



# Emerald

COLLECTION

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## Introducing The Emerald Collection by Mint

The Emerald Collection is a private platform designed for those who prefer a more discreet, curated approach to property.

A tailored extension of Mint's premium service, this offers a personalised experience for high-value homeowners who wish to explore selling without a public campaign. It also gives discerning buyers access to exceptional properties that may never appear on the open market.

Curated by Nic Goodman, whose considered advice, trusted relationships, and proven results have delivered an average sale price exceeding \$3M over the past two years.

If you value privacy, personal service and a more refined real estate experience, The Emerald Collection was created for you.



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## Why The Emerald Collection might be for you

Not every property should be publicly listed. Whether it's due to privacy, personal circumstances, or the importance of timing, some homes call for a more discreet and deliberate approach. The Emerald Collection was created to honour those needs with care and intention.

This isn't a one-size-fits-all service. It's a bespoke pathway designed for clients who value confidentiality, control, and a deeply personalised experience. For property owners, it means exploring your options without the exposure of a traditional campaign. For buyers, it offers rare access to exceptional homes that may never appear on the open market.

We focus on quality over quantity, connecting with the right people, not just the most people. Every detail is handled with precision, from strategy and pricing to presentation and negotiation.

The Emerald Collection offers an alternative route. Premium in service. Refined in execution. Entirely tailored to you.

If you're seeking a quieter kind of confidence and a more considered approach to property, this could be exactly where your next move begins.



## **For property owners | The Benefits**

### **Utmost discretion**

Your home is never publicly advertised. No signage. No online listings. Just quiet introductions to the right buyers.

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### **Curated control**

You choose what is shared, when, and with whom. Viewings are limited to pre-vetted buyers.

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### **Qualified interest**

Your property is only presented to serious buyers actively seeking a home like yours.

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### **Lessened market pressure**

There is no risk of your home appearing stale or over-exposed. You can quietly test the market without commitment.

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### **Mint-standard presentation**

Your home still benefits (if appropriate) from professional styling, photography, and storytelling – all kept private and shared only with select parties.

## For property owners | How it works

- 01 Private consultation & confidential appraisal
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- 02 Optional professional styling & photography
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- 03 Curated buyer matching from The Emerald Collection database
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- 04 Discreet introductions & private viewings
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- 05 Negotiation and sale, handled with care

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## How to sign up for The Emerald collection

Visit our website: [mintrealty.co.nz/emerald-collection](https://mintrealty.co.nz/emerald-collection)

Sign up using the property owners contact form and Nic Goodman will personally meet with you to discuss your options and guide you through the process.



## For buyers | What to expect

### Early or exclusive access

You'll hear about properties before the public does – or in many cases, instead of the public ever knowing.

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### Curated opportunities

We listen carefully to your brief and only match you with properties that fit your vision.

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### A personal approach

From the first conversation to private viewings, your experience is bespoke and stress-free.

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### Serious conversations. No open homes.

No crowds. Just meaningful, informed property discussions.



## For buyers | How it works

- 01 Register interest and share your brief
- 02 Receive curated property matches not available on the open market
- 03 Receive private invitations to view
- 04 Engage in a calm, clear negotiation process

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