

— STUDIO KESTREL —

LISTING STRATEGY

New York City | Miami | The Hamptons

We help sellers and their brokers elevate a specific listing quickly and strategically—so it presents more premium, earns stronger offers, and reduces discount pressure.

Service Options

1) Listing Optimization Session — starting at \$1,250

A fast, high-impact walkthrough to improve how the listing reads in photos and tours.

Deliverable (24–48 hours): a prioritized punch list (Must-Do / Nice-to-Do / Don't Bother) + clear next steps.

Focus: layout/flow edits, lighting guidance, styling priorities (what to remove/add), photo-readiness.

2) Home Improvement ROI Report — pricing by scope

For listings where targeted improvements could increase pricing power.

Deliverable: recommended upgrades + what to skip, sequencing, practical ranges, and a clean decision roadmap.

Focus: cost drivers, payoff upgrades, avoiding rework and overbuilding.

3) Photography Review + Creative Direction — pricing by scope

One round of detailed feedback to your photographer on lighting, color, perspective, and composition —plus shot priorities.

Outcome: stronger images that increase impressions and conversions, often avoiding paid revision rounds.

Why Agents Use Us

Better first impressions, fewer “soft feedback” price cuts, cleaner negotiation posture, concierge-level value-add.