

BEARDMANS ART HOUSE BY THE SEA

Long Point

beardmans.ca

EXPLORER QUOTIENT IDEAL AUDIENCES: Free Spirit and Authentic Experienter
UNIQUE SELLING PROPOSITION: An extraordinary oceanfront vacation home that honours the work of former owner and contemporary American artist, John Beardman
TYPE AND SIZE: Three-bedroom house
YEARS IN BUSINESS: One
GAME CHANGERS: Beautiful esthetic, attention to detail
ADVICE: "Invest in professional photos and a great website. It's a little more expensive, but in the end, it pays off."

In 1989, American contemporary artist, John Beardman built a summer home in Long Point, supervised by his good friend, World Trade Centre architect, Kip Serota. This incredible property continues to honour John and his art, now maintained as a vacation home by his former neighbours, **Marcus and Stefanie Butschek**.

"We became friends with John," says Marcus. "He was getting older and

realized he needed to sell. We came to an agreement because we were interested in keeping his artistry and spirit alive in this beautiful place. He created gorgeous gardens and we have preserved them. The house is built along Feng shui principles – and you can see that good energy. We were delighted that he agreed to leave his paintings and his scaffoldings outside in the trees. We know he likes what we have accomplished."





For website designer, Marcus and photographer, Stefanie, renovating a rental property was a completely new endeavour. “We had a lot of work to do – it was quite run down,” says Marcus. “But we were excited about our vision. To start playing with Photoshop and then see it come to life – it’s a great thing to experience. Our first guests arrived last July, and they loved it.”

Stefanie and Marcus had vacationed in Nova Scotia for a few years before deciding to move here from Germany 11 years ago. “It is such a beautiful place and the people are so kind and generous,” says Stefanie. “It is easy to get here from Europe, and now we have guests arriving from Switzerland, Germany and the U.S.”

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The Butscheks attribute their success to a number of factors. “It’s a combination of the art, an incredible house and the location, so close to the water– it’s everything you would wish for in a vacation home.”

Marketing also plays an important role. “The main thing is professional photos because the internet is their first impression,” says Marcus. “It is a little more expensive, but in the end, it pays off. It works if you make a nice presentation and advertise it over the best channels. Determine which keywords work for you and be active in that direction.”

“All the tiny things make it special,” says Stefanie. “When we care for

it so well, others care for it too. We also bring a lot from our heart. We keep thinking of what people would like, offering something special that is unexpected – just giving it more comfort or colour, not just function. We encourage guests to give us feedback for improvements. And we listen to them.”

Ideally located next to the Celtic Shores Coastal Trail, Marcus and Stefanie are now thinking about how else they can improve for their guests. “It’s just been a year, so now we want to offer additional services – start renting bikes from other local businesses. We see a great opportunity to network and see who is offering what and how we can help each other.”



“A lot of accommodations are functional but not special,” says Stefanie. “They aren’t necessarily a place you want to spend time when it’s raining. It just means thinking about the comfort and the esthetic. And it’s not about spending a lot of money – it’s that guests see the thought that goes into it.”



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