

THE CURATED LAUNCH PLAN

1 Touch Me Not Trail

THE CLIFFS AT GLASSY · LANDRUM, SOUTH CAROLINA

A real DHG launch plan, client names removed

DAMIAN HALL GROUP
LUXURY REAL ESTATE

BLACKSTREAM
CHRISTIE'S
INTERNATIONAL REAL ESTATE

A NOTE BEFORE WE BEGIN

Most homes are listed. Yours will be launched.

There is a difference between putting a home on the market and engineering the week the market first sees it.

What follows is the thinking behind your launch. Not a list of where your home will be posted, but the strategy that decides how the right buyer finds it, how quickly, and at what price. 1 Touch Me Not Trail is a fully renovated mountain home on a private corner lot at Glassy, with the golf course out the front door and the Blue Ridge off the back once the leaves fall, and it deserves a launch built around that.

We have one chance at a first impression. This is how we intend to use it.

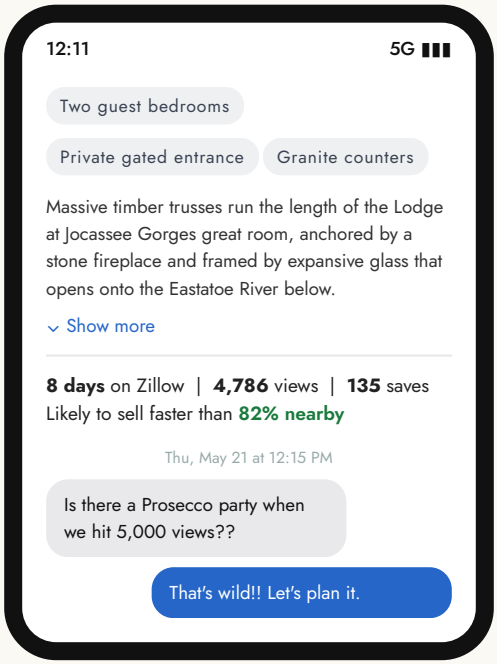
PART ONE · THE SCIENCE OF ATTENTION

The first days set the price.

Buyer attention is not evenly spread. A listing earns the most views, saves, and shares in its first days, and that early engagement is a leading indicator of both the final price and the speed of the sale. The entire launch is built to win that window.

OUR EDGE

We read the same engagement signals the portals use to decide which homes to push, then engineer the photography, the copy, and the launch sequence to earn the "most likely to sell" treatment rather than leave it to chance.



REAL RESULTS · THE LODGE AT JOCASSEE GORGES

4,786 views and 135 saves in eight days, and Zillow's own verdict on the listing: likely to sell faster than 82% of nearby homes.

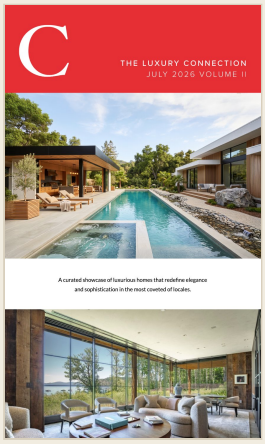
The seller's reaction, verbatim: *"Is there a Prosecco party when we hit 5,000 views??"*

The proof was in the pudding: under contract in thirty days.

PART TWO · THE DISTRIBUTION MACHINE

Seen everywhere it should be.

A launch is only as strong as its reach. Your home moves through every channel that matters, in the right order, on the right day.



CHRISTIE'S LUXURY CONNECTION

Christie's branded, twice-monthly listing newsletter, showcasing a curated selection of homes directly to more than 11,000 Christie's International Real Estate agents and affiliates worldwide. We place your home in the edition published soon after launch. It is a paid placement, and we pay for it.

- **The portals.** MLS syndication to more than 80 sites, led by Zillow, Realtor.com, and Trulia, with the photography sequenced to lead with the features buyers respond to.
- **The global network.** Placement through Christie's International Real Estate, more than 10,000 luxury agents in 50+ countries and territories.
- **The private database.** A just-listed announcement to the Damian Hall Group list of qualified buyers and agents.
- **Targeted digital and social.** An editorial social set and feeder-market digital placed in front of the most likely buyers.
- **Press.** A warm pitch to regional editorial timed to the week of launch.

PART THREE · WHY US

A different level of representation.

More than $250M in career sales, and Damian is one of 30 agents selected to The Council of Christie's International Real Estate. Damian Hall Group operates under Blackstream Christie's International Real Estate, and its work has been featured in *The Wall Street Journal*, *The New York Times*, HGTV, and Realtor.com.

