



Before we list Home presentation

Discuss

Staging, Landscaping, Improvements, Repairs / functionality

Marketing

Online – centric focus (Premium placements on top public sites)

Instagram & Facebook ads

Pre-market door hanger distribution by our team to 1,000 neighbors

Pre-market Open House held weekend prior to official listing

For sale sign (brand new) placed in ground 7-10 days before official listing

Custom brochure for open house & private showings

Direct mail "Just Listed" piece sent to social list & 1,500 targeted homes

Creating Your Property's Story

Phenomenal Photography

That "one" shot

Creating the fantasy

Aerials

Setting the stage & expