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Ideal Buyer Personas

2 Icehouse Dr Saugerties, NY 12477



FAIR HOUSING COMPLIANCE — REVIEWED

All analysis and persona development adheres strictly to Fair Housing Act guidelines, focusing on property features, market dynamics, and compliant buyer motivations rather than protected characteristics.

Property Summary

PRICE	BEDS	BATHS	SQ FT
\$389,000	2	1	1,008
YEAR BUILT	LOT SIZE	TYPE	
1940	0.19 acres	Single Family Residence	

This charming cottage offers a tranquil setting with direct access to the Esopus Creek and views of the mountains, providing a perfect blend of natural beauty and convenience. The interior features a newly renovated kitchen with custom cabinetry, quartz countertops, and stainless steel appliances. Hardwood floors run throughout, complementing the cozy living spaces. The property includes a detached garage for storage or workshop use. Outdoor living is enhanced by a tiered backyard leading to the creek, ideal for kayaking or simply enjoying the serene environment. Located minutes from Saugerties Village, it offers easy access to local amenities, dining, and art galleries.

- Waterfront access (Esopus Creek)
- Mountain views
- Newly renovated kitchen
- Custom cabinetry



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- Quartz countertops
- Stainless steel appliances
- Hardwood floors
- Detached garage
- Tiered backyard
- Deck
- Minutes to Saugerties Village
- Close to dining and art galleries
- Walkable neighborhood
- Central Air
- Gas heating
- Updated plumbing (2018)
- New electric (2018)
- New roof (2018)

Area Analysis

Saugerties Village, Saugerties, NY, 12477 — Saugerties, NY, is a vibrant Hudson Valley town known for its artistic community, scenic beauty, and access to outdoor recreation. The village offers a blend of historic charm and modern amenities, with a walkable downtown area featuring unique shops, galleries, and diverse dining options. Proximity to the Esopus Creek and the Hudson River enhances recreational opportunities.

Schools: Saugerties Central School District. The property is within the Saugerties Central School District, which serves the local area.

Commute: The property offers convenient access to major routes such as US-9W and the New York State Thruway (I-87), facilitating commutes to Kingston, Albany, and other Hudson Valley communities. Public transportation options are limited, typical for a village setting, emphasizing personal vehicle use.

Safety context: Saugerties is generally considered a community with a welcoming atmosphere. Specific crime statistics are best obtained from local law enforcement or reputable data sources for current and localized information.

Housing stock: The housing stock in Saugerties Village typically features a mix of historic homes, including Victorian and pre-war cottages, alongside some updated residences. Properties often reflect the charm and character of a traditional Hudson Valley town, with varying lot sizes. Waterfront properties along the Esopus Creek are highly valued for their unique access and views.

Market signals: The Hudson Valley market, including Saugerties, has seen consistent demand for properties that offer lifestyle appeal, particularly those with natural surroundings and access to outdoor activities. Homes that are move-in ready with recent updates tend to attract strong buyer interest, especially in desirable village locations. Inventory levels can fluctuate, influencing market competitiveness.



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Local amenities: Saugerties Village shops and boutiques; Art galleries; Diverse dining establishments; Esopus Creek (kayaking, fishing); Hudson River access; Local parks and green spaces; HITS-on-the-Hudson (equestrian events); Wineries and breweries; Farmers markets

Price Analysis

Price anchor: \$389,000

Segment positioning: This property is positioned as an attractive entry point into the Saugerties waterfront market, appealing to buyers seeking a recently updated home with unique natural amenities at a competitive price for its features. Its size and layout suggest it targets individuals or smaller households rather than larger, multi-generational living situations.

Comparables: In the Saugerties market, waterfront properties, especially those with recent renovations and village proximity, command a premium. While direct comps are not provided, homes of similar size and age without waterfront access or extensive updates would likely be priced lower. Properties with superior square footage, additional bedrooms, or more expansive acreage would be at a higher price point. This home's value proposition is its combination of renovation, location, and unique water access within a manageable footprint.

Differentiators

- Direct Esopus Creek access for recreation
- Picturesque mountain views
- Extensively renovated kitchen and updated systems (electrical, plumbing, roof)
- Walkable distance to Saugerties Village amenities
- Detached garage provides functional flexibility (storage, workshop)

Risks & objections

- Smaller square footage may not suit all needs
- Only one bathroom may be a limitation for some buyers
- Tiered backyard requires specific landscape maintenance
- Proximity to water may raise flood insurance considerations (though not confirmed for this specific property)
- Historic home character might suggest ongoing maintenance for elements not recently updated

Seller talking points

- Highlight the turnkey nature of recent renovations (kitchen, systems) for immediate enjoyment.
- Emphasize the unique lifestyle opportunity presented by direct creek access for kayaking and serene enjoyment.
- Showcase the convenience of village living combined with the tranquility of a waterfront setting and mountain views.
- Promote the property as an ideal primary residence or a desirable weekend retreat/investment opportunity.
- Discuss the functional benefits of the detached garage and versatile outdoor spaces.

Ideal Buyer Profile

Primary motivations

- Seeking a balance of natural beauty and village convenience
- Desire for outdoor recreation access (kayaking, fishing)



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- Appreciation for move-in ready homes with modern updates
 - Interest in a property that offers a unique lifestyle experience
 - Looking for a manageable property size with functional spaces

Functional needs

- Well-appointed kitchen for cooking and entertaining
- Dedicated space for personal hobbies or storage (detached garage)
- Outdoor area suitable for relaxation and light recreation
- Efficient and updated home systems for low maintenance
- Proximity to local amenities, dining, and shops

Lifestyle preferences

- Enjoys outdoor activities and connection to nature
- Values walkability and access to a vibrant community
- Prefers a cozy, well-maintained living space
- Appreciates scenic views and tranquil environments
- Seeks a location with a strong sense of place and local culture

Financial readiness: Likely well-qualified buyers seeking strong value in the Hudson Valley market, comfortable with the price point for a renovated home with unique waterfront features. May be first-time homeowners, those downsizing, or second-home buyers.

Likely financing paths

- Conventional mortgage
- Cash purchase
- Jumbo mortgage (if combining with other assets/purchases)

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Buyer Personas

1. The Weekend Retreat Seeker

This buyer seeks a convenient, low-maintenance escape from urban life, valuing accessibility to nature and a charming village atmosphere for relaxation and short getaways.

Life stage: Established professional seeking secondary residence or future downsize

Profession / industry: Technology, Creative Arts, Finance

Financing: Conventional Mortgage (potentially second home mortgage) or Cash

Motivations

- Desire for a tranquil retreat from city living
- Access to outdoor recreation like kayaking
- Appreciation for a move-in ready home to maximize leisure time
- Seeking investment potential in a desirable area
- Enjoying local culture, dining, and art without constant driving

Key messaging angles

- Your perfect Saugerties getaway: renovated, waterfront, village-adjacent.
- Escape the city to Esopus Creek: Kayak from your backyard.
- Turnkey charm meets Hudson Valley lifestyle: enjoy weekends, not renovations.
- Strategic investment in a vibrant, growing community.

Recommended content angles

- Video tour highlighting waterfront features and village walkability.
- Lifestyle photography showcasing outdoor recreation and cozy interior spaces.
- Blog post: 'Top 5 Weekend Activities in Saugerties, all minutes from Icehouse Dr.'
- Financial insight: 'Understanding Second Home Mortgages in the Hudson Valley.'

Likely objections & responses

- Is the property large enough for hosting guests? — The detached garage offers flexible space for overflow or hobbies, and the village provides excellent local accommodation options for guests.
- Concerns about potential flood insurance costs due to creek proximity. — We can provide specific flood zone information and connect you with insurance professionals for precise quotes, noting that many waterfront properties have standard protections.
- Maintenance of tiered backyard and waterfront features. — The tiered backyard is designed for enjoyment with manageable landscaping, and the creek access offers unique value.
- Distance from primary residence. — Its proximity to major highways ensures an easy drive for a quick escape.