What that means for your sale is reach the average listing never touches, paired with the editorial standard that makes a buyer stop scrolling and start planning a visit.









The plan for your home.

- Photography curated and sequenced for each channel, with the main rooms virtually staged and clearly labeled as staged
- MLS syndication to more than 80 sites, led by Zillow, Realtor.com, and Trulia
- A dedicated property website at onetmn.com, built and hosted by DHG at our cost, with its own lead line straight to us
- Placement on the damianhallgroup.com homepage, our Exclusive Listings page and our Cliffs inventory page
- An editorial social set and a ten-slide Instagram carousel in the quiet-luxury register
- A Just Listed email to the Damian Hall Group private database
- A paid placement in The Luxury Connection, Christie's twice-monthly listing newsletter, funded by DHG
- A four-page printed feature sheet and the 8x8 property book for showings

Every piece points at the same thing: putting a finished house on the fairway in front of the buyer who has been waiting for exactly that, while attention is at its peak.

PART FIVE · THE ROAD AHEAD

A launch is a week. A campaign is a season.

- **Phase one, pre-launch.** Photography, copy, the feature sheet, and the social set built and staged. Showing logistics and the lockbox set before go-live.
- **Phase two, launch week.** Go live across the MLS and portals, the announcement to the database, the social launch, and the press pitch. The attention window opens here.
- **Phase three, momentum.** Showing feedback gathered within 24 hours of every visit, the property film released, and feeder-market digital sustained.
- **Phase four, the season.** A steady cadence of fresh angles, market context, and co-op placements keeps the home in front of buyers until the right one writes.

PART SIX · WHERE YOUR HOME GETS SEEN

Real placements, real press.

Marketing is only worth what it actually reaches. Here is where Damian Hall Group listings land, starting with the regional editorial that drives local buyers.

The Post and Courier

GREENVILLE EDITION — FRIDAY · MAY 29, 2026

UPSTATE BUSINESS + REAL ESTATE NEWSLETTER

On the doorstep of Jocassee Gorges, this riverfront lodge with a mountain view lists for $1.8M

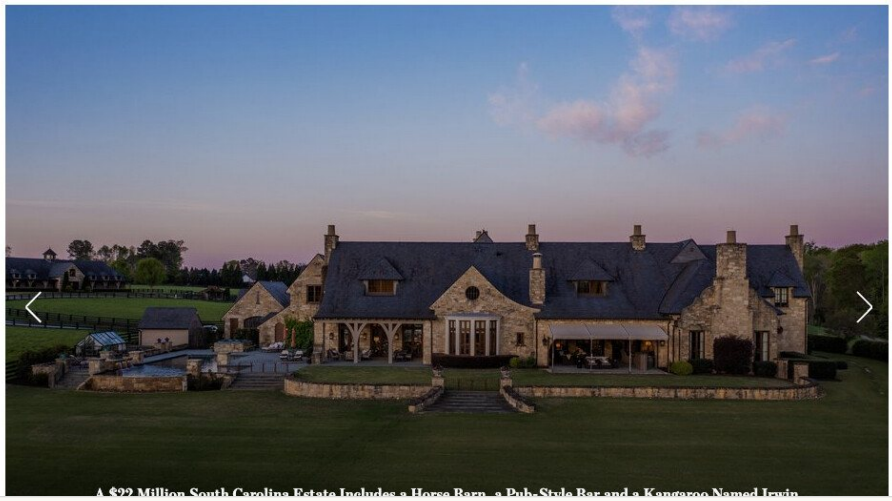
BY THE POST AND COURIER STAFF · MAY 29, 2026



Listed for $1.8M, the Lodge at Jocassee Gorges occupies 27.16 acres at 102 Granny Gear Road near Sunset.
DAMIAN HALL GROUP / BLACKSTREAM CHRISTIE'S INTERNATIONAL / PROVIDED

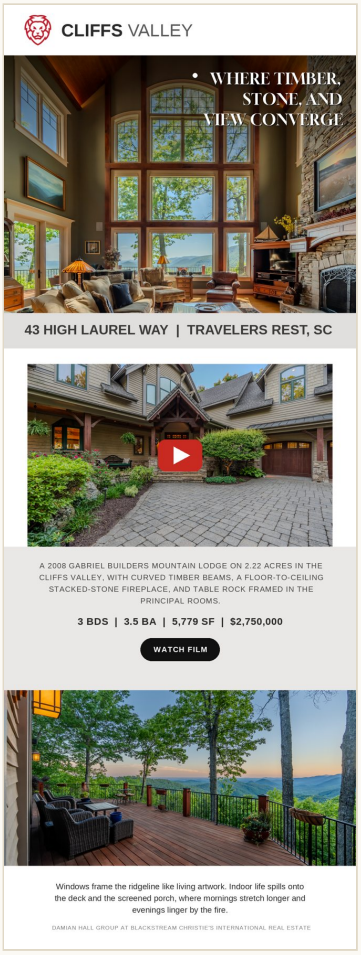
National, global, and direct.

