THE CURATED LAUNCH PLAN

Thanksgiving Farm

CAROLAND FARMS · LANDRUM, SOUTH CAROLINA

Prepared for the owners of Thanksgiving Farm



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. Thanksgiving Farm is thirty-eight acres of Tryon hunt country in Caroland Farms, a European manor above its pastures with a covered arena and a gate onto the private trails, and it deserves a launch built around that.

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

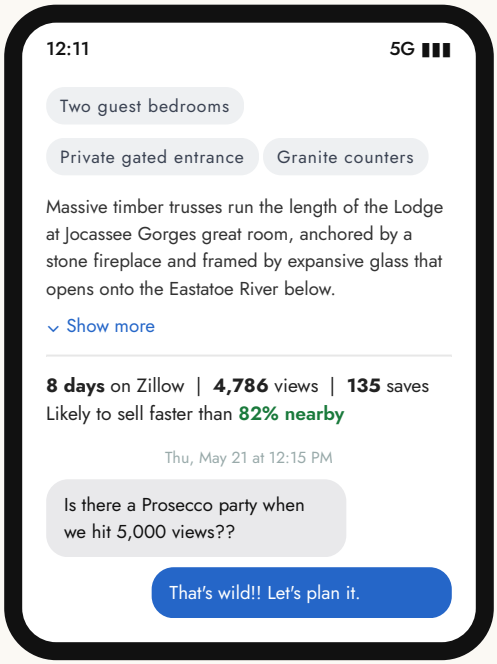
PART ONE · THE SCIENCE OF ATTENTION

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 nearly 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 one of the Top 30 agents worldwide in the Christie's International Real Estate network. 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.

- Seventy-five photographs from the main, drone and hunt shoots, curated and sequenced for each channel
- Two films: the cinematic property film and a walkthrough of the farm with Debra and Damian
- A dedicated property website at ownthanksgivingfarm.com, built and hosted by DHG
- MLS syndication to more than 80 sites, led by Zillow, Realtor.com, and Trulia
- An editorial social set and a ten-slide Instagram carousel in the quiet-luxury register
- The 8x8 property book in print, with Debra and Damian presented together
- A just-listed announcement to the Damian Hall Group private database
- A paid placement in The Luxury Connection, Christie's twice-monthly listing newsletter, funded by DHG
- Placement through the Christie's International Real Estate global network, and equestrian media where serious horse buyers read

Every piece points at the same thing: introducing Thanksgiving Farm to the buyer who already knows what a covered arena, a center-aisle barn and a gate onto the trails are worth.

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

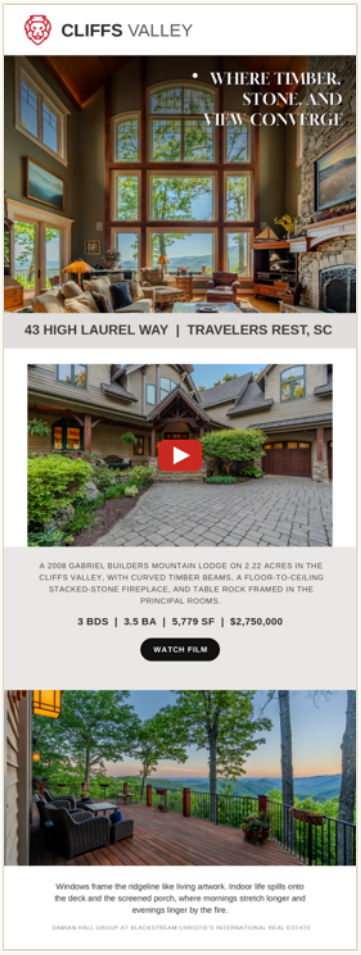
National, global, and direct.

