Mahar Real Estate

A Higher Standard of Representation

Selling property today is not simple.

Markets shift.

Information is everywhere, but clarity is not.

What was once straightforward
now requires precision, timing, and strategy.

Every decision, from pricing to presentation to negotiation,
impacts the outcome.

At Mahar Real Estate, we believe the only constant is change.

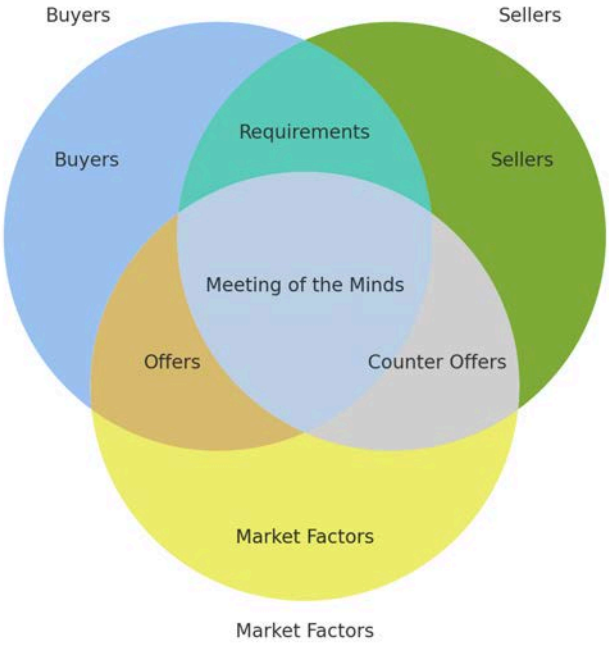
So, we approach every property with one objective:

Navigate change. Maximize outcome.

The Real Problem

Which is more important , the list price or the sale price?
The real problem lies in perception and expectation.
No one wants to be ON the market.
The goal is to sell with a deal that makes sense for all parties.
Our goal being to have a meeting of the minds
as swiftly, and as benificial to you, as possible.

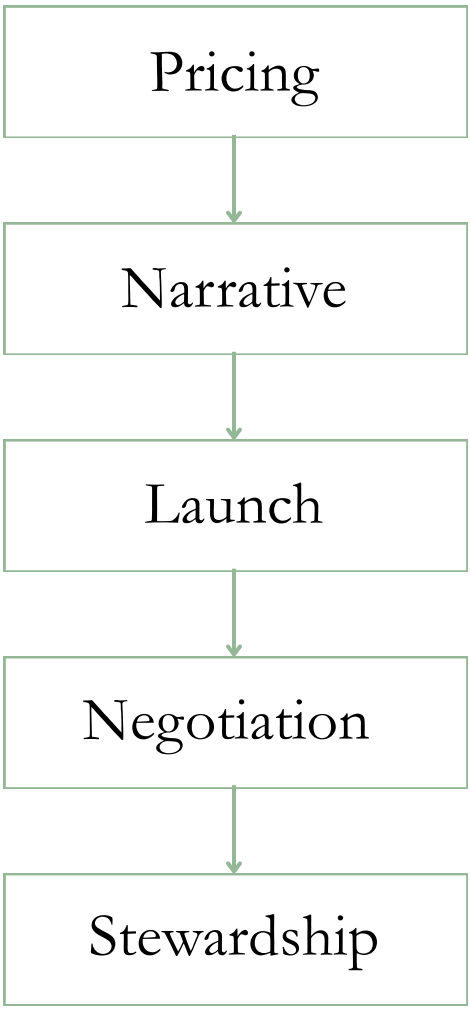
Meeting of the Minds



It's not the market.

It's the marketing.

The Mahar Marketing Method



Pricing

Pricing is not a guess.

It is not a test.

It is a strategy.

We position your property based on real time buyer behavior, not hope or opinion. The goal is to create urgency, attract strong buyers, and drive the best possible outcome.

Price correctly, and the market comes to you.

Price incorrectly, and you will spend the life of the listing chasing it.

Narrative

Homes do not sell themselves.

Stories do.

Every property has an identity. Our job is to find it, shape it, and present it in a way buyers connect with instantly.

We are not just listing your home.

We are creating demand around it.

Launch

The moment your property meets the market matters.

There are no soft launches.