WSJ.COM · THE WALL STREET JOURNAL, REAL ESTATE



NATIONAL EXPOSURE THROUGH THE WALL STREET JOURNAL, WHICH REACHES QUALIFIED BUYERS FAR BEYOND THE LOCAL MARKET.

Direct to buyers. A just-listed eblast goes to the Damian Hall Group database and the Christie's International Real Estate network, landing your home in the inbox of the people most likely to write.



ALSO FEATURED IN

Christie's International Real Estate Magazine · Private Air · Ocean Home · JamesEdition · The DHG 8x8 Property Book

The Christie's International Real Estate Magazine feature showcased 105 The Cliffs Parkway at The Cliffs at Glassy.

PART SEVEN · YOUR HOME ON SOCIAL

The editorial feed.

A cohesive set in the quiet-luxury register, built to stop the scroll without shouting. The four feed posts are shown here, alongside a vertical story and a Facebook banner built in the same style.



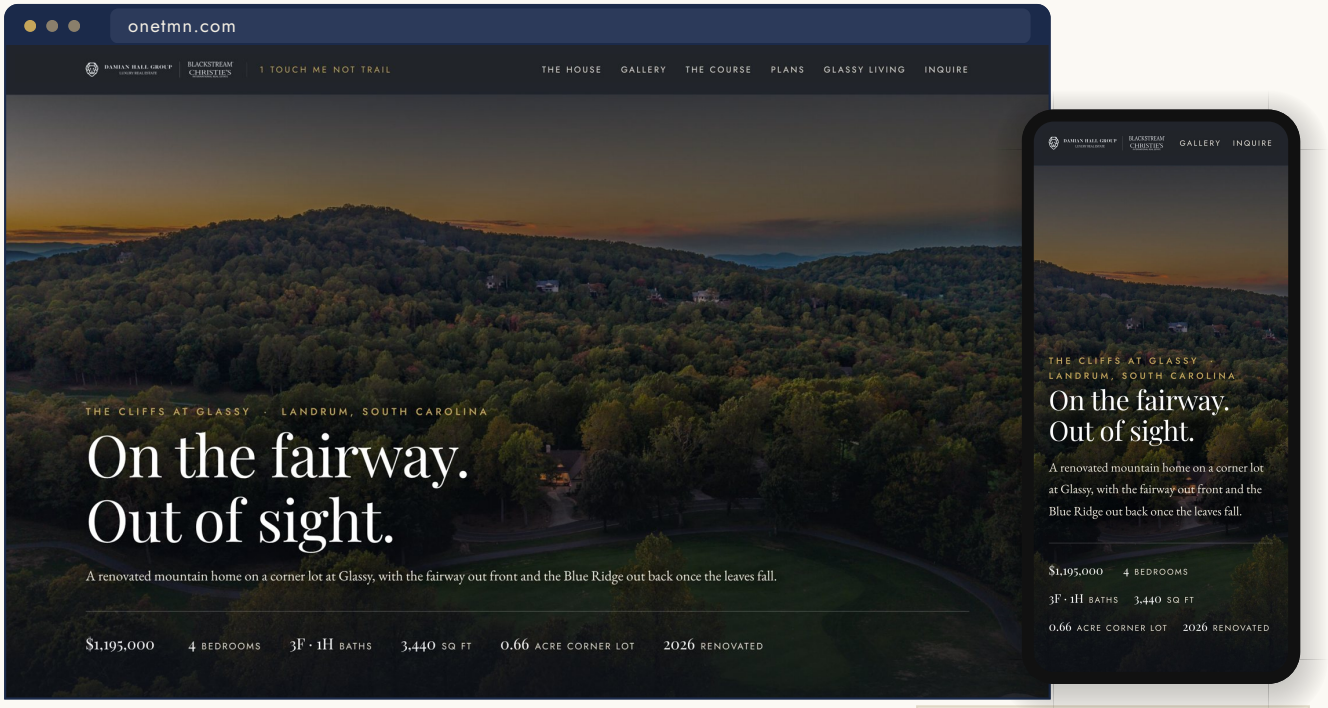






A website of its own.