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

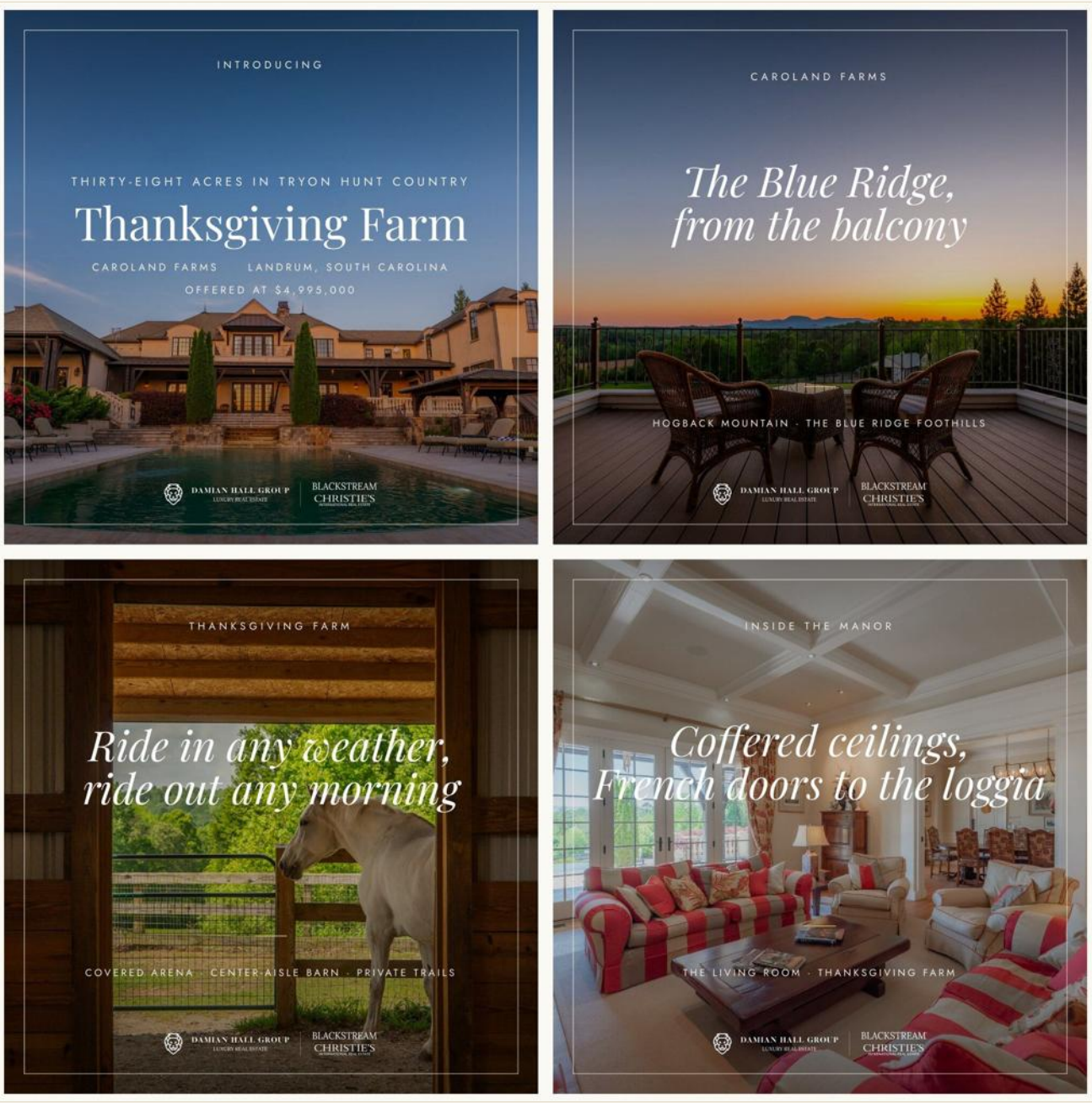
Christie's International Real Estate Magazine · Private Air · Ocean Home · JamesEdition · The DHG 8x8 Property Book

