



Our mission is to help everyone find their place in the world.



COMPASS



## A message from our founder

My earliest inspiration for Compass came from someone I greatly admire who is now an agent at Compass: my mother. Growing up, it inspired me to see how hard she worked and how much she cared about the people she served.

Today, the thousands of incredible entrepreneurs who make up our coast-to-coast community of real estate agents continue to inspire me and guide our vision for an industry reimagined at Compass.

We invite only the most talented, highest-integrity professionals in the country to join Compass and then we give them what my mother never had: the same incredibly high level of support, care, and expertise that they provide to sellers like you.

Partnering with top technology, business, and marketing leaders, we've developed a fleet of these world-class entrepreneurs to ensure every step of your experience is seamless. As you'll find in the pages that follow, we've made it our mission to invest in our agents so that they can invest in you, from granting buyers an exclusive first look at your home to empowering you with interest-free loans to make improvements to your property for a faster, more lucrative sale.

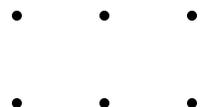
Like you, I understand the importance of choosing an advisor with the utmost integrity and skill. Buying or selling a home is often the most important financial decision a person will make in their lifetime; it can help make the future you imagine for yourself and your family possible. But it's also about finding a property, a neighborhood, a community that makes you feel like you truly belong — which is why at Compass, we know that the key to selling your home is to help its next owner fall in love with it, the same way you did.

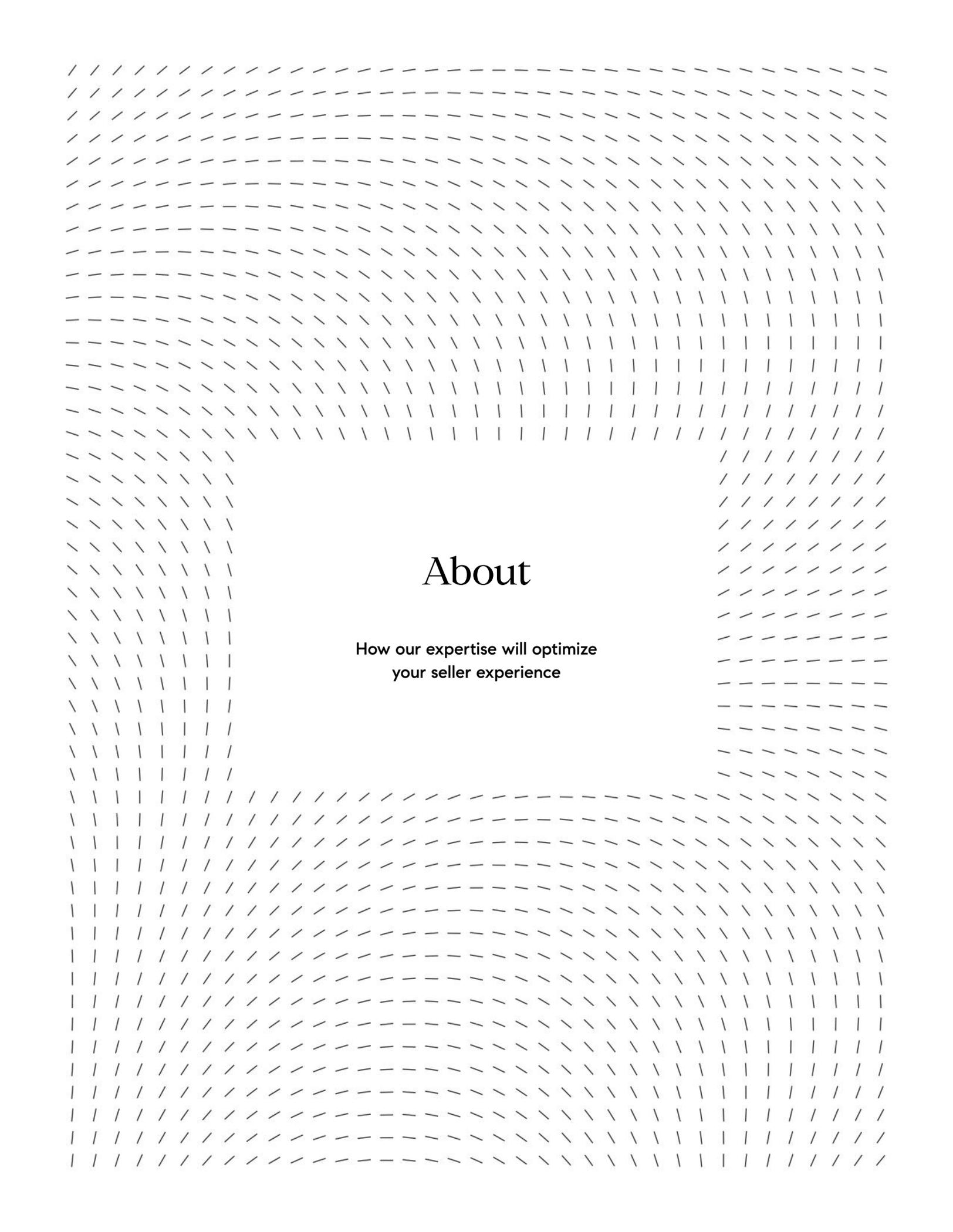
The agents of Compass inspire me daily, but the community we've built together is wholly inspired by you. I want to thank you for providing this opportunity to the agent in front of you, and by extension, to all of us at Compass. Your trust is something we don't take lightly and I am personally committed to providing every resource at our disposal to achieve your goals. Our mission is to help everyone find their place in the world and we're honored to help you embark on your next chapter, wherever it may lead.

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin".

Robert Reffkin  
Founder & CEO





# About

How our expertise will optimize  
your seller experience



## Shane & Anne

Nobody goes further for their clients than Shane and Anne Coulter. It's not surprising to find Shane mowing a client's lawn in dress shoes on photo day – that's just how much they care about the people they work for. While Shane's out front, Anne is hard at work behind the scenes, walking their clients through the finishing touches. Their high degree of service and integrity have led to an iron-clad reputation of teamwork, transparency and collaboration. Real estate was an unexpected endeavor for the Coulters, but after nearly a decade in the industry and over 200 homes sold, the couple can't imagine doing anything else. Shane and Anne understand that each new client's needs will be different from the last and they work tirelessly to ensure that they are never too busy to take a call or lend a hand. Their favorite part of the job is the relationships that they've developed along the way. Perhaps that explains why nearly 100% of their business comes from referrals. The Coulters don't just work in the Eastside – they live there too, right in Sammamish where they have raised their 4 kids, Jack, 22, Emily, 20, Lizzie, 19 and Kate 17. It's their little slice of paradise, 10 minutes from Lake Sammamish and a short distance to mountain biking trails and the mountains. When Shane and Anne aren't working, you will be sure to find them wake-surfing on Lake Sammamish. To find out how Shane and Anne can help you find your slice of paradise, give them a call.

