

FOR IMMEDIATE RELEASE

SHER JONIFF STUDIO REDEFINES LUXURY REAL ESTATE MARKETING

The First Editorial AI Luxury Listing Studio Brings Hollywood Standards, Architectural Digest Aesthetics, and Cinematic Storytelling to the \$2 million+ Property Market

SARASOTA, FL / FAIRFIELD COUNTY, CT — July 2026 — **Sher Joniff Studio**, the first luxury listing marketing studio to fuse Hollywood creative direction, two decades of high-end interior design, and advanced AI cinematic technology, today announced the launch of its editorial listing services for luxury real estate agents representing properties priced at \$2 million and above.

"The scroll is the new front door. For agents representing \$2 million+ properties, the listing presentation is no longer marketing — it is architecture. We make that architecture unavoidable."

— **Sher Joniff, Founder & Creative Director, Sher Joniff Studio**

The \$2 million+ Divide: Why Luxury Listings Demand a Different Standard

In a market where a single scroll determines whether a buyer books a showing or moves on, the visual presentation of a luxury property is no longer a courtesy — it is a competitive instrument. Yet the overwhelming majority of listings priced above \$2 million are presented with the same static photography, the same MLS template, and the same anonymous visual language as a \$450,000 starter home.

The affluent buyer — the one whose purchasing decision will change an agent's quarterly numbers — is not shopping for square footage. They are shopping for a feeling they cannot quite name, and absolutely refuse to justify to their CFO. They decide in eight seconds whether a listing feels like home or keeps scrolling. That decision is made entirely on the quality of what they see before they ever contact the agent, before they schedule a showing, before they speak to a single person.

Sher Joniff Studio was built to close that gap — permanently.

Editorial Staging, Cinematic Films, and the Architectural Digest Standard

Where conventional listing marketing presents a property as it is, Sher Joniff Studio presents it as it *could be* — fully realized, editorially staged, and cinematically filmed to the standard of an Architectural Digest spread. Every listing receives the visual intelligence of a luxury brand campaign, delivered in 48 hours, at a fraction of the cost of traditional production.

The Studio's proprietary workflow — combining advanced editorial AI staging with cinematic listing films — transforms empty rooms and vacant properties into fully realized environments that allow affluent buyers to make an immediate emotional connection. Not to a house they must decorate from scratch, but to a home they can already see themselves living in. The distinction is everything. The offer follows.

"After every showing, the buyer always goes back to look at the listing's photos and videos. Always," notes Joniff. "Those visuals become the silent partner — quietly prompting an emotional connection that makes the offer feel inevitable. The best agents already know this. The best listings prove it."

The Collection: Three Tiers of Editorial Excellence

Sher Joniff Studio offers three principal service tiers, each delivering a complete visual marketing package built to the standards of the \$2 million+ market:

COLLECTION	INVESTMENT	DELIVERABLES
The Still	\$750	3 rooms editorially staged · MLS-ready before/after set · 150-word luxury listing copy · 2 social captions · 48-hour delivery

The Film	\$1,500	5 rooms staged · Cinematic listing film (60-90 sec) · Complete listing description in Architectural Digest voice · 5 social captions · Before/after carousel · 48-hour delivery
The Series	\$2,800	Complete Film package + vertical Reels cutdowns + narrative listing copy + seller PDF presentation · Priority 24-hour delivery

For agents with consistent listing volume, The Black Label Retainer (\$2,500/month) provides two complete Film packages monthly, priority 24-hour turnaround, and a dedicated agent relationship — available by invitation only, with two spots per market.

Why \$2 million+ Is a Different Market Entirely

The fundamental difference between a property listed at \$800,000 and one listed at \$2.5 million is not merely price. It is the buyer profile, the decision-making process, and the standard of presentation that buyer expects before engaging.

The affluent buyer at the \$2 million+ level has, almost without exception, been inside Architectural Digest. They have stayed in Aman resorts. They have commissioned bespoke furniture. They understand immediately, at a cellular level, when a property presentation is operating at their

standard — and when it is not. Standard listing photography, however technically proficient, does not speak their visual language.

Sher Joniff Studio speaks that language fluently. Every deliverable — from the before/after editorial staging to the cinematic listing film to the Architectural Digest-voice listing copy — is calibrated to the aesthetic intelligence of a buyer who will not accept anything less than extraordinary. The result is not a listing that looks better. It is a listing that *feels* like the home they have been imagining.

About Sher Joniff: The Eye Behind the Studio

Sher Joniff's career represents one of the most unconventional — and uniquely qualified — paths to luxury real estate marketing in the industry.

Born in Paris — which, she notes, explains the deeply held conviction that beige is a cry for help — Joniff was educated at Smith College and Harvard before beginning a career that would take her through the highest levels of Hollywood, advertising, and design. Her first professional role was live-in personal assistant to Madonna and Sean Penn: a formative immersion not in design, but in the uncompromising standards of individuals who notice when a painting is hung off-center by a centimeter from across the room. And mention it. In front of the gallerist. At dinner.

"That kind of conditioning either breaks you or sharpens you," Joniff reflects. "It sharpened everything — especially the instinct to anticipate what this affluent and discerning crowd wants before they know they

want it. To present the things they didn't know they needed — until they quietly murmur, '...I must have it.'"

What followed was a career inside Columbia Pictures and TBWA\Chiat\Day — the agency that handed the world Apple's "Think Different" and Nike's "Just Do It" — not as a bystander, but as someone absorbed into a culture where world-class creative thinking was the operating standard. Her interior design practice, which she carried for two decades, earned features in Architectural Digest, Angeleno, and Echelon magazines, and placed her inside \$40M homes where the expectation of excellence was not aspirational — it was contractual.

That accumulated intelligence — Hollywood, Madison Avenue, luxury design, and the AI tools now capable of expressing it all at scale — is what Sher Joniff Studio brings to every listing it touches.

Availability: Nationwide

Sher Joniff Studio serves luxury agents and brokerages nationwide. The Studio has established a prominent presence in **Sarasota, Florida** and **Fairfield and Litchfield Counties, Connecticut**, and actively welcomes inquiries from agents representing \$2 million+ listings in any market across the country. If the property is extraordinary, the Studio wants to hear from you. Agents are invited to request a private screening at SherJoniffStudio.com/private-screening.

About Sher Joniff Studio

Sher Joniff Studio is an editorial AI luxury listing marketing studio serving agents and brokerages representing properties priced at \$2 million and above. Founded by Paris-born designer and Hollywood creative director Sher Joniff, the Studio delivers cinematic listing films, editorial AI staging, Architectural Digest-voice listing copy, and complete social content packages within 48 hours. The Studio serves agents and brokerages nationwide, with a prominent presence in Sarasota, FL and Fairfield and Litchfield Counties, CT. Agents representing \$2 million+ listings anywhere in the country are invited to request a private screening at SherJoniffStudio.com/private-screening.

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SherJoniffStudio.com **Private Screening:** SherJoniffStudio.com/private-screening

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*Paris-born · Smith College · Harvard · Hollywood: Madonna, Sean Penn · TBWA\Chiat\Day · Architectural Digest ·
Angeleno · Echelon*