

# Selling at Compass

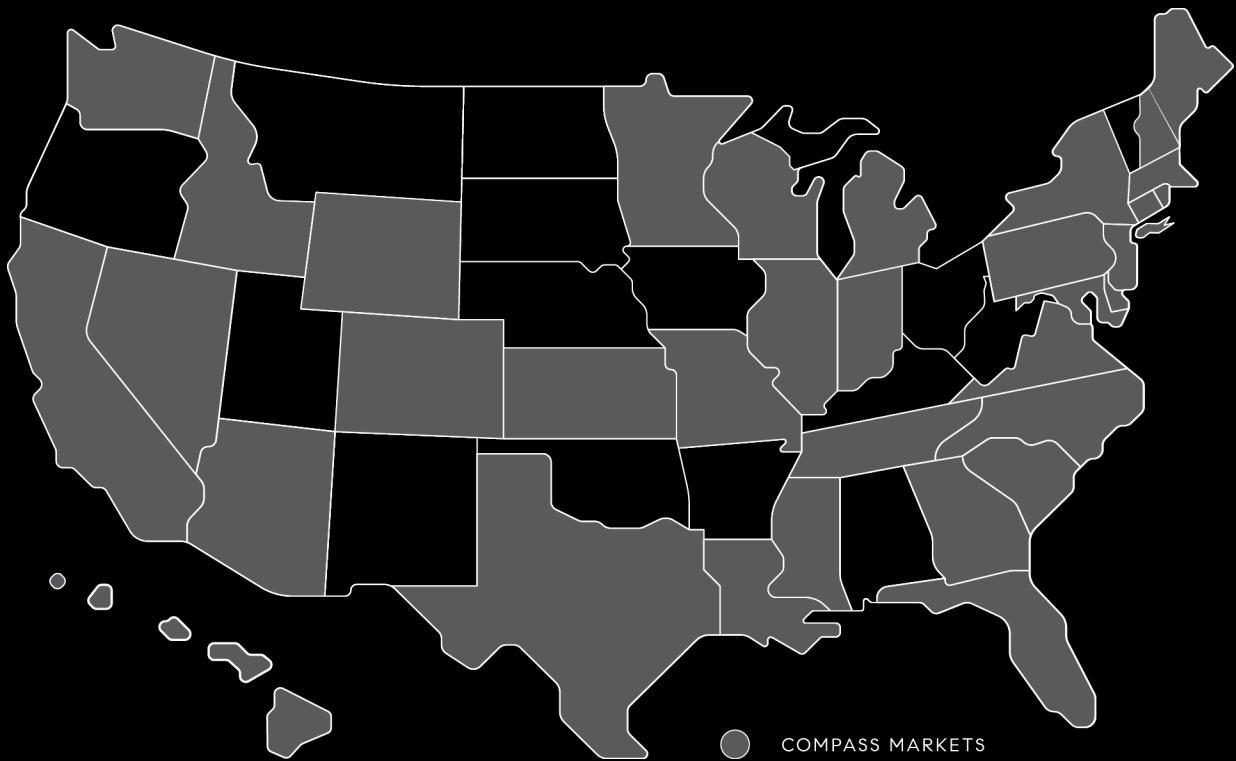
A MODERN, MULTI-PHASED LISTING STRATEGY  
DESIGNED TO MAXIMIZE INTEREST, OFFERS, & PRICE



# The Power of the #1 Real Estate Brokerage in the U.S.<sup>1</sup>

We combine local expertise with expansive connections, powerful marketing, and innovative technology to deliver an exceptional selling experience.





## 37,000+ Top Agents Nationwide<sup>1</sup>

A national network maximizing exposure and connecting your home with ready-to-act buyers.

## \$1B+ Invested in Technology<sup>3</sup>

One integrated platform built to keep you informed before, during, and after your sale.

## 643B Annual Digital Impressions<sup>2</sup>

A dedicated in-house marketing agency that reaches your buyer how, when, and where it counts.

## \$216.8B Annual Gross Transaction Value<sup>4</sup>

A leader in delivering unmatched real estate results for every client.