### Stats

**\$165M**

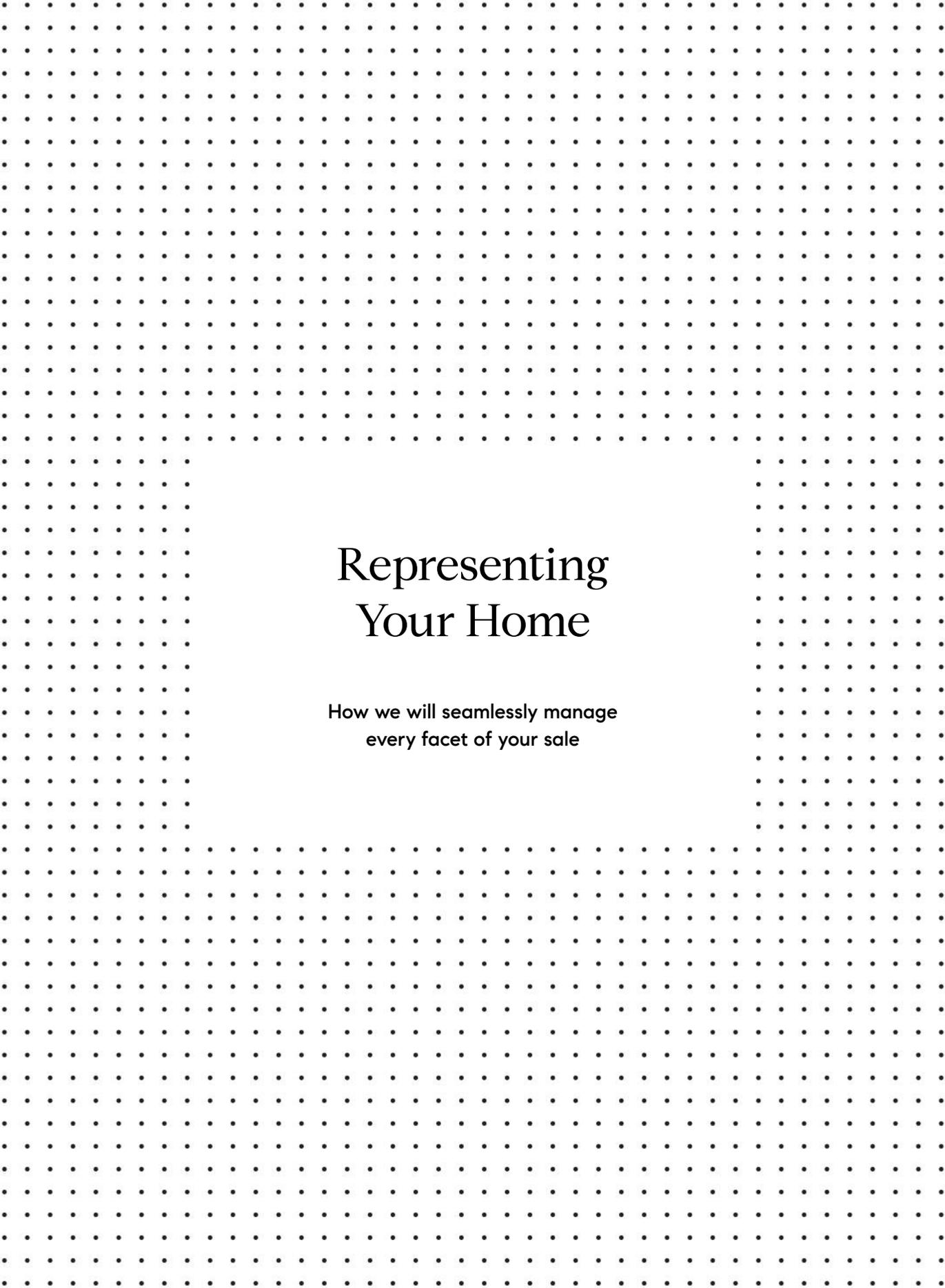
Total sales  
to date

**229**

Transactions  
to date

**19**

Collective years  
in real estate

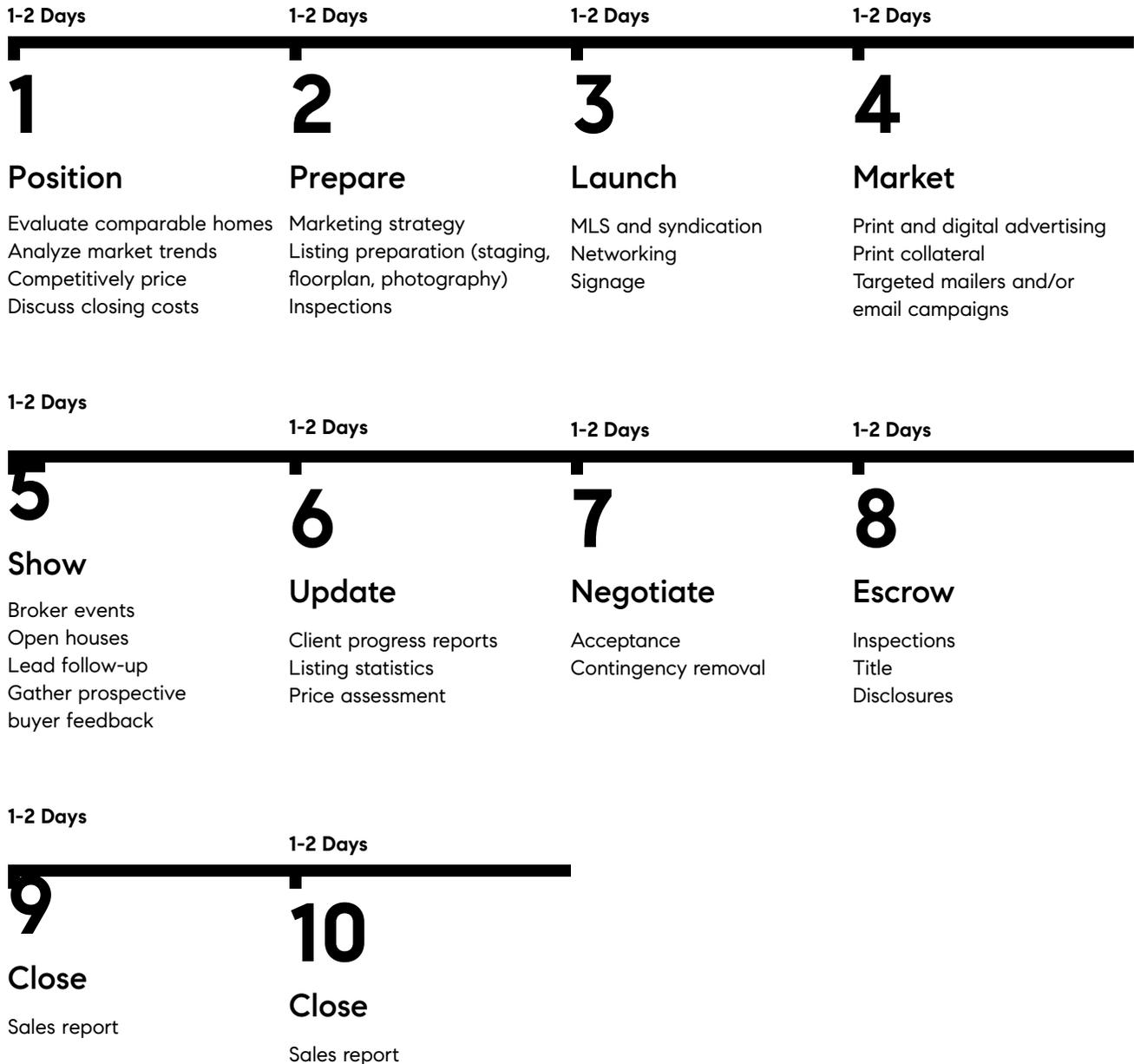


# Representing Your Home

How we will seamlessly manage  
every facet of your sale

# Your Transaction Timeline

Backed by a proven process, Compass listings spend 19 fewer days on market than the industry average. A swifter sale means a more seamless seller experience and greater value for you.



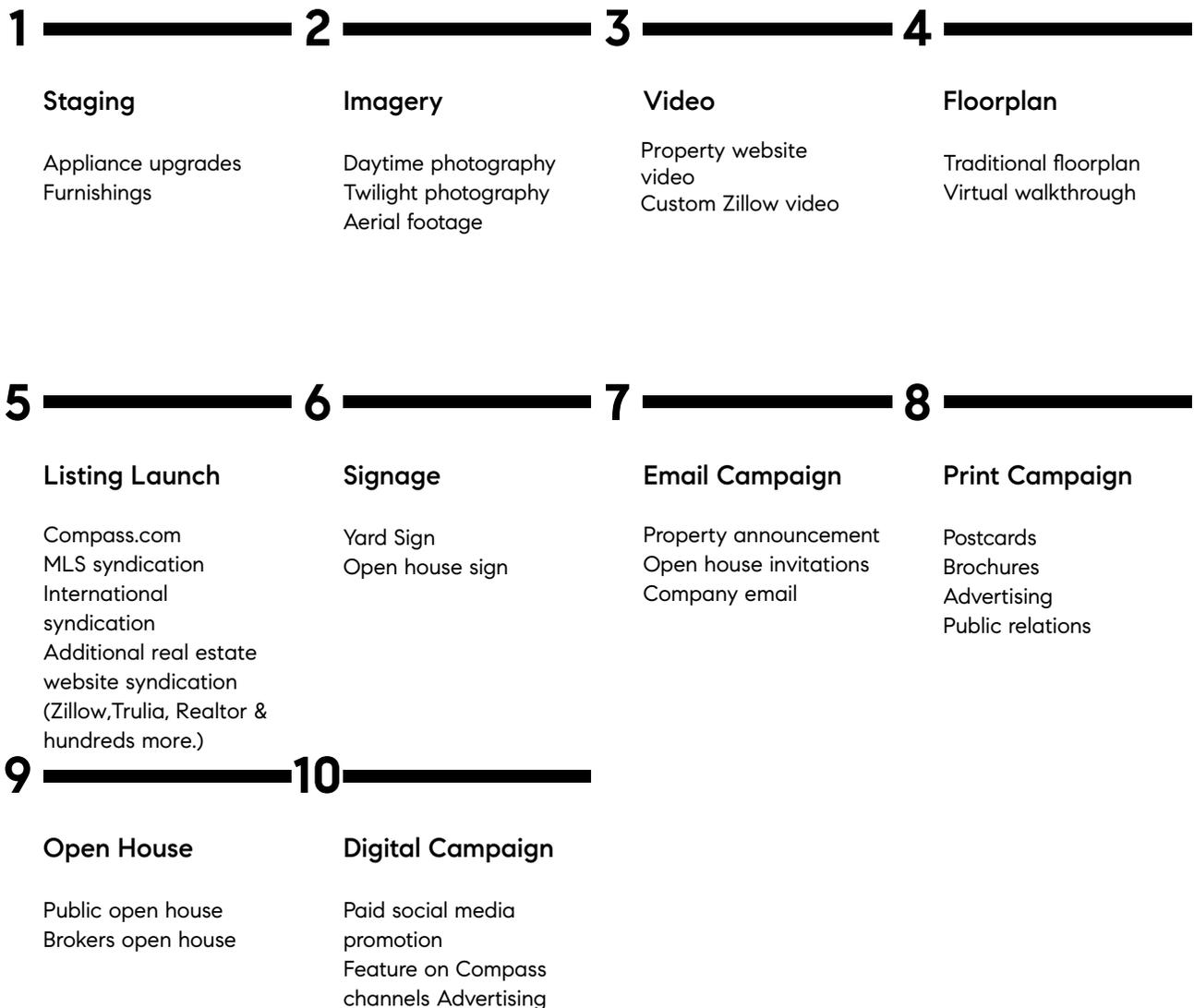


Representing Your Home

# Marketing Your Property

# Your Marketing Timeline

Working with our in-house marketing and advertising agency, we will target the right audience across the most effective channels through cohesive branding — all to elevate the style and story of your home.



# Staging

When prospective buyers evaluate a home, they seek a space that they can make their own. A few simple shifts can dramatically impact your listing's perceived appeal.

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# Photography

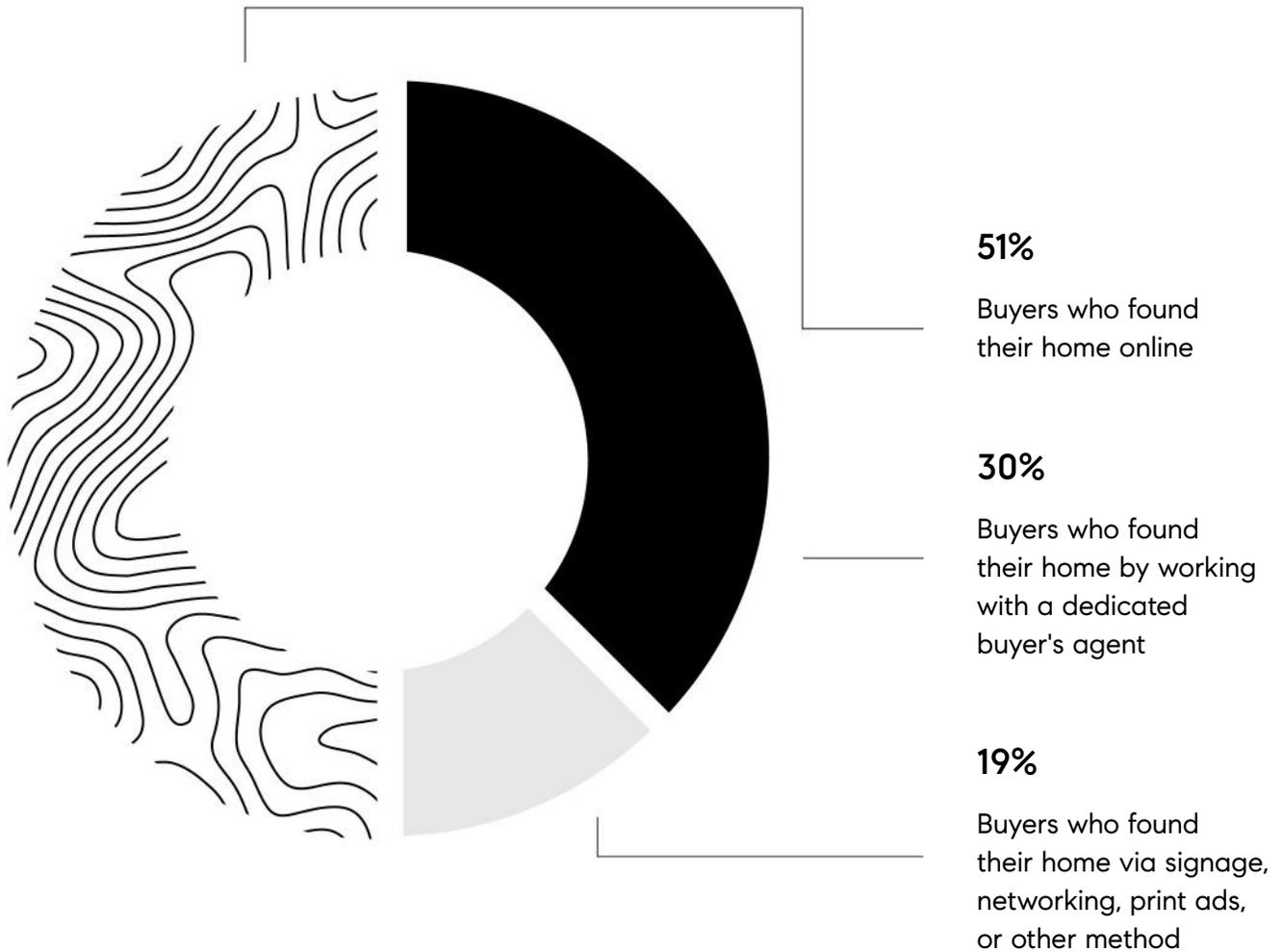
Proponents of powerful imagery, We invest in visuals editors, creative producers, and the industry's most respected photographers to capture your home's finest selling points.