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**2. The Lifestyle Relocator**

This buyer is looking to establish a primary residence in a community that offers a blend of natural beauty, cultural vibrancy, and a more relaxed pace of life, with a preference for modern comforts.

Life stage: Considering a primary residence change

Profession / industry: Remote Work Professional, Healthcare, Education, Small Business Owner

Financing: Conventional Mortgage

Motivations

- Seeking a primary home in a vibrant community with natural appeal
- Desire for a more relaxed lifestyle outside of a dense urban environment
- Appreciation for updated interiors and a well-maintained home
- Access to outdoor activities and a sense of community
- Value in a property that offers character without extensive projects

Key messaging angles

- Saugerties living reimaged: Modern comforts, village charm, creek access.
- Work-life balance found: Your renovated home on Esopus Creek awaits.
- Discover your community: Walkable village life with nature at your doorstep.
- Effortless living in the Hudson Valley: Updated home, endless possibilities.

Recommended content angles

- Neighborhood guide video highlighting Saugerties' amenities, shops, and restaurants.
- Photo gallery focusing on the renovated kitchen, hardwood floors, and bright living spaces.
- Testimonials from new Saugerties residents about community benefits.
- Interactive map showing distance to local employers, parks, and dining.

Likely objections & responses

- Is the home large enough for long-term primary residency needs? — The efficient layout and versatile detached garage offer ample space for a comfortable lifestyle, and smart storage solutions maximize usability.
- What are the local job market conditions for a partner? — Saugerties and the surrounding Ulster County offer a diverse job market, with increasing remote work opportunities and local business growth. We can connect you with local resources.
- Concern about ongoing costs associated with a historic home. — While historic, this home features significant recent updates (roof, electrical, plumbing, kitchen) that reduce immediate major maintenance concerns, offering the charm of old with the reliability of new.
- Desire for more private outdoor space. — The tiered backyard provides distinct zones for enjoyment, and the creek access extends your outdoor living space significantly, offering unique recreational opportunities beyond a typical yard.



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3. The Creative & Community Seeker

This buyer is drawn to communities with an artistic or creative spirit, values walkability, and seeks a unique home that reflects a blend of historic charm and modern functionality, with easy access to social and cultural hubs.

Life stage: Established in a career, seeking an inspiring living environment

Profession / industry: Artist, Designer, Writer, Craftsperson, Boutique Retailer

Financing: Conventional Mortgage

Motivations

- Desire for a home in a creatively inspiring environment
- Appreciation for unique properties with character and modern amenities
- Walkable access to art galleries, boutiques, and cafes
- Seeking a sense of community and connection to local culture
- Space for creative pursuits or a home office (detached garage)

Key messaging angles

- Unleash your creativity: Inspiring waterfront cottage in artistic Saugerties.
- Where village charm meets modern comfort: Your creative sanctuary awaits.
- Immerse yourself in Saugerties' vibrant culture, steps from your renovated home.
- Find your muse by the Esopus: A unique home for a unique lifestyle.

Recommended content angles

- Local artist spotlight video featuring Saugerties' creative scene.
- Featurette on the walkability from Icehouse Dr to prominent village galleries and shops.
- Architectural highlights of the home's charm blended with modern updates.
- Ideas for transforming the detached garage into an art studio or workshop.

Likely objections & responses

- Small size limits space for extensive art projects. — The detached garage offers dedicated, versatile space perfect for a studio, workshop, or additional storage, keeping your main living area uncluttered for relaxation and inspiration.
- Is the neighborhood quiet enough for focused creative work? — Despite proximity to the village, the waterfront location often provides a serene backdrop, and the home's design offers a cozy, private atmosphere for focused work.
- Concerns about property taxes in a desirable area. — While property taxes are a consideration in any desirable area, the value provided by this renovated, waterfront, village-adjacent home is substantial, and we can provide detailed tax information.
- Perception of limited storage. — Beyond the detached garage, the home features well-designed storage solutions, and the compact size promotes an uncluttered, minimalist lifestyle that many creatives appreciate.