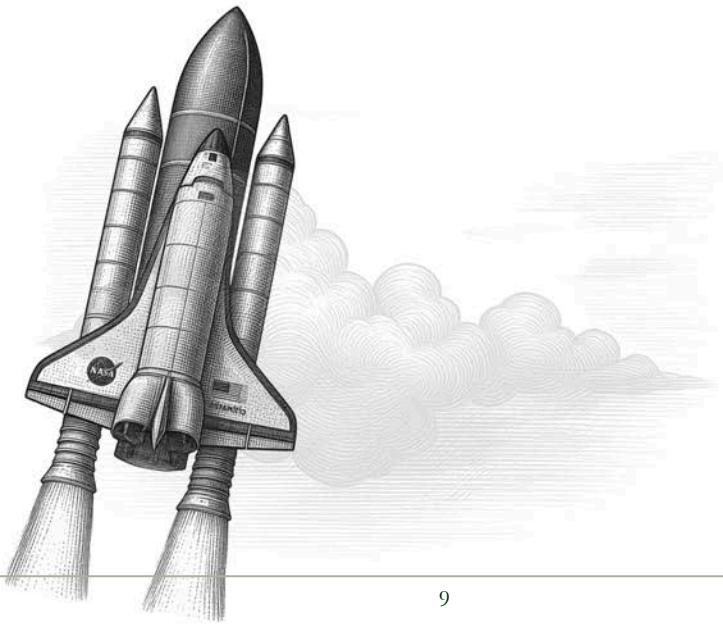
No quiet entries.

No wasted momentum.

We bring your property to market with intention, timing, and force, ensuring it is seen by the right people, in the right places, at the right time.

Launch is not an announcement.

It is market entry with purpose.

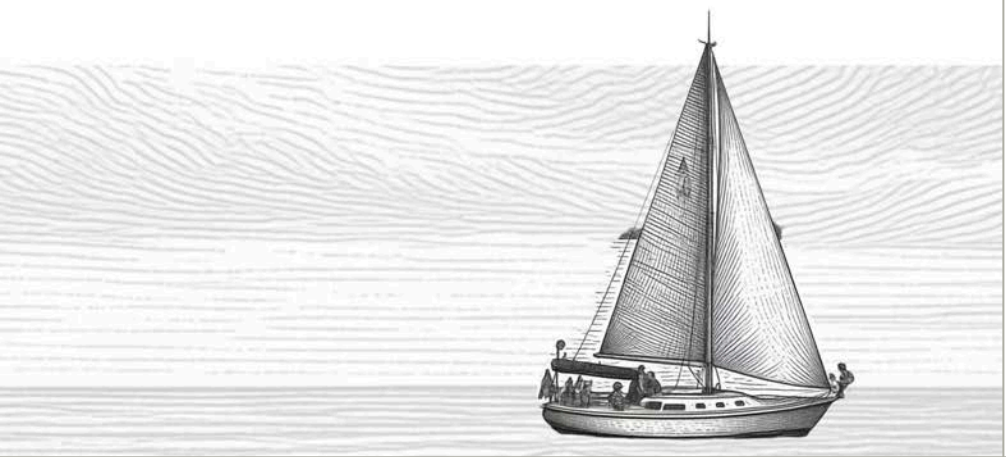


Negotiation

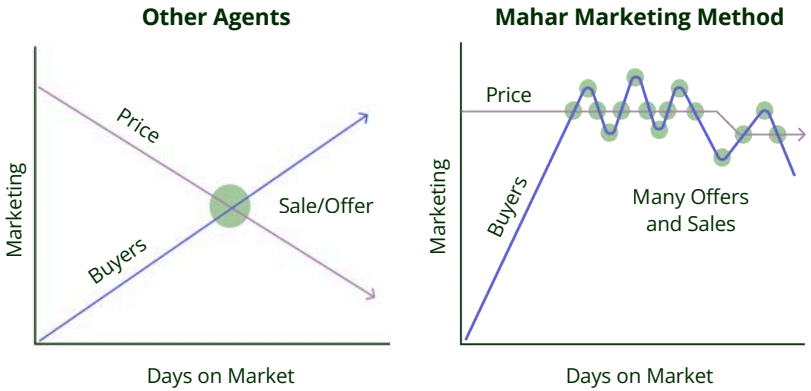
Negotiation determines the outcome.
We control the conversation, the leverage, and the perception throughout the process. It is not just about price. It is about terms, timing, and positioning.
Every move is deliberate.
Every decision is strategic.

Stewardship

A signed contract is not the finish line.
It is the beginning of the most fragile part of the transaction.
We manage every detail from contract to close so nothing breaks. Inspections, timelines, communication, all handled with precision.
Our role is to protect the deal and deliver it to the finish line.