ONLY AT COMPASS  
40° 44' 11" N  
73° 59' 38" W

# Sourcing Your Buyer

The next owner of your home could be searching for properties anywhere. That's why I'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.



Source:  
National Association of Realtors, 2018



# Open House Events

There's no better way for buyers to experience a home's merits than in person. Our seamless, well-conceived open houses invite them to truly connect with the space.



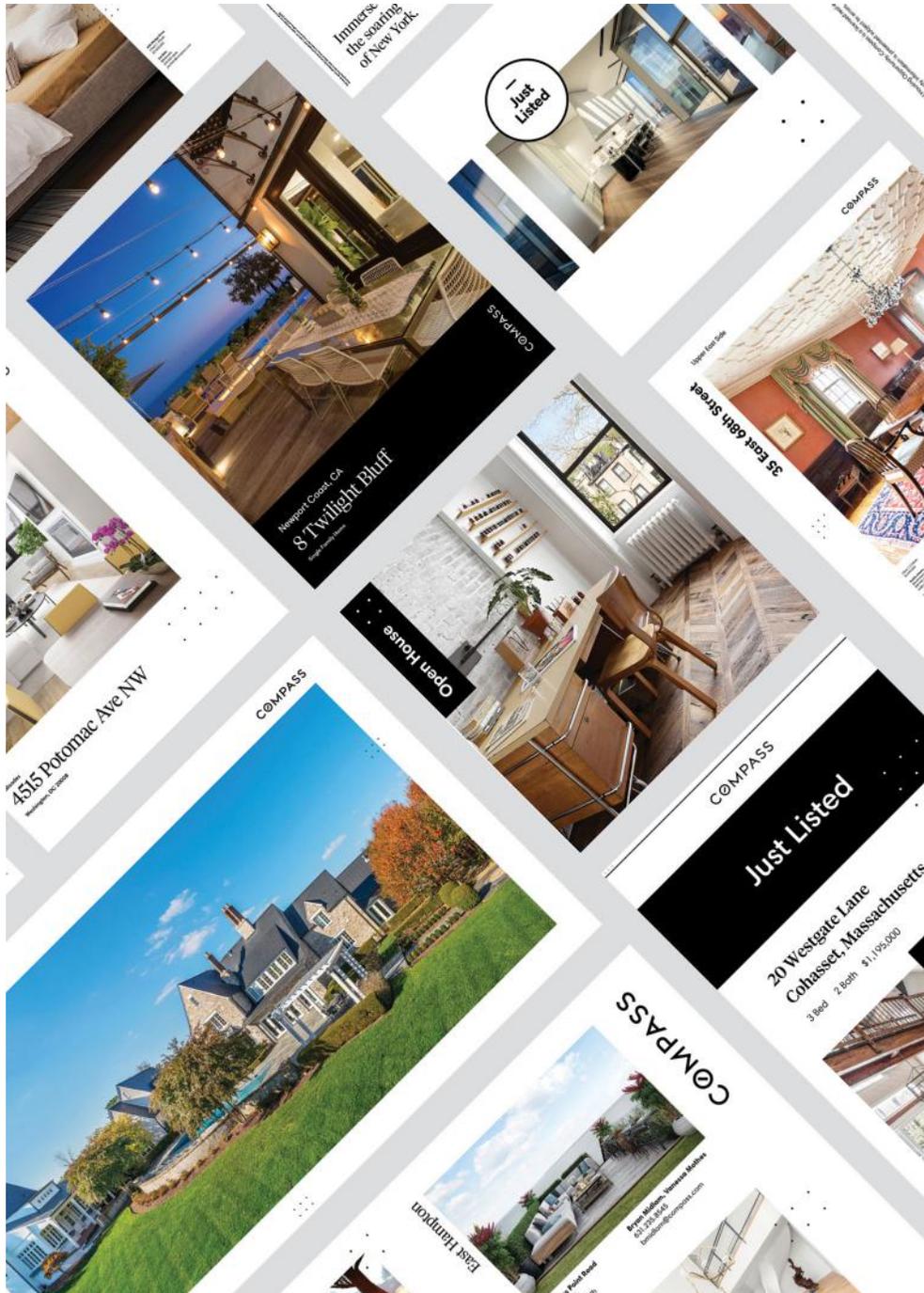
**45%**

The percentage of buyers who attend open houses over the course of their search process



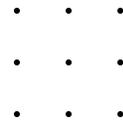
# Print Materials

Every single Compass marketing piece — from multipage brochures to custom mailers to open house handouts — creates a cohesive story around your property and elevates it to luxury status.



## Formats

- Postcards
- Notecards
- Bi-folds
- Mailing Brochures
- Tri-folds
- Listing Booklets



# Digital Presence

At the forefront of modern marketing, Compass takes a multi-pronged approach to the digital promotion of your property.



MANSION GLOBAL  
ONLY THE EXCEPTIONAL



The New York Times

THE WALL STREET JOURNAL

Trulia

Zillow

COMPASS

**1.9M+**

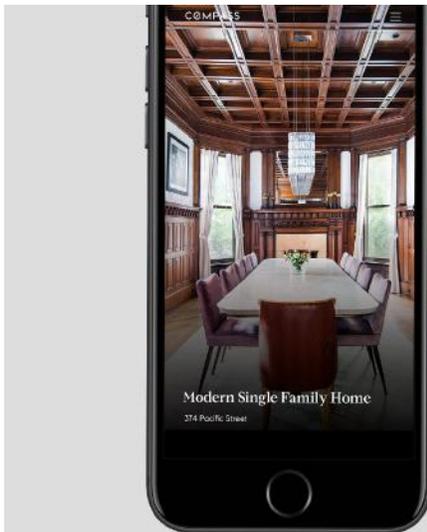
Average monthly page views on Compass.com, where your property's critical selling points are presented via an intuitive, searchable platform

**800+**

Partner websites to which your listing is automatically syndicated for maximum digital coverage

# Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.