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

PART SEVEN · YOUR HOME ON SOCIAL

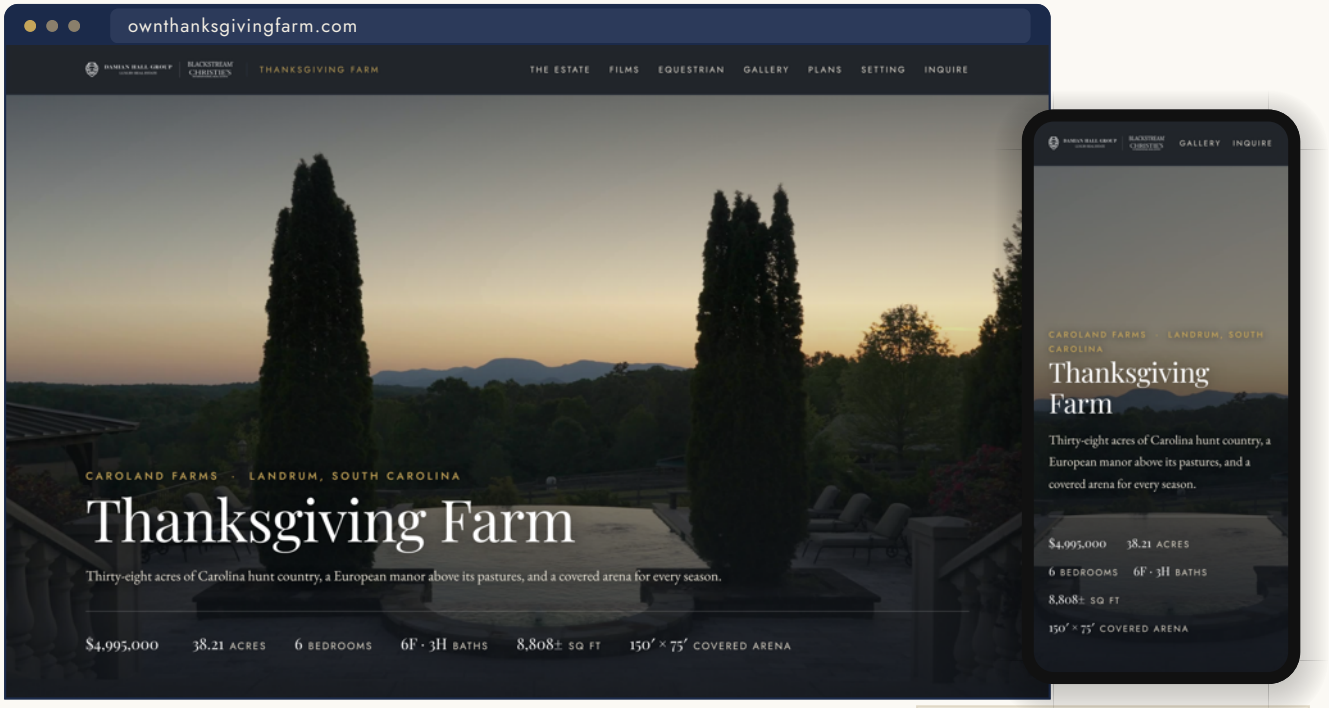
The editorial feed.

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 brochure, every post, every email and every press pitch
- Seventy-five photographs, both films, the floor plans and a map on one page
- Inquiries reach Debra and Damian the moment they are sent
- Private, cookie-free analytics, so your biweekly report shows who looked and what they did

VISIT THE SITE

ownthanksgivingfarm.com

PART EIGHT · THE LISTING, FOR YOUR REVIEW

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.

> *Thanksgiving Farm: 38.21 acres in Caroland Farms, in the heart of Tryon hunt country, with North Pacolet River frontage and direct access to a private trail system. The 2012 European-style manor, stucco and stone under a slate roof, offers about 8,808 sq ft with 6 bedrooms, a barrel-vaulted colonnaded gallery, curved iron stair, coffered living room opening to a loggia with outdoor kitchen, and a kitchen with dual granite islands, stone floors, cooled walk-in pantry and full scullery.*
>
> *Four en-suite guest rooms fill a private West Wing; the upstairs primary suite has a balcony over the pool, two dressing rooms and a spa bath. Snug with wood-burning fireplace, bar, theater, billiards, two studies, gym, sauna and steam. Heated saltwater infinity pool, hot tub terrace, gazebo, putting green.*
>
> *Covered sprinkled 150′ x 75′ arena, 36′ x 48′ center-aisle barn with climate-controlled tack room, three paddocks, jump pasture, and a 2BR/2BA guest cottage. About 10 minutes to Landrum.*

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.

> *In this corner of the Carolinas, the formal hunting season opens on Thanksgiving Day. Riders gather in scarlet and black, the horses braided, the hounds blessed before they move off across the foothills. Thanksgiving Farm sits in the middle of that country: 38.21 acres in Caroland Farms, on the Landrum side of the state line, where the Blue Ridge rolls down into board-fenced pasture and the North Pacolet River runs along the edge of the land. Hogback Mountain rises on the horizon. The farm opens directly onto the private trail system that winds through Caroland, so a ride begins at your own gate rather than at the end of a trailer ramp.*
>
> *The approach sets the tone. A stone gate gives onto a long paver drive that opens into a motor court held between the wings of the house, and a separate gated service entrance keeps trailers and deliveries off the front drive entirely. Built in 2012 in stucco and stone under a slate roof, the manor rises to an entrance tower with an iron balconet above a tall arched door. At dusk the lanterns come up along the porte cochere and the whole facade warms like a carriage house on an English estate.*
>
> *Inside, a curved stair with a scrolled iron balustrade climbs from the foyer, and a barrel-vaulted gallery lined with columns and tall windows carries you the length of the main floor. The living room sits beneath a coffered ceiling, with a fireplace at one end and a wall of French doors at the other, opening to the loggia, the pool and the mountains. The formal dining room shares that same covered terrace through three sets of French doors, so a dinner party drifts outside without anyone having to decide it should.*
>
> *The kitchen was built for the hunt breakfast. Two granite islands anchor a room of stone floors, a hooded range wall and a bay of windows over the grounds, with a climate-controlled walk-in pantry behind it and a scullery that carries the overflow, fitted with two dishwashers, an additional oven and a pair of wine chillers. Next door, the family room wraps a wood-burning stone fireplace in beams and French doors, and the bar, under a coffered ceiling in dark wood, keeps beverage chillers, an ice drawer and backlit glass shelving within reach. Two studies with custom built-ins, one looking out over the putting green, a dedicated theater, a mudroom and a walk-in laundry complete the floor.*

CONTINUED ON THE NEXT PAGE.