<sup>1</sup>During the first quarter of 2024, the Company began to report its agent statistics as of quarter end. The Company's Number of Principal Agents and Number of Total Agents reported here are based on the quarter-end count. Excludes approximately 1,000 principal agents located in Texas who joined Compass during the second quarter of 2024 as part of the Latter & Blum Holdings, LLC acquisition. These agents operate with a flat fee / transaction fee-based model, which is different from the Company's standard compensation model. <sup>2</sup>Muckrack, a media intelligence firm, 11/8/2023-11/8/2024. <sup>3</sup>Includes equity compensation. <sup>4</sup>Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions and includes a de minimis number of new development and commercial brokerage transactions.

# Pre-Marketing Offers A Smarter Way to Sell

Our 3-Phased Marketing Strategy is built to extract maximum value for your home.

COMPASS PRIVATE EXCLUSIVE

COMPASS COMING SOON

FULL LAUNCH

PHASE

PHASE

PHASE

1 2 3

# A Proven Strategy That Delivers Real Results

Our data<sup>1</sup> shows that homes pre-marketed on Compass before going live on other public sites see these advantages:

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**2.9%**

Higher Closing Price

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**20%**

Faster to Contract

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**30%**

Less Likely to Drop in Price



<sup>1</sup>Findings are descriptive statistics and compare the average of Compass residential listings that went active on a MLS and were pre-marketed as a Compass Private Exclusive and/or Compass Coming Soon vs. the average of Compass residential listings that went active on a MLS but were not pre-marketed as a Compass Private Exclusive and/or Compass Coming Soon from January 1, 2024 - December 31, 2024 as well as measure the percentage of Compass Coming Soon residential listings that sold during the period January 1, 2024 - December 31, 2024. Compass Coming Soon listings that sold off the MLS are identified as having a close date in 2024, were pre-marketed as a Compass Coming Soon, and were on the MLS for less than one day. Source: Compass data. Findings from the internal analysis were based on a hedonic regression analysis that examined Compass residential closed sell-side transactions from January 1, 2024 - December 31, 2024, nationally and for all residential property types (single family, co-op, condo, townhouse, and condo). For 2024, Compass pre-marketed listings are associated with an average 2.9% increase in the final close price versus Compass listings that went directly to the MLS. The estimated effect has a 95% confidence interval ranging from 1.9% and 3.9%. This finding may vary depending on market conditions and seasonality. The results provided are based on current data and methodologies, and should not be interpreted as definitive predictions of future outcomes. Compass utilizes a Compass Private Exclusive listing and/or Compass Coming Soon listing at the direction of the seller. Compass makes no warranty, representation or guarantee as to the accuracy of these results or any actual outcome of using the Three Phase Marketing Program. Results may vary. Correlation does not necessarily equal causation.