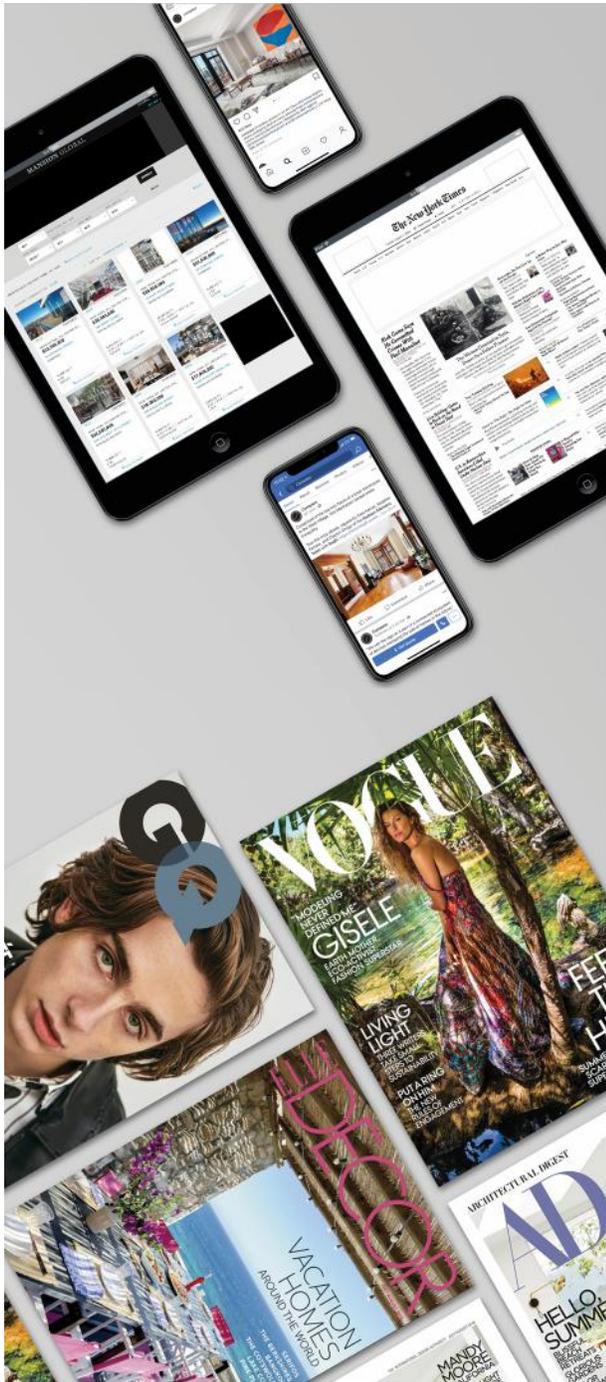


"This limestone mansion is certainly one of our city's most spectacular homes."



# National Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.



## Digital

### Facebook

1.4B  
Daily active users  
worldwide

\$4.3B  
Average quarterly  
advertising revenue  
(US & Canada)

### Instagram

77.6M  
US users

1B  
Monthly active users

### The New York Times

119M  
Unique readers worldwide

97M  
US readers

\$95K  
Median HHI

### Mansion Global

2.3M  
Unique monthly users

\$418K  
Median HHI

50%  
Visitors who plan to buy/build  
a home in the next year

## Print

### Architectural Digest

4.5M+  
Unique readers worldwide

\$46B+  
Total audience spend on home

\$106K+  
Median HHI

### Vogue

11.9M+  
Print readership

1.2M+  
Circulation

6.7M  
HHI \$100K+

### Elle Decor

559K+  
Circulation

\$100K+  
Median HHI

44%  
\$200K+ Median HHI

### GQ

7M  
Circulation

18M  
Total Reach

6M  
\$100K+ HHI

# Regional Advertising

Using an array of high-impact opportunities, we put our listings at the local intersections that matter most.

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## Print



**The Seattle Times**

728,900  
Daily Reach



**Puget Sound  
Business Journal**

16,873  
Weekly readership



**Seattle Magazine**

190,664  
Total reach



**Seattle Met**

278,603  
Total reach

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## Digital

**facebook.**

1.4B  
Daily active users  
worldwide

\$4.3B  
Average quarterly  
advertising revenue  
(US & Canada)

**Instagram**

77.6M  
US users

1B  
Monthly active users

**MANSION GLOBAL**  
ONLY THE EXCEPTIONAL

20K+  
Monthly views per listing

1k  
Average monthly clicks  
per listing

\$2M+  
Average HH net  
worth of readers

# Driving Traffic to your Listing

We attract prospective buyers to Compass.com, then leverage their site activity and saved preferences to position your listing in front of the right audience.

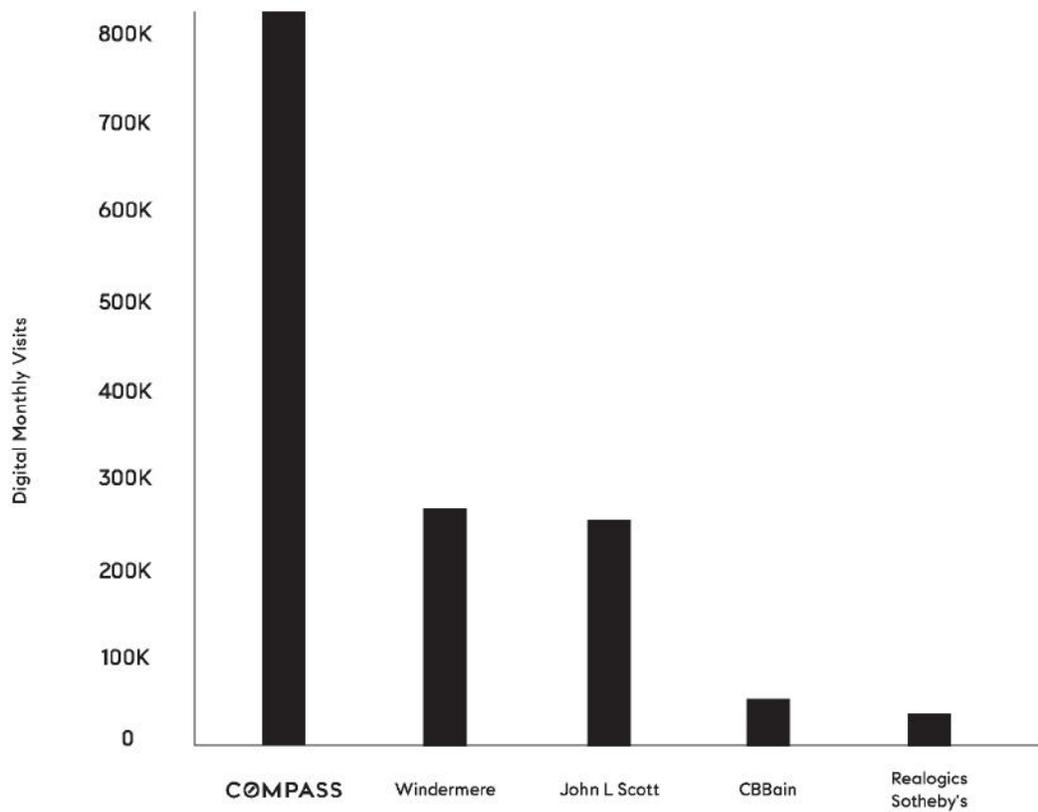


# Digital Audience Advantage

By engaging the most relevant and active clients nationwide, our digital footprint ensures that your listing receives high visibility among key audiences.