Six bedrooms are arranged so a full house never feels like one. Four guest suites occupy their own West Wing, two on each level, each with a private bath, the upper pair under vaulted ceilings. Friends can arrive for the opening meet and not cross paths with the owners until coffee. The primary suite takes the upper floor of the main house: a vaulted bedroom whose French doors open to a balcony over the pool, the pastures and the Blue Ridge, two dressing rooms, a coffee nook, a soaking tub set into a window bay with the mountains beyond it, and an adjoining bedroom or sitting room with its own bath. On the lower level, a wellness suite holds a fitness room, a sauna and a steam room. Up under the eaves, the game room keeps the billiards table.

Outside, the loggia stretches across the back of the house on a stone floor, with an outdoor kitchen at one end and a hot tub on its own terrace. Below it, a heated saltwater infinity pool runs out toward the pastures, its far edge spilling over a wall of stone. A poolside gazebo, a putting green and a small greenhouse fill out the grounds, about 2,500 square feet of outdoor living in all. In the evening the light goes gold over the foothills, then rose, then blue, and there is no better seat for it than the primary balcony.

Below the house are the working parts of a serious horse property. A covered, sprinkled arena of 150 by 75 feet means schooling never waits on the forecast. The center-aisle barn, 36 by 48 feet, has four stalls today, a climate-controlled tack room with laundry and a half bath, a feed room and a hot and cold wash bay. Three large paddocks are fenced in three-board with no-climb wire, and another pasture is set with jumps. Across from the barn, a two-bedroom, two-bath guest cottage of about 1,159 square feet, with a wood-burning fireplace and a covered deck over the paddocks, suits a trainer, a farm manager or the houseguest who never quite leaves.

Landrum's brick downtown, its antique shops, galleries and restaurants, is about ten minutes away. Spartanburg is thirty minutes, Greenville fifty, and both GSP and Charlotte are within easy reach. The Tryon Riding and Hunt Club's Block House Steeplechase runs each spring, FENCE keeps its meadows and trails open outside Tryon, and Tryon International hosts a dozen or more disciplines a year at Mill Spring. Thanksgiving Farm is the rare property that is finished on every front, the house, the land and the horse facilities, in the one place where all three are worth the most. Presented by Debra Minnick and Damian Hall at $4,995,000.

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

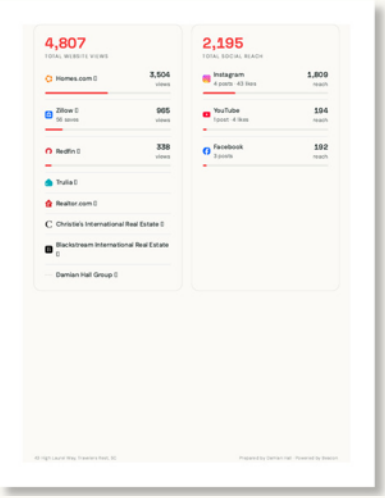
OUR PROMISE

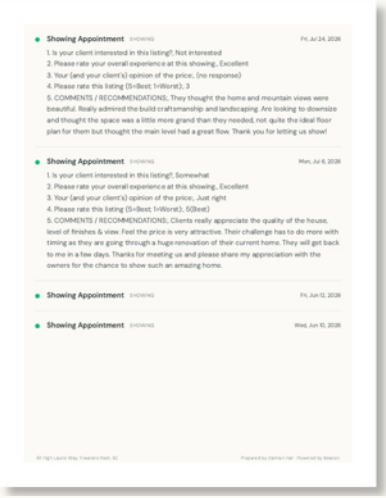
You will always know where things stand.

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







DEBRA MINNICK
Blackstream | Christie's International Real Estate
864.404.8295
debra@blackstreaminternational.com

DAMIAN HALL
Damian Hall Group at Blackstream | Christie's International Real Estate
864.561.7942
dh@damianhallgroup.com

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.

DAMIAN HALL GROUP
LUXURY REAL ESTATE

BLACKSTREAM
CHRISTIE'S
INTERNATIONAL REAL ESTATE