out-paced that of the entire area Multiple Listing Service (MLS)—the collective average of all other agents. In fact, the Catskill Country Living Team's average SALE price was 50% higher than the average LIST price of the entire MLS. In other words, we sell homes for 50% more than original list price of most agents' listings.

WE
SURPASS
THE
MARKET

HOW THE CATSKILL COUNTRY LIVING TEAM STACKS UP

	ENTIRE MULTIPLE LISTING RESULTS	CATSKILL COUNTRY LIVING TEAM RESULTS	
Average 2021 List Price	\$234K	\$305K	30% above MLS average
Average 2021 Sale Price	\$211K	\$351K	66% above MLS average
List to Sale Price Ratio	-9.8% BELOW LIST PRICE	+15% ABOVE LIST PRICE	50% above MLS average LIST PRICE!!
Time (Days) on Market	93 DAYS ON MARKET	85 DAYS ON MARKET	9% faster than MLS average

THE CATSKILL COUNTRY LIVING TEAM'S RECENT ACTIVITY IN

THE CATSKILLS



2651 MAC GIBBON HOLLOW RD HAMDEN

5 Beds / 3 Baths

5014 Square Feet

\$690K Listing Price

\$710K Selling Price

Under Contract in 5 days



245 STARR RD OTEGO

3 Beds / 2 Baths

2415 Square Feet

\$550K Listing Price

\$595K Selling Price

Under Contract in 7 days



216 ST. MICHAELS PLACE KORTRIGHT

2 Beds / 3 Baths

1913 Square Feet

\$425K Listing Price

\$450K Selling Price

Under Contract in 11 days

THE CATSKILL COUNTRY LIVING TEAM'S RECENT ACTIVITY IN

THE CATSKILLS



37 ELM STREET ONEONTA

4 Beds / 3 Baths

2636 Square Feet

\$278K Listing Price

\$290K Selling Price

Under Contract in 5 days



140 BEAVER DAM JEFFERSON

3 Beds / 3 Baths

2931 Square Feet

\$675K Listing Price

\$675K Selling Price

Under Contract in 60 days



585 ALAMEDA RD KORTRIGHT

3 Beds / 2 Baths

1433 Square Feet

\$295K Listing Price

\$350K Selling Price

Under Contract in 5 days

Lake Rd | \$650,000 | Guilford, NY



"Incredible! That's all we can say. Your reading of the market was spot on. Your photography made our home look amazing. And the way you guided us through the entire process, we really never had a thing to worry about. Thank you, sincerely."

- Pete D., Hobart, NY

DELIVERING BEST-IN-CLASS SERVICE

The Catskill Country Living Team has systematically established itself as one of the most trusted teams in the Catskill Mountain Region, with extensive experience in luxury estates, primary residences, vacation properties, first-time homes, land and farm, and commercial projects. We are professionals dedicated to the service of our clients' needs first. With an emphasis on integrity and professionalism throughout the real estate sales process, it is our commitment to you to provide superior services unlike any other team of agents.

TEAM LEADERSHIP AND PRINCIPAL OWNERS



Susan Muther

Principal Listing Specialist



Hazen Reed

Principal Listing Specialist

TEAM SALESPERSONS AND CUSTOMER CARE



Justin Dawson

Buyer Specialist



Meagen O'Brien

Executive Administrator & Transaction Coordinator

ACTIVE IN 5 COUNTIES & BEYOND

CATSKILL AMBASSADORS

Not only do we know the details of your specific neighborhood, we make it our business to be students of the entire region from schools to sky-diving, restaurants to religious centers. We are active members of the community.

From top-tier dining, farm-to-table grocery services, home furnishings, philanthropic opportunities, outdoor activities or who to call when the lights go out, we have the answers.



The Catskill Country Living Team at Keller Williams frequently sponsors regional and local cultural events. And, annual KWRI RED Day events allow our team and KW Family to say thank you.

"We knew the buyer for our home wasn't local. We weren't confident the old-school realtors around could connect with buyers outside our area. Your reach impressed us. The custom experience you built for our listing, and the international promotion set you apart."

- John B., Hillsdale, NY



County Route 11 | **\$749,000** | Hillsdale, NY

SIMPLIFYING COMPLEXITY, BUILDING RELATIONSHIPS

"I have bought, and sold properties around the world, and I can say your service, your photography and your management of the entire process has been exceptional. As you know, I was listed with another agent in the area who was supposed to be the best, you guys beat her, hands down!"

Fred G. | Bovina, NY

"When the time came for us to sell, the agent we bought this house from was surprised when we didn't choose her to represent us. We couldn't have been more pleased with our choice to work with you. The difference from when we bought and now, when we sold, is truly unbelievable. We were so impressed with the level of service you provided throughout the entire process.

THANK YOU FOR MAKING OUR SALE SO EASY."

Adriana K. | Andes, NY

"Thank you for all the great work your team did in selling out house in Margaretville. We appreciate that you really managed the process from start to finish. When we needed superior service, you and your team made it happen. Thank you."

Hank F. | Margaretville, NY

"As I've said before, you two have been wonderful to work with - not only very knowledgeable and creative, but thoughtful and kind. I wish you both all the very best, and if you ever find yourselves in Maine, you have a home base!"

Karen E. | Hartwick, NY

"We thought we knew what was involved in selling real estate...boy were we wrong. We tried the FSBO route, but working with you has shown us how much more to the process there is. You have made it so easy and so quick! Your presentation of our house online looked amazing. We simply could not be happier. Thank you."

Victor W. | Guilford, NY

"Incredible! That's all we can say. Your reading of the market was spot on. Your photography and other marketing was truly fantastic. And with the way you guided us through the entire process, we really never had a thing to worry about. Thank you, sincerely."

Pete D. | Hobart, NY



“What it takes to be an exceptional real estate agent is love and understanding for your community.”

A NOTE FROM **SUSAN & HAZEN**

We are fortunate – our life and work have beautifully dovetailed into our very own Catskill story, a creation in the making for the past 22 years, and counting. As our involvement in the community has grown, we have come to know the people and faces that make the Catskills the oasis it has become on the eastern seaboard. We are dedicated to helping the members of our community fulfill their dreams whether that be on the stage or soccer field, in the barn or the back yard. And, we cherish meeting and introducing those who want to become part of the magic the regions exudes. We are pleased to call this unique part of the world our home.

More than expertise in negotiation and marketing, what it takes to be exceptional real estate professionals is a love and understanding of your community. It is just one of the reasons you should choose us to stand by your side throughout the sales process.

Susan Muther and Hazen Reed