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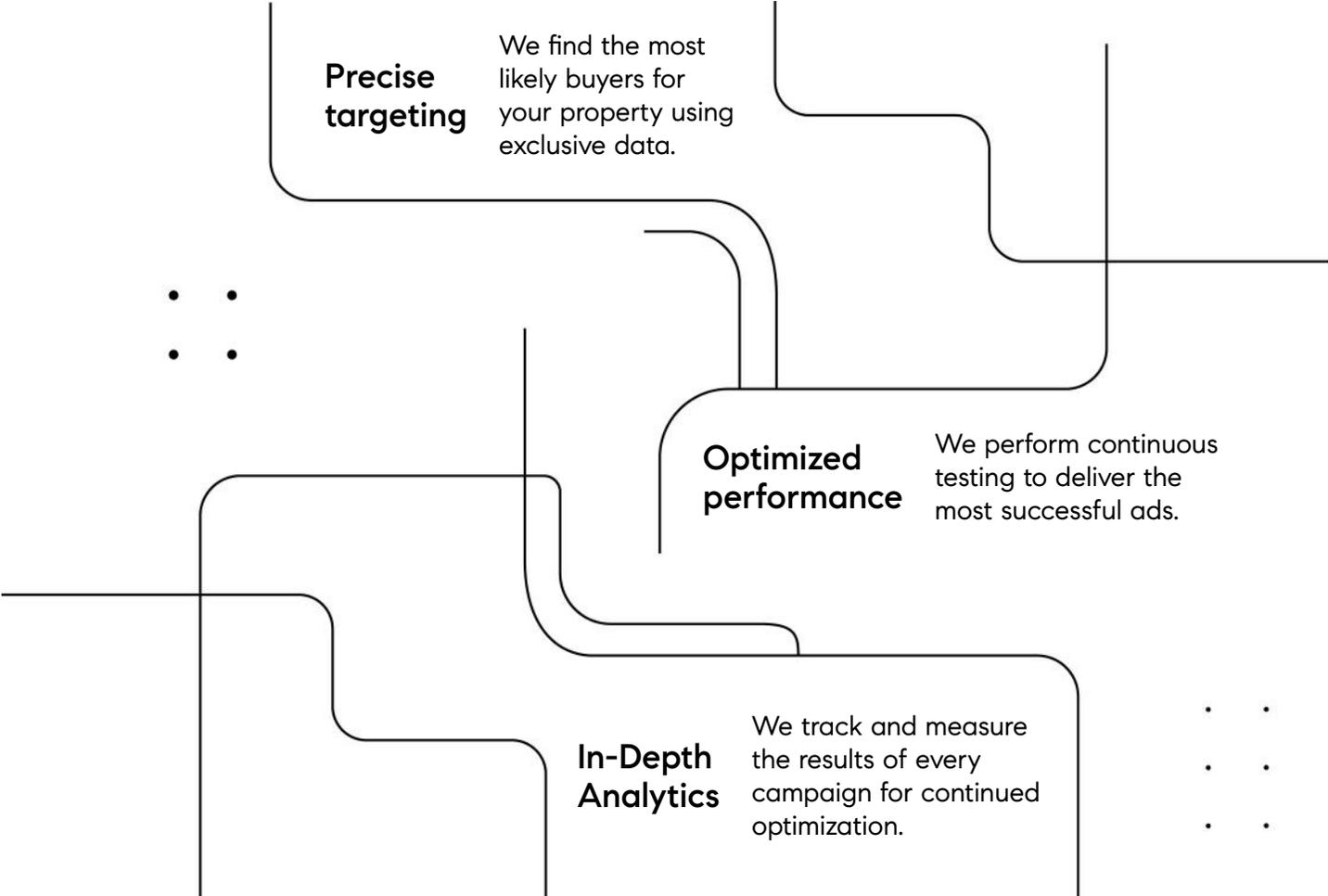
## Seattle Top Brokerages



Source: similarweb.com 2018

# Intelligent Digital Marketing

We can promote your listing on platforms like Facebook and Instagram, using data and industry experience to showcase your property to the right people at the right time.



## Precise targeting

We find the most likely buyers for your property using exclusive data.

## Optimized performance

We perform continuous testing to deliver the most successful ads.

## In-Depth Analytics

We track and measure the results of every campaign for continued optimization.

## Why paid advertising matters

- Reaches passive buyers
- Drives more private tour requests
- Brings more open house visitors
- Accelerates the transaction timeline
- Improves chances of competing offers
- Can drive a higher purchase price

# Global Presence

Owing to a considered geo-targeting strategy, Compass listings have a digital presence in over 50 nations around the world.



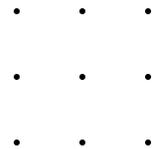
**3.8B**  
Our international impressions per year

**51**  
Countries to which Compass syndicates listings

**1.7M**  
Unique international users on compass.com per year

**78**  
International real estate syndication portals

**1.8M**  
Potential international social impressions each year



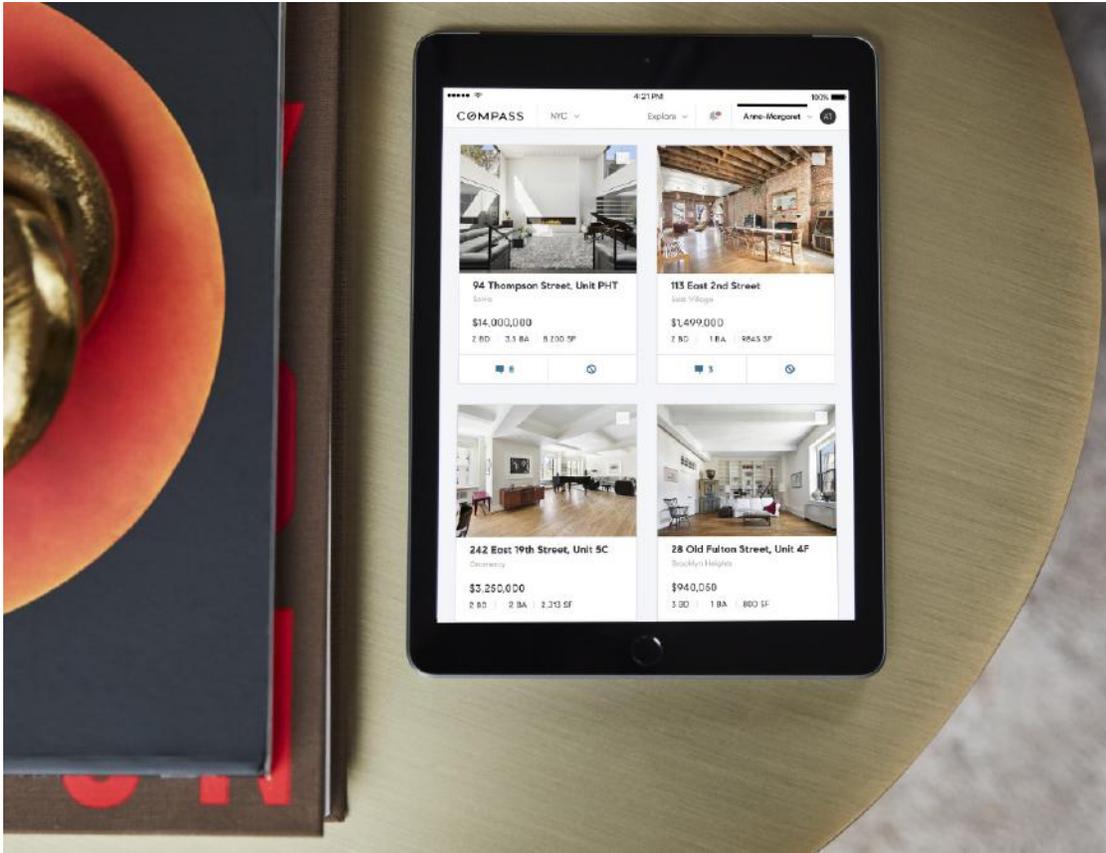


Representing Your Home

Supporting Your Sale

# How will we monitor the market?

Called the Pinterest of real estate, Collections allows us to track the local landscape for the duration of your sale in a centralized, visual space.