Your home has its own website on its own domain, built, hosted and paid for by us. It is where every road leads: the brochure, the social posts, the just-listed email and the press pitch all point a buyer to one page we control.



- Its own address on the sign, the feature sheet QR, every email and every social post
- The full gallery, the floor plans, the golf course and a Glassy Living guide on one page
- Inquiries go straight to us, the moment they are sent
- Private, cookie-free analytics, so your biweekly report shows who looked and what they did

VISIT THE SITE

onetmn.com

The MLS description.

This is the version that carries your home across the portals, written to lead with the features that drive engagement. Please read it over and send any changes.

Set on a quiet corner lot high in The Cliffs at Glassy, this fully renovated four-bedroom mountain home looks out over the golf course from its front porch and, once the leaves fall, toward layered Blue Ridge ridgelines from the back. Mature hardwoods wrap the property, the street is a short, quiet trail near the Glassy Chapel, and at 2,730 feet in elevation, the summer air runs noticeably cooler than the valley below. It is the rare Glassy home that feels private and still lets you walk to the fairway.

Every room has been reworked. The great room rises to a vaulted ceiling with skylights, anchored by a floor-to-ceiling stacked stone fireplace flanked by built-in shelving and cabinetry. Tall windows and French doors pull natural light across the open living and dining areas and lead out toward the porch, and white oak floors carry you from the foyer straight through to the kitchen without a break.

The kitchen and scullery were built for people who actually cook. Shaker-style custom cabinetry, quartz counters with a full-height slab backsplash, under-cabinet lighting and high-end stainless appliances, including a wall oven with steam cooking, surround a center island with a prep sink, beverage refrigerator, brass pendants and counter seating. Behind it, the scullery adds its own sink, dishwasher, refrigerator and storage, so the mess stays out of sight when guests arrive. A breakfast nook sits in its own bay of windows, and a generous laundry room and a refined powder room sit off the two-car garage.

The main-level primary suite is quiet by design. Its spa bath sets a freestanding soaking tub beneath a picture window that frames the course, alongside a frameless glass shower with rainfall and handheld heads, heated marble-look tile floors, a double vanity, an enclosed water closet and two separate walk-in closets.

Upstairs, a second suite with its own bath, walk-in closet and skylights works as guest quarters, a bunk room, a gym or a media room. The walkout lower level adds two bright bedrooms, a full bath and a family room with a bar and kitchenette lined in open shelving, so visiting family can settle in without anyone giving up their room.

Outside, new landscaping and irrigation frame the home, and the level backyard leaves room for flower beds, a garden, a fire pit and the dog. A new screened porch and a recently expanded deck handle grilling and long dinners, while the covered terrace below is ready for a porch swing, hot tub or outdoor kitchen. Behind the walls, plumbing and electrical have been updated, the crawl space encapsulated, a new radon mitigation system installed, and the home connected to high-speed internet with Wi-Fi thermostats throughout. Even the finishing details are new: the front door, shutters, lighting, ceiling fans, door hardware, and paint inside and out.

Glassy is the mountaintop of the Cliffs network. Its Tom Jackson course was named the fourth most scenic in America by Golf Digest when it opened in 1993, and the community around it borders a protected watershed preserve, carries Certified Audubon Sanctuary status, and keeps a gatehouse staffed around the clock. The Glassy Chapel, the Sunset Pavilion and miles of walkable mountain roads are part of daily life here. A Cliffs membership is available for purchase, opening the clubhouse, the wellness center and the courses across all seven Cliffs clubs.

Renovated, private and steps from the course, this is the Glassy home that lets you skip the project and start the season. Schedule a private showing.

WHERE IT GOES: ZILLOW, REALTOR.COM, TRULIA, AND MORE THAN 80 SYNDICATION SITES.

PART NINE · THE EDITORIAL VERSION

The magazine cut.

The same home, written for the Christie's International Real Estate portal, the property website, and press. Less data, more atmosphere.