PHASE 1  
COMPASS PRIVATE EXCLUSIVE

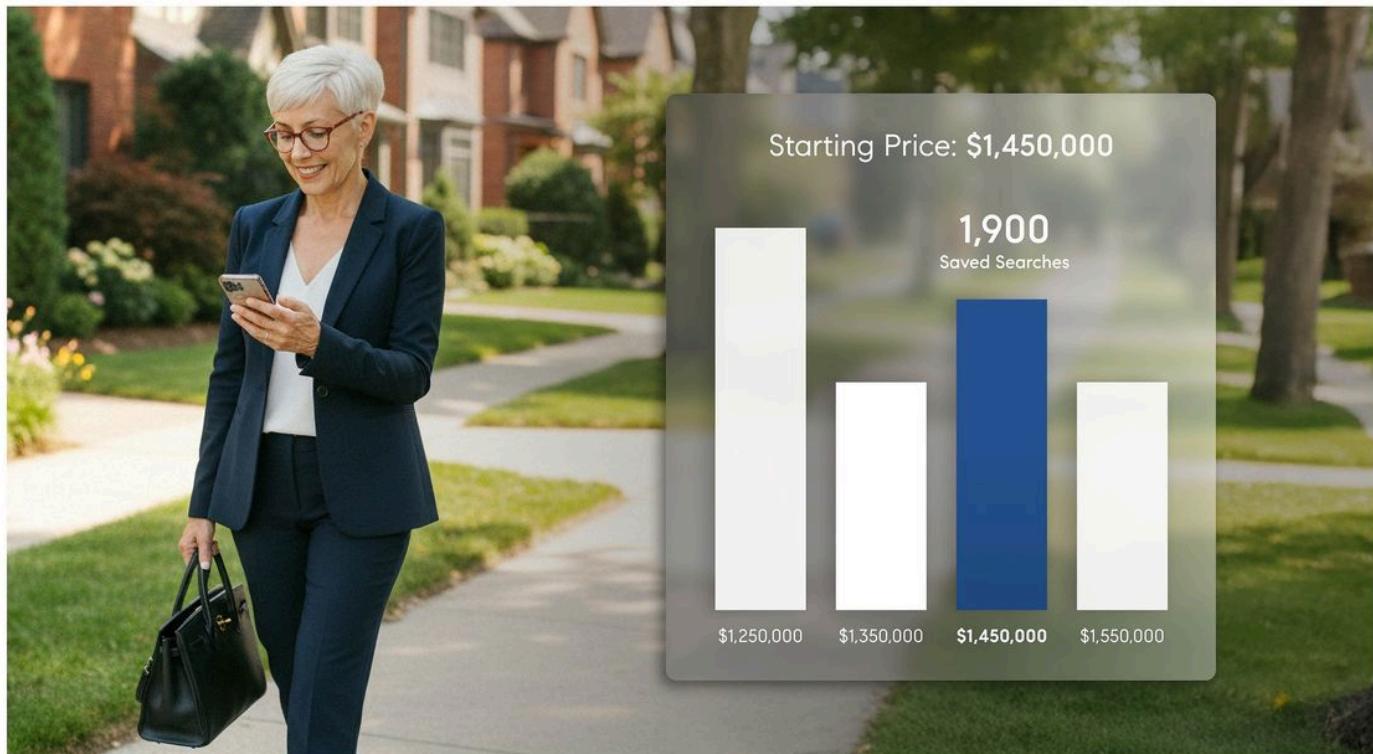
# Protect and Maximize the Value of Your Home



Validate Your Price with a  
Select Audience

# We Bring Buyer Demand to Your Home Before the Market Does

Compass technology delivers buyers, network insights, and data-driven tools to price your home right from the start.



## Start with Serious Buyers

We don't start with just any buyer browsing the market. To capture serious interest early, I send direct outreach to agents in my network with buyers already searching for homes that match your listing's criteria.

## Price with Confidence

Our technology shows how buyer demand shifts in real time at different price points. With that knowledge, we validate a competitive launch price for your home that attracts the strongest offers.

## Protect Your Home's Value

By testing buyer demand off-market first, we avoid costly days on market and price drops, so that we enter the market with your home's full value intact.

# Generate Momentum Before Your Home is Market-Ready

With a longer marketing runway, get a head start connecting with buyers, even while your home is being prepared for sale.

COMPASS CONCIERGE MAKES PREPARING FOR THE MARKET FAST AND SIMPLE

- + We cover the cost of home improvement services upfront, so work can begin right away with no out-of-pocket expenses
- + Services include staging, painting, landscaping, repairs, and more
- + No payment due from you until closing



BEFORE



PHOTO-READY

Rules and Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. See [compass.com/concierge](http://compass.com/concierge) for more information. Subject to the terms of your Compass Concierge Loan Agreement, funds provided by Compass Concierge are to be repaid once one of the following happens (whichever occurs first): your home sells, you terminate your listing agreement with Compass, Compass terminates your listing agreement, 12 months pass from your Concierge start date or Notable otherwise suspends your Compass Concierge loan for any reasons stated in the Compass Concierge Loan Agreement. Concierge Capital loans are provided by Notable Finance, LLC, NMLS# 1824748 and are made or arranged pursuant to a California Finance Lenders Law license. Loan eligibility is not guaranteed and all loans are subject to credit approval and underwriting by Notable. Compass is not a lender and is not providing loans as part of the Compass Concierge program. \*Depending on your state of residence, fees or interest may apply.