## Collections

Together, we can keep a close eye on homes similar to yours, keeping tabs on the competition in order to make strategic decisions based on price and status updates.



# How we will assess our strategy?

Using our digital dashboard, We can remain fully accountable for the key metrics you need to know and deliver regular performance updates throughout the selling process.

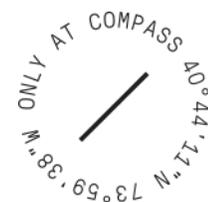


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## Insights

The Insights dashboard grants us access to real-time data about your listing's traffic, so we are able to refine marketing and pricing strategy and discover new lead-generation opportunities.



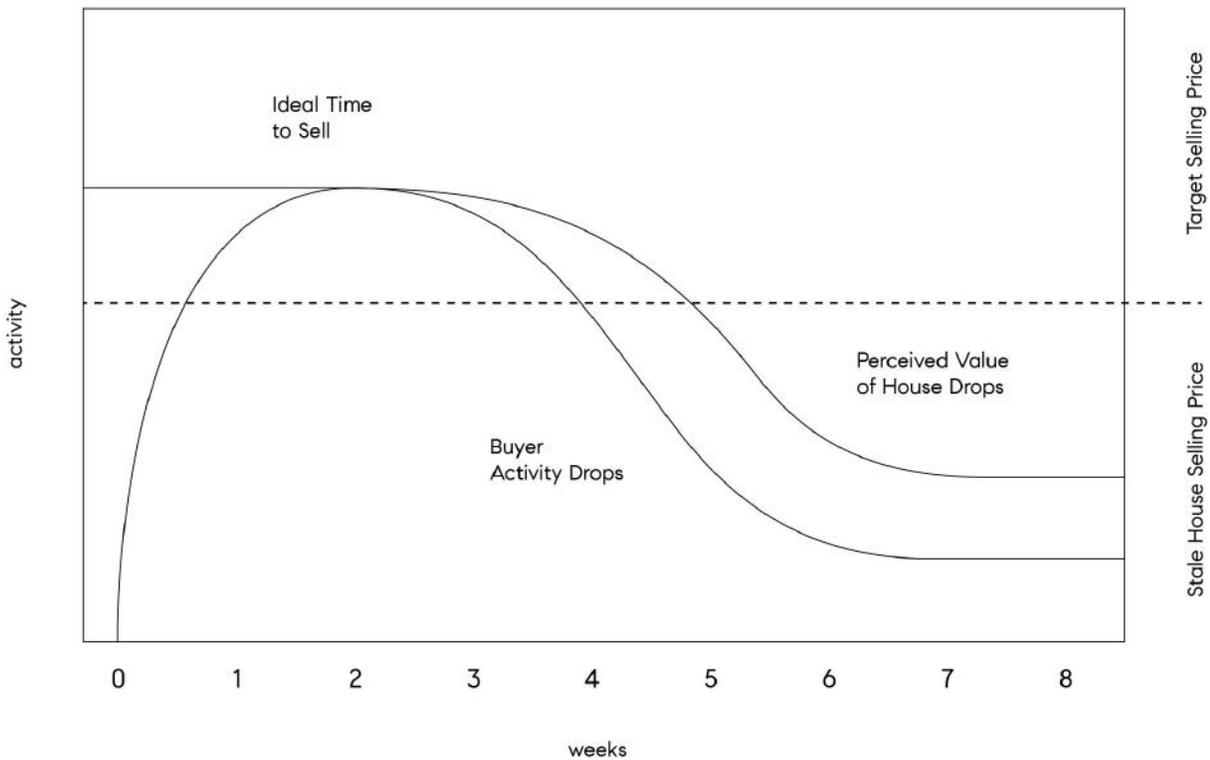


Representing Your Home

# Analyzing the Market

# Pricing Your Property

Intelligent pricing is among the most crucial determinants of a successful sale. By considering both timing and value, We are able to strategically assess your home and price it for maximum impact.



**80%**

The percentage of buyers who purchase their home at its fair market value

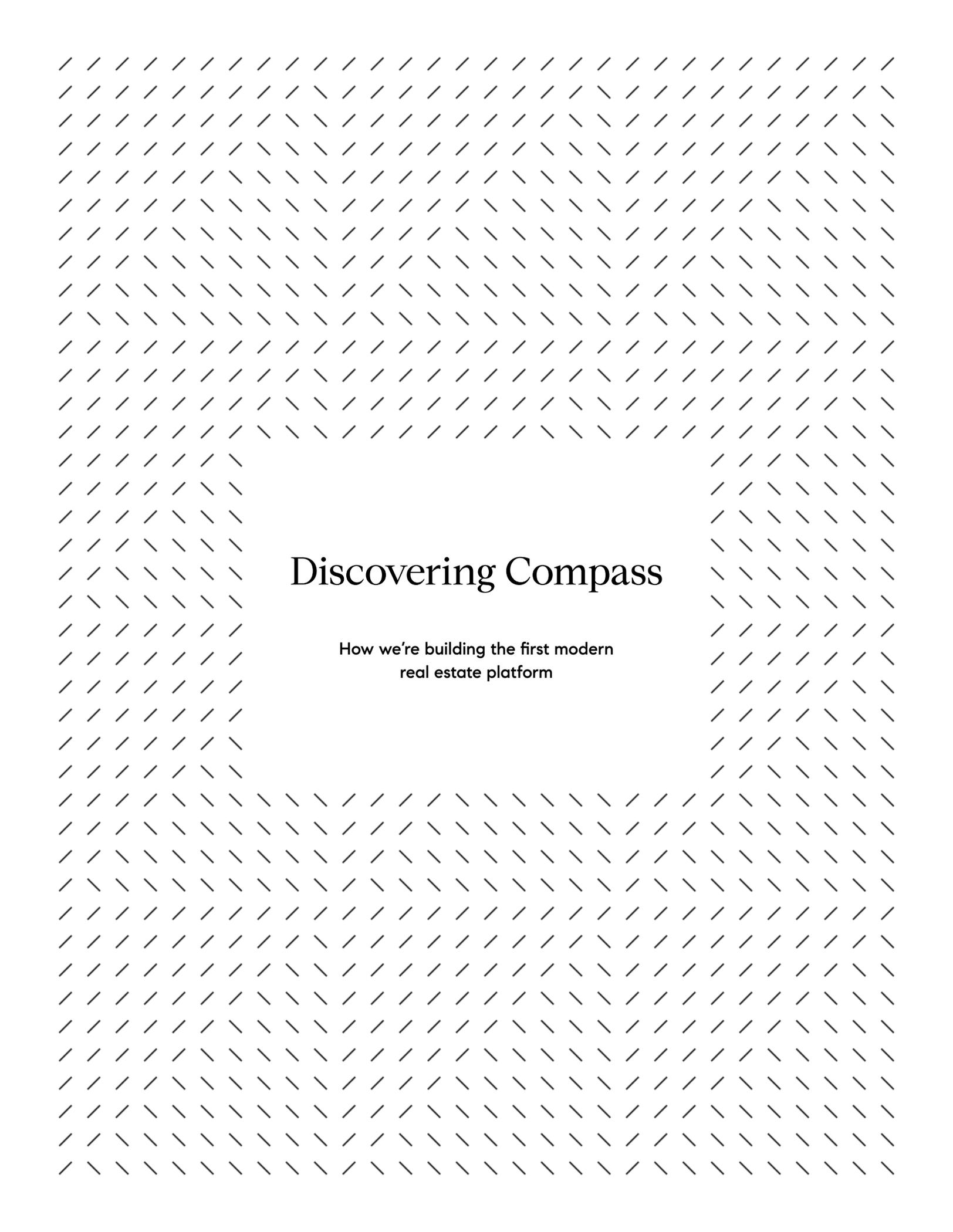
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**7 Days**

The period of time during which your home receives peak attention once it's been listed

**9%**

The average percentage below market value that homes sell for after 24+ weeks on the market



# Discovering Compass

How we're building the first modern  
real estate platform

# The Compass Advantage

Compass takes a tech-driven, personalized approach, combining a collaborative agent community, in-house creative agency, and the industry's most tenured leadership team.