Selling on day one doesn't have to mean the house is underpriced. With the Mahar Marketing Method we promote your property to find buyers. We take advantage of digital marketing, targeted social media, paper advertising, on the ground and word of mouth promotion to reach the maximum buyers early on in the listing.



Price doesn't have to be the only factor to get someone to buy. We negotiate to get you the best deal. Sometimes this is over asking price (the circles above the price) or sometimes it takes a while to find the right price, but we do not let up on finding the right buyer.

Proof

Stories of Sales

Octagonal Ulster County Gem

This one caught my attention. An incredibly unique home in a beautiful town. Why didn't it sell?
I followed the listing and realized it wasn't the market, it was the marketing. When the listing expired we got in touch with the owner and he had Charlie and I come by. His last list price being $425,000, we believed this was low and encouraged him to list higher at $479,900.
Within 12 days we had an accepted, all cash offer of $450,000, exceeding his last advertised price by $25,000.
We went to settlement swiftly and are now representing the owner on multiple real estate transactions.
Knowing the market, insight on who our buyer was going to be and a desire to win set us apart.

Written by Dan Mahar
Sold by Dan Mahar and
Charlie Brassard

71 Wegebauer Rd.

Saugerties

Represented by
Dan Mahar
and Nick Legname

What could have been a loss and a tragic one, 71 Wegebauer turned out to be a great victory. The owner was from NYC and had a major interior flood of burst pipes in the winter of 2022. Having the house gutted and remediated, he was selling this beautiful chalet as is.

He reached out to us after speaking to a local real estate agent who said he 'could not sell due to condition.' Last time I checked, you can sell whatever you want. Nick and I took the call to action and within a week had multiple offers.

Nick, having immense construction background, brought in his knowledge of how to rebuild the home to each showing. Our seller was very happy with the outcome of what could have been a tremendous loss wound up being a victory in the end.

17 Bayley Boulevard

Hudson

One of my all time favorite listings, 17 Bayley Boulevard was unique from start to finish. The owners called me as their daughter recommended me. They had interviewed several agencies in the area and were looking for a fresh perspective and take on the property.

Situated in Hudson, this 3000 sqft+ ranch sat on over 3 acres, truly a one of a kind. The property was set as two parcels which made us have an ability to use the leverage of selecting with or without the land.

Using the Mahar Marketing Method I found a buyer in Sante Fe who flew in, within two days of being on market and paid $25,000 over asking price, in addition to not wanting the extra parcel.

We then subsequently sold the second parcel for an additional $30,000.

Our original hope was $700k, and we ended settling the entire package at $780,000!

Client Experience

"Just purchased my forever home. Dan was absolutely amazing through the process. He jumped on scheduling a showing for this house for the same evening if he hadn't I probably wouldn't be sitting here in my dream home. He was the only solid rock during the buying process every step of the way. This isn't my first time using him he helped me sell my previous home too for top dollar with an accepted offer in less than two weeks. If you're looking for someone who's knowledgeable and not afraid to work hard he's your guy. Highly recommend him for all your realty needs."

Sarah D.

"I have moved several times over the past two decades due to job particulars and have interacted with numerous real estate agents from Florida to New York. Without question, Dan has been the most attentive, driven, thorough, thoughtful, professional, and communicative agent I have ever worked with. He was always available and always thinking about our property and the best way forward in terms of listing and selling it. The materials he put together showcasing our home were exceptional, and he was with us every step of the way to ensure that it sold quickly and at the price point we needed. Dan was always fully engaged in conversation about the property and would consider as well as come up with novel ideas to approach the sale from many different angles. On top of it, his positive attitude and easy demeanor meant that we always felt comfortable and in good hands when he was with potential buyers showcasing the house. I cannot recommend Dan Mahar highly enough - he is, in my experience, simply the best."

Jeffrey B.

"From the very beginning, Dan impressed us with his preparation and professionalism. At our first meeting, he arrived with a thoughtful proposal that clearly showed he had done his research on our home. He immediately treated our home of 26 years with the same love and respect we had for it.

He took the time to learn about our family's history and even referred to the bedrooms by the names of the children who once occupied them—a small gesture that meant so much. Dan truly listened to our wants and needs, picking up on the details that mattered most to us, like describing our backyard as an "oasis." He listened to our concerns and willingly made adjustments to ensure a more successful outcome.

When it came time to sell, Dan brought that same level of care and preparedness. His research, planning, and networking paid off—our house sold in less than a week. We had complete confidence in his advice, and we were genuinely impressed by the beautiful brochures, engaging Facebook posts, and Instagram videos he created.