# Your Sale on Your Terms

- + Schedule private showings any time
- + Avoid open house foot traffic
- + Keep your listing off the internet

PHASE 2  
COMPASS COMING SOON

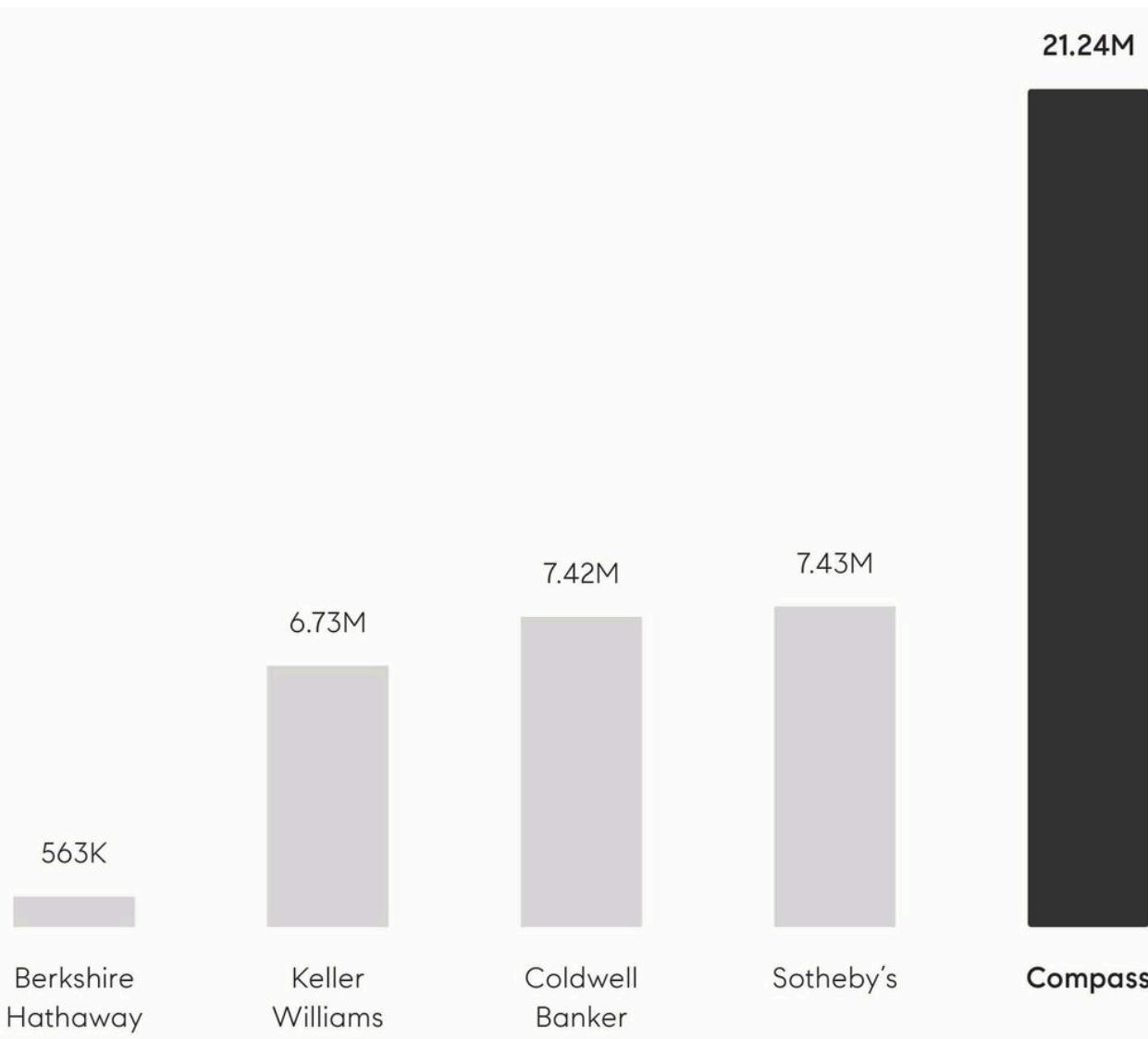
# Build Demand by Listing on Compass.com



