



BYRDCLIFFE
ESTATES

Listing with Byrdcliffe

A SELLER PRESENTATION

CITY & COUNTRY / NEW YORK

Your property. A deliberate strategy.

Selling a significant property requires more than placing it in the market. It requires a clear account of what distinguishes it, an asking price grounded in evidence, and a presentation that gives the right buyers a reason to look closely.

Byrdcliffe Estates brings an architectural and editorial perspective to that work. We consider the property as a whole: its design, condition, setting, history and practical appeal, alongside the owner's priorities and the realities of the market.

Our boutique approach keeps the relationship direct. You work with Stephanie VeZolles on the decisions that shape the sale, from the initial brief and presentation through buyer conversations, negotiation and the details of closing.

The aim is a coherent sale strategy in which every element serves the property and the outcome you are seeking.



AN ARCHITECTURAL PERSPECTIVE

Character is the starting
point.

A precise reading of your property

Before discussing channels or campaign materials, we establish what a buyer needs to understand about the property. Architectural quality, light, proportion, privacy, land, condition and location all have a part to play. Their significance depends on the particular offering.

We begin with a property visit and a conversation about your objectives, timing and preferred level of exposure. Existing plans, improvement records and relevant property documents help distinguish verified facts from details that still need clarification.

For a city residence, the brief may turn on layout, outlook and building context. For a country house, it may extend to the approach, acreage, outbuildings and the relationship between the house and its landscape.

This becomes the foundation of the positioning: what makes the property compelling, how it compares with alternatives, and which features deserve emphasis in the presentation.

Price is part of the positioning

An asking price should make sense in the context of the property and the choices available to buyers. We examine relevant closed sales and competing offerings, with attention to differences in condition, architecture, setting, scale and timing.

Where direct comparisons are limited, the uncertainty should be visible in the analysis. A distinctive property deserves a reasoned assessment rather than a number supported by enthusiasm alone.

We discuss the evidence with you, consider how alternative asking prices may affect the launch, and agree an initial strategy. Your objectives matter: timing, privacy and the practical demands of a move can influence the decisions surrounding the sale.

The initial position is then reviewed against actual market response. Inquiry quality, visits, recurring objections and competing inventory provide a basis for deciding whether to maintain the approach or adjust it.

Pricing recommendations are property-specific; no price or sale timeline is guaranteed.

Prepare for a stronger first impression

Preparation should concentrate on what changes a buyer's understanding of the property. We identify the presentation issues worth addressing before photography and visits: lighting, room arrangement, maintenance, visual clutter and the arrival experience.

Recommendations should be proportionate to the property, your timing and the likely benefit. A room may need editing rather than refurnishing; a landscape may need definition rather than reinvention. We discuss priorities and costs before additional work is commissioned.

The factual presentation deserves the same care. Plans, measurements, improvements, operating information and relevant supporting documents are gathered and checked as appropriate to the property. Questions requiring specialist advice are identified early.

You retain a clear view of what is proposed, what has been approved and what must be ready before the property is introduced.



EDITORIAL PRESENTATION

A complete sense
of the place.

Presentation that reveals the property

The strongest presentation makes a property legible. A buyer should understand how rooms connect, where light enters, how the building sits within its setting and which details give it lasting character.

Photography is planned as a sequence, with principal spaces, architectural detail and landscape supporting one story. Written copy adds substance: materials, design decisions, history and use, grounded in information that can be supported.

Film, floor plans and other visual material are considered where they improve understanding. The scope of production is agreed for the property; each medium should have a purpose within the campaign.

Our editorial standard draws on architecture and design publishing: disciplined selection, clear hierarchy and enough space for important images to make their impression. The result should feel specific to the property from its opening image to its final detail.

The right visibility. A clear purpose.

Distribution follows the positioning. The campaign should reach people with a credible interest in the property through a combination of presentation, relevant platforms and purposeful outreach.

The proposed plan may include a dedicated property presentation, appropriate listing platforms, broker outreach, digital promotion and selected editorial or media opportunities. Each channel is considered in relation to the property's audience, the available budget and your preferences.