Dan was always easy to reach, quick to respond, and willing to listen. Selling a family home of 26 years is never easy, but Dan made the entire process smooth, personal, and reassuring."

Marlene P.

"Dan recently did a CMA for us on a home we are planning to purchase. He is so easy to work with and gets the job done quickly and effectively! I would highly recommend Dan for all of your real estate needs! He is also very friendly and personable!"

Brittani B.

Meet the Team

We are raising the standard of real estate service.
Reliability is not a promise, it is our baseline.

The only brokerage in Columbia and Greene Counties

We are independently owned and operate as a unit

No one here does it alone. Let's meet!

Daniel 'Dan' Mahar

Principal Real Estate Broker

Named one of Columbia County's '40 Under 40 Business People' and a 'Real Producer of the Capital Region,' Dan is an award-winning Realtor, regular contributor to Trixie's List in Hudson, and has been featured in Main Street Magazine, Upstate House and Chronogram. He combines modern strategy with small town sensibility, offering a rare balance of hustle and heart.

Whether working with first-time home buyers, motivated sellers, or seasoned investors, Dan is known for being hands-on, honest and fully committed to getting the job done right. From Poughkeepsie to Saratoga, he has become a trusted name for those who want straight answers and real results.

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@maharrealestateny

Erin Shepherd

Licensed Real Estate Salesperson

Erin is your go-to real estate expert for the Hudson Valley and Capital Region. A local at heart, she brings deep knowledge of the area and a genuine passion for helping families find the right fit. An award-winning salesperson with over $6M in volume in 2025, Erin pairs proven results with a personal, hands-on approach.

As a proud mom of two, she understands how important community and lifestyle are, and works hard to make every step of the process feel smooth and stress-free. When she's not helping clients land their next home, you'll find her out exploring the region's hidden gems with her family.

(518) 567-3067
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@erinseannnn

Nicholas 'Nico' Ager

Licensed RE Associate Broker

(248)-821-0656
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@realestatedoula

Nico is a Midwesterner who found his home in the Hudson Valley. With a background in both the arts and sales, he brings empathy, storytelling, and clear communication to every client relationship. Known as the "Real Estate Doula," he is a steady, supportive guide through every step of the process. Outside of real estate, he performs at the Bridge Street Theatre and enjoys exploring construction sites with his toddler.

Britni Steinherr

Licensed Real Estate Salesperson

(518) 291-6996
b.steinherr@maharrealestate.com
@greenelivingwithbrit

Lifelong Cairo local, Britni brings deep Greene County knowledge to every client. Her family's business has been a community staple for 65 years, and she's spent decades skiing and connecting in Windham. Through @greenelivingwithbrit, she shares the region's lifestyle and character. Known for her honesty and calm approach, Britni guides with clarity, care, and local insight.

Patrick Mahar

Licensed Real Estate Salesperson

(518) 755-3857
p.mahar@maharrealestate.com

With roots in Columbia and Rensselaer Counties and an honors degree in Cybersecurity, Patrick brings a unique blend of technical expertise and creativity to real estate. A former member of the UAlbany Marching Great Danes, he continues to explore his artistic interests while serving as CTO of Mahar Real Estate and founder of Mahar Media, combining innovation and local knowledge to deliver a modern approach to real estate.

Cathleen 'Cat' Hamm

Licensed Real Estate Salesperson

(518) 727-2635
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@cathleenmhamm

As a mother of four, Cathleen understands how important it is to find the right home for every stage of life. She works to make buying and selling real estate as stress-free as possible, offering honest guidance, and a personalized approach for each client. Outside of real estate, she is a CrossFit enthusiast and co-owner of Lumberjack Athletics in Hudson, where she's passionate about building a strong, supportive community.

Nick Legname

Licensed Real Estate Salesperson

(845) 594-7775
n.legname@maharrealestate.com
@nick_legname

Nick is a lifelong Hudson Valley resident with 15 years of residential construction experience, giving his clients valuable insight into every home he shows. Passionate about helping first-time buyers, he combines his builder's expertise with patience, dedication, and a commitment to guiding clients through the homebuying journey. Outside of real estate, Nick enjoys long-distance running, skiing, and skydiving.

Charlie Brassard

Licensed Real Estate Salesperson

(917) 974-2140
c.brassard@maharrealestate.com
@culinarycloser

Charlie has been a proud member of the Hudson Valley community since childhood, cultivating a deep appreciation for the region's charm and character. A graduate of the Culinary Institute of America, Charlie's background as a chef instilled in him a keen eye for detail and a dedication to excellence, which he now brings to real estate.