Publicly Soft-Launch  
Your Home

# More Eyes on Your Listing

More Website Visitors Than  
Any Competitor<sup>1</sup>



**The #1 Site Where Buyers Start Their Home Search**  
Compass.com attracts **21M+** visitors, outpacing traditional competitors like Sotheby's, Coldwell Banker, and Berkshire Hathaway.

**Premium Listing Placement**  
Your listing is positioned at the top of our homepage, immediately engaging buyers when they visit Compass.com.

**Instant Buyer Alerts**  
With **1.3M+** saved searches tied to active buyers on our site, your listing will be sent to serious buyers the moment it matches their search criteria.

# Targeted Marketing That Drives Attention to Your Home

## A MULTI-CHANNEL MARKETING APPROACH

- + Eye-catching print brochures, flyers, ads, and mailers
- + Engaging social posts, digital newsletters, and property videos
- + AI-powered digital ads served to high-interest buyers





PHASE 3  
FULL LAUNCH

# Your Full Listing Launch



Hit the MLS with Impact

# Go Live At the Right Price, At the Right Time

Positioned for a Successful Sale



## Strategic Market Entry

With validated pricing and peak demand, we go live on real estate sites at the optimal time.

## Strong Buyer Competition

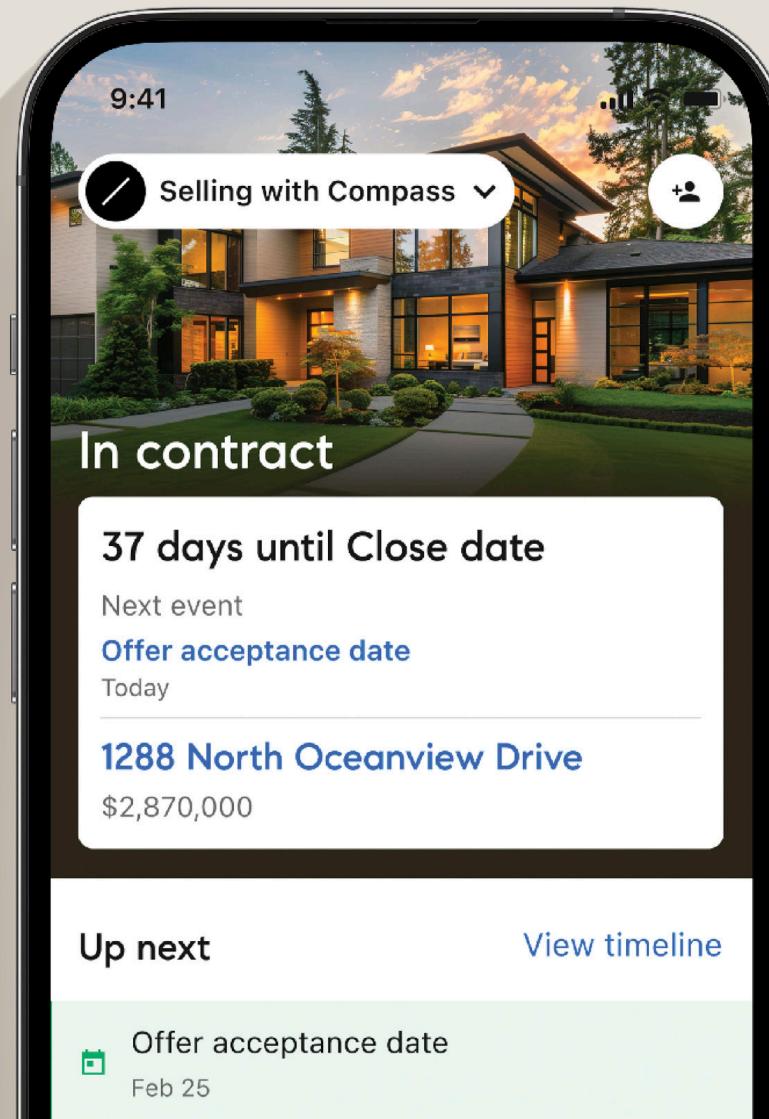
Public open houses, agent tours, and marketing campaigns help generate excitement and invite competitive offers.