Where a property has appeal beyond its immediate market, international-facing channels can be evaluated as part of the plan. Reach is useful when the presentation remains accurate, coherent and suited to the audience.

We agree the campaign scope before launch, including materials, distribution and any separately approved expenditure. Press coverage, platform acceptance and third-party placements are opportunities to assess, never outcomes to assume.

Campaign services and expenditure are defined in the property-specific proposal and agreed representation terms.

Privacy, by agreement.

Privacy is a practical part of the sale strategy. We discuss which information may be made public, how inquiries should be handled, and what arrangements are appropriate for access to the property.

Some owners prefer broad exposure; others place greater weight on controlling information and visits. We explain the implications of the available approaches so that privacy decisions are made with a clear understanding of their effect on buyer reach.

Property visits are coordinated around agreed arrangements, with attention to the household, occupancy and the information visitors need. Sensitive documents are shared with care and in consultation with the appropriate advisers.

Discretion should support an effective sale. It is expressed through direct communication, orderly access and considered decisions about what is shared, with whom and when.



CITY & COUNTRY

One standard. Different settings.

A city residence and a country house require different explanations. One may be understood through its plan, outlook and architectural context; the other through its land, privacy and relationship to the landscape.

Byrdcliffe brings the same attention to both, shaping the presentation around the qualities that matter to the property and the people considering it.

Attention after the launch

A launch begins the market conversation. What follows is the work of responding to inquiries, arranging visits, answering substantive questions and understanding what the response is telling us.

We agree a communication rhythm with you and bring together the information that matters: inquiry quality, viewing feedback, repeat interest, requests for further documentation and changes among competing properties.

Activity is considered in context. A high volume of views has limited value if it produces no meaningful engagement. Equally, a small number of serious conversations can deserve close attention. We distinguish observable response from speculation.

If the campaign needs to evolve, we discuss the reason and the proposed change. That may concern presentation, supporting information, distribution or asking price. Recommendations should follow the evidence and remain connected to your objectives.

The offer beyond the number

An offer is a combination of price, terms, timing and the purchaser's ability to proceed. The highest figure deserves careful consideration alongside financing, contingencies, requested inclusions and the proposed timetable.

We organize these elements into a clear comparison so that you can assess the substance of each proposal. Where information is incomplete, the next question matters more than a premature conclusion.

Negotiation is shaped around your priorities and the evidence available. We communicate offers and responses, seek clarity on unresolved points and help maintain an orderly dialogue between the parties and their advisers.

Our role is to support informed decisions and a credible path forward. The decision to accept, counter or decline remains yours, with your attorney advising on contractual terms and legal obligations.

From agreement to completion

Once terms are agreed, attention shifts to the work required to carry the transaction forward. Clear communication and prompt handling of open questions remain important throughout.

We stay involved with you and the relevant professionals as documentation, inspections, financing, access and closing arrangements progress. Outstanding matters are tracked and brought to your attention so that responsibilities and next actions remain clear.

The details differ by property. A city sale may involve building documentation and approval requirements; a country sale may raise questions about land, systems or outbuildings. These matters are addressed with the appropriate legal and technical advisers.

The same personal relationship continues through the final arrangements. Representation should remain attentive after an offer is accepted, when coordination and follow-through are essential to the experience of the sale.

A proposal built for your property

The first conversation establishes the brief: the property, your reasons for considering a sale, your preferred timing and any matters requiring particular care.

From that understanding, we develop a property-specific proposal covering positioning, asking-price rationale, preparation, presentation, distribution and communication. The scope of services, responsibilities, fees and any campaign expenditure are agreed in the representation terms.

To begin, share the property address and a few lines about your plans. We can then arrange a conversation and, where appropriate, a visit.

DISCUSS YOUR PROPERTY

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Byrdcliffe Estates is a luxury real estate boutique and brand. Licensed real estate services provided by and affiliated with Premier Agent Network.

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This presentation describes the Byrdcliffe approach. The scope of any engagement is set out in the agreed representation terms. Marketing channels and production are selected for each property; no sale price, timing or media placement is guaranteed.

Architectural imagery in this presentation consists of original AI-generated illustrations. It does not depict properties currently offered for sale.

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