> *The street is named for a wildflower that does not like to be handled. Touch-me-not, the wild jewelweed that grows along these mountain trails, scatters its seed pods at the slightest brush. It is a fitting name for one of the more private addresses at The Cliffs at Glassy: a corner lot held in a ring of mature hardwoods, at the end of a short and quiet trail, where the only regular traffic is a golf cart crossing the fairway out front.*
>
> *That fairway is the view from the front porch. Morning starts with the course going from gray to green beneath the trees, and by evening the shadows of the hardwoods stretch long across the grass. Walk down the steps and you are on the course. Turn around in December, after the leaves have dropped, and the view off the back of the house opens to winter ridgelines of the Blue Ridge. At 2,730 feet in elevation, July arrives cooler here than it does in the valley, which is the reason most people come up the mountain in the first place.*
>
> *The house is an established mountain classic, Craftsman in stone, stucco and wood, and its owners have reworked nearly every surface of it with real care. You feel it at the front door. The great room rises to a vaulted ceiling punctuated by skylights, and a new stacked stone fireplace runs floor to ceiling, flanked by built-in shelving and cabinetry. Tall windows and French doors pull daylight across the room. White oak floors run from the foyer through the dining area and into the kitchen without a threshold to interrupt them.*
>
> *The kitchen is the kind people end up standing in. Shaker cabinetry climbs to the ceiling, a full-height slab backsplash runs behind the cooktop, and a center island with a prep sink, beverage refrigerator and brass pendants is where every conversation drifts by six o'clock. The wall oven cooks with steam. Behind it all, a full scullery with its own sink, dishwasher and refrigerator absorbs the dishes, the platters and the overflow, so the kitchen can stay a room for guests rather than a staging area. A breakfast nook sits in its own bay of windows looking into the trees.*

CONTINUED ON THE NEXT PAGE.

The primary suite is on the main level and set apart from everything else. Its bath is the room you will show people. A freestanding soaking tub sits beneath a picture window that frames the course, the floors are heated, and a frameless glass shower carries both a rainfall head and a handheld. There is a double vanity, a private water closet, and two separate walk-in closets, which tends to settle a certain kind of household argument before it starts.

Upstairs, a second suite with its own bath and walk-in closet sits beneath skylights, ready to be a guest room, a bunk room for the grandchildren, a gym or a screening room. The walkout lower level gives visiting family their own floor: two light-filled bedrooms, a full bath, and a family room with a bar and kitchenette lined in open wood shelving.

Outside, new landscaping, irrigation and tree work have opened the property without giving up its privacy. The backyard is level, which on a mountain is worth mentioning, with room for a vegetable garden, a fire pit and a dog with opinions. The new screened porch and the expanded deck are where dinner happens from April to October, and the covered terrace below waits for a porch swing, a hot tub or an outdoor kitchen. The quiet work has been done too: updated plumbing and electrical, an encapsulated crawl space, new radon mitigation, high-speed internet and Wi-Fi thermostats.

A Cliffs membership is available for purchase, opening the golf courses, wellness centers and social calendar across all of the Cliffs communities. But the reason to buy this house is simpler. It sits on the course, it keeps to itself, and every project is already finished. All that is left is deciding what goes on the terrace.

WHERE IT GOES: CHRISTIESREALESTATE.COM, THE PROPERTY SITE, AND PRESS KITS.

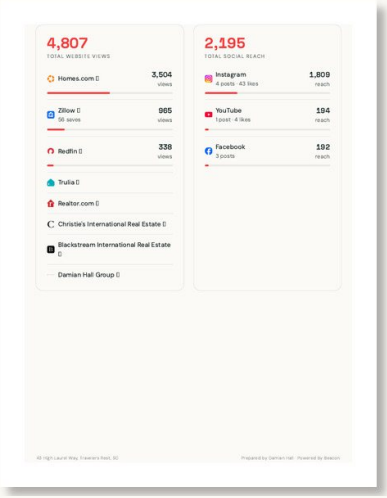
OUR PROMISE

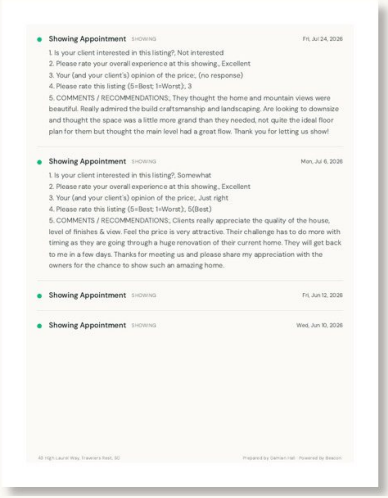
You will always know where things stand.

You will hear from us on a steady cadence. Every two weeks a full report lands in your inbox: how buyers are finding your home across the portals and social, every showing with its feedback, and a clear read on where the market is responding. Feedback from each showing comes within 24 hours. No guessing, no chasing, from launch through closing.

A SAMPLE OF YOUR BIWEEKLY REPORT







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Christie's International Real Estate

THE COUNCIL

The Council is the invitation-only network of the thirty most influential agents across Christie's International Real Estate, hand-selected by the company's president, with combined 2025 sales of $7 billion. Damian Hall is honored to be among them.

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