Our leaders hail from the world's most innovative companies:



Google

facebook.

Microsoft

CONDÉ NAST

L'ORÉAL

ROLEX

Neiman Marcus

TIFFANY & CO.

#1

Our rank as the nation's largest independent brokerage

1.9M+

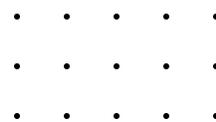
Average monthly page views on Compass.com

\$6.4B

Our company valuation, with \$1.5B in financing raised

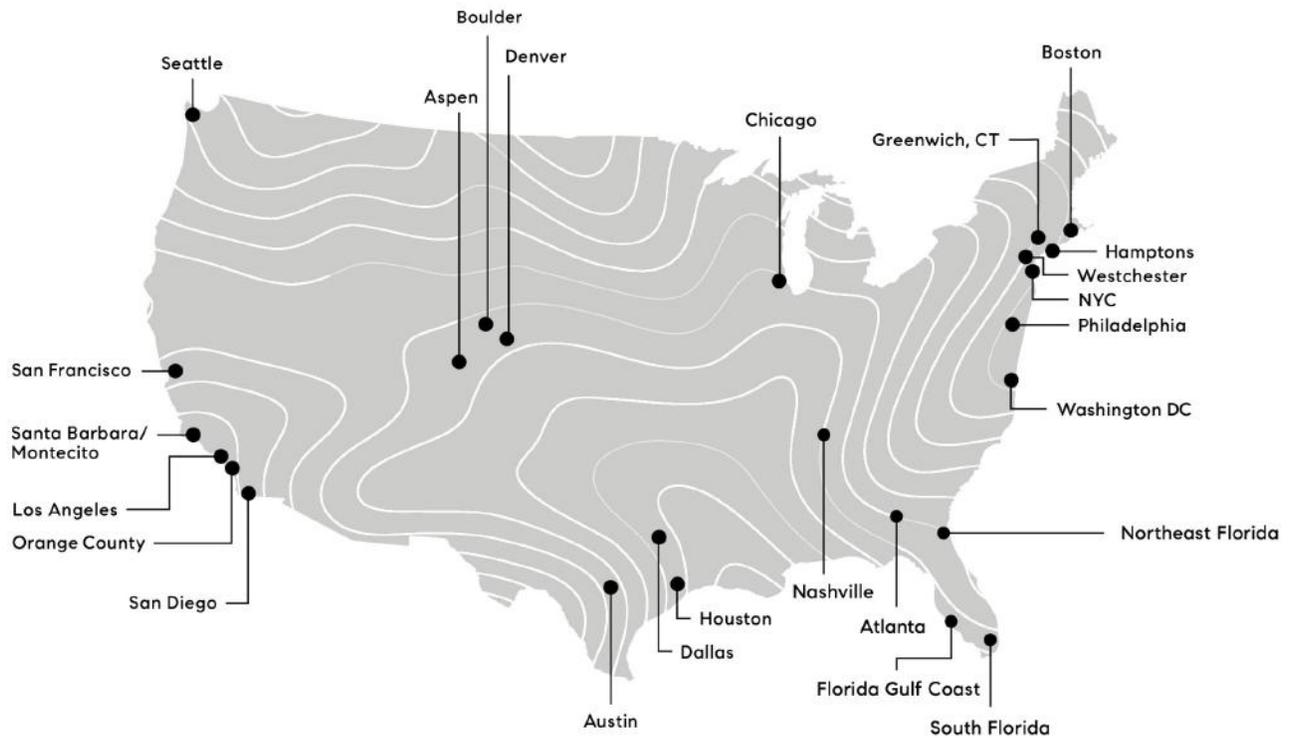
40K+

Transactions closed across the country in 2018



# A Nationwide Network

Since our launch in 2012, we've been simplifying the real estate process one community at a time. Today, we have more than 300 offices extending from coast to coast.



12k+

Number of Compass agents nationwide

120+

Number of Compass markets

300+

Number of Compass offices

\$45B+

Total sales volume to date

\*Compass 2018 sales volume is reflective of partnership with Pacific Union and Alain Pinel.  
Source: REAL Trends 2019

# National Rank

In just six years, Compass has swiftly ascended to become the nation's #3 brokerage by volume and the #1 largest independently owned brokerage.\*



Rank	Company	Sales Volume
01	NRT LLC	\$176B+
02	HomeServices of America, Inc.	\$135B+
03	Compass	\$45B+
04	Douglas Elliman Real Estate	\$28B+
05	eXp Realty	\$19B+
06	Hanna Holdings	\$16B+
07	HomeSmart	\$12B+
08	William Raveis Real Estate, Mortgage, and Insurance	\$11B+
09	Keller Williams Realty, GO Management Offices	\$9B+
10	@properties	\$9B+

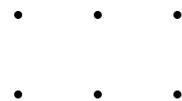
# #1

Largest Independent real estate brokerage\*

# #3

Real estate brokerage in the nation

\*Compass 2018 sales volume is reflective of partnership with Pacific Union and Alain Pinel. Source: REAL Trends 2019



# Our Regional Success

A look back at how we've transformed the market.



## 2012

### October

Ori Allon and Robert Reffkin found Compass

### November

Close on \$8M seed round

## 2013

### May

Publicly launch as Urban Compass

### September

Close \$25M Series A round of financing

## 2014

### July

Close \$42M Series B round of financing

## 2015

### February

Rebrand from Urban Compass to Compass

### September

Close \$60M Series C

## 2016

### August

Close \$90M Series D with a reported valuation of more than \$1 billion

## 2017

### November

Raise \$100M in Series E round with participation from Fidelity Investments, IVP, and Wellington

### December

Raise \$450M as part of Series E round with participation of SoftBank Vision Fund

## 2018

### April

First office opens in South Lake Union

### May

Acquires Northwest Group Real Estate

Second, third and fourth offices open in Bellevue Lincoln Square, Seattle University Village, and Bellevue Corporate Plaza

### July

Achieves \$450M in gross sales

Hires general manager

Reaches over 100 agents

### August

Compass acquires Avenue Properties

# Compass Cares

As a company committed to helping everyone find their place in the world, giving back to our communities is central to our mission.



## How does it work?

Compass Cares aims to contribute \$10M in funds and skills-based volunteering to local organizations in 2019, with 100% of real estate transactions resulting in a donation to the community.