Our Network

Lenders

Matt Buono, Homestead Funding
mbuono@homesteadfunding.com
(845) 430-2365

Karin Steritt, Trustco Bank
ksterritt@trustcobank.com
(518) 828-9434

Laura Staerker & Katelynn Kipp, Rate
lauraandkate@rate.com
(518) 350-7721

Maple Tree Lending
Bill Hoogkamp
(518) 782-1202

Attorneys

Kevin Thiemann
kbtmann@yahoo.com
(518) 755-6227

Matt Griesemer
Griesemer@hvlawpartners.com
(518) 828-5400

Kristal Heinz
kristal@kristalheinz.com
(518) 755-4269

Home Inspectors

Kody Pinkowski, KP Inspections
(518) 965.1755

John Hallenbeck
(518) 337-1281

Anthony Covello
(914) 263-9775

Insurance

Derick LaTorre, LaTorre Insurance
(518) 660-0500

Fingar Insurance
(518) 828-4500

Metzwood Insurance
(518) 392-5161

Moving Services

Mabey's Moving Services
(518) 249-4762

Aidan Morrison, Morrison's Hauling
& Junk Removal
(518) 694-1420

UHaul Hudson
(518) 267-3031

Painters

Sarah Dingee
(518) 755-4518

LA Painting
(860) 597-2997

NXP Paint Pros
518-348-9866
Info@nxppaintpros.com

General Handy Person

Dwayne Shook
(518) 567-5291

Nikolaus Hatesaul
(518) 567-9090

Cleaners

Norma Chacon
(518) 965-3293

Suds in the Bucket
(518) 755-0154

Chrystal Albright
(518) 929-6677

Is Our Net Worth

Heating & Cooling (& Fuel Oil)

Valley Energy
(518) 851-3921

Suburban Propane
(518) 828-4083

Jim Grabowski
(518) 965-2517

Septic Services

Baldwin and Sons
(518) 828-0012

Superior Sanitation
(518) 398-7361

J&R Contracting
(518) 821-2173

Dumpster Rental

Barbato Dumpster
(518) 325-3331

Columbia County Transfer
(518) 828-2737

Dumpster Dave
(518) 821-1611

Donation / Cleanout

Habitat for Humanity ReStore
(518) 822-8300

Goodwill Hudson
(518) 671-6246

Kathrine Moore
(Sorting and Cleanout)
518 821 5283

Credit Unions

Greylock (Sam Reigel)
(518) 660-7631

Sunmark Credit
(866) 786-6275

Hudson Valley Credit Union
(845) 463-3011

Mold Remediation

Certified (Carol Ann)
(518) 766-9595

Bald Eagle
(518) 488-2538

Ready 2 Go
(518) 226-3421

Plumbers

Sal the Plumber
(845) 242-7155

Byron Parker
(518) 828-1816

Thomas Harkins
(518) 828-1433

Specialty Services

Window Washing
Mark Whitworth
(845) 797-8615

Interior Design
Bryan McCalister
(917) 719-6610

Informal Walkthrough
Scott Matson
(518) 466-0429

Awards & Milestones

Dan Mahar
Multiple 40 Under 40 Winner
Columbia County and Real Producers of the Capital Region
Excess of 10MM in sales in 2026 and 2026
Lifetime Sales in Excess of 75MM

Erin Shepherd
Women's Council of Realtors Winner
5MM In Sales in 2025 and 2026

Nico Ager
Licensed Associate Broker
5+ MM in Sales in 2025 and 2026

Britni Steinherr and Cathleen Hamm
2MM Each in Volume in 2026

Media

Chronogram

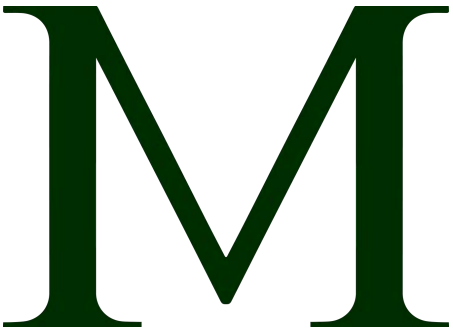
MAINstreet MAGAZINE

TrixiesList.com Hudson's Happenings

Guiding the Outcome

The difference is not the market.
It is the marketing.
At Mahar Real Estate, we position your property with strategy, not chance.
Pricing, narrative, launch, and negotiation working together.
This is not passive representation.
This is control from start to finish.
Let's position your property the right way.

Begin the Conversation



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