## A Smooth Path to Closing

This coordinated approach helps us move quickly and confidently toward closing, ensuring the best outcome for your sale.

# One Platform. Total Transparency. Seamless Collaboration.

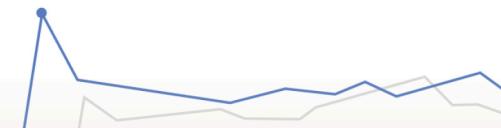
Compass One connects you and your agent through every phase of your real estate journey: before, during, and after the transaction.



## Listing Performance Insights

TOTAL VIEWS	NEW VISITORS	AVG TIME SPENT
<b>11,638</b>	<b>594</b>	<b>1.41 min</b>
+9% WoW	+58% WoW	+58% WoW
SHARES	FAVORITES	INQUIRIES
<b>43</b>	<b>12</b>	<b>3</b>
+2% WoW	+2% WoW	+6% WoW

### Compass Coming Soon Launch



## LISTING PERFORMANCE INSIGHTS

Track real-time engagement metrics, including views, shares, and inquiries.

## Up next

[View timeline](#)

-  Sign listing agreement  
Mar 5
-  Sign disclosures  
Mar 6
-  Schedule cleaning, repairs, and staging  
Mar 8
-  Review photography and marketing strategy  
Mar 9

## STREAMLINED COMMUNICATION

Stay informed with a clear timeline of key dates, tasks, and direct messaging with your agent.

## Documents

[View all](#)

-  Seller Representation Agreement >
-  Seller's Disclosures >
-  Compass Environmental Hazard... >
-  Lead Paint Disclosure >

## SECURE DOCUMENT MANAGEMENT

Access all critical documents, including contracts and disclosures, in one secure location.

# What You Can Expect

## The Selling Process at a Glance

### Pre-Market

**01**  
Seller consultation

**02**  
Sign listing agreement

**03**  
List as a Compass Private Exclusive to test pricing strategy through my internal agent network

**04**  
Prepare home for sale, take photos, and create marketing materials

### On-Market

**05**  
List publicly on Compass.com as a Compass Coming Soon

**06**  
Run marketing campaigns and open houses to build demand, refining our strategy as needed

**07**  
Launch widely on the MLS and real estate websites

**08**  
Additional media promotion, showing property, and monitoring the market

**09**  
Review offers and negotiate optimal contract

### Contract-to-Close

**10**  
Sign contract

**11**  
Home inspection, disclosures, reports, and repairs

**12**  
Review buyer loan and appraisal process

**13**  
Present property for final walk-through

**14**  
Close on property and disburse funds

# Let's Get Started

## Our Immediate Next Steps



### Complete Listing Paperwork

The listing agreement is a contract that documents our relationship and the high level of service we will provide you.



### Develop a Personalized Launch Plan

We'll review your options together so you can determine the pre-marketing strategy that is best for you.



### Accept Compass One Invitation

One platform keeps us connected so you stay fully informed every step of the selling process.



Compass is a licensed real estate broker, licensed to do business as Compass RE in Delaware, Idaho, New Jersey, Pennsylvania and Tennessee, Compass Realty Group in Kansas and Missouri, Compass Carolinas, LLC in South Carolina, and Compass Real Estate in New Hampshire, Maine, Vermont, Washington, DC, Idaho and Wyoming and abides by Equal Housing Opportunity laws.

# Your Home Deserves the Best.

Connect with me today to get started.



ALEXIS BICK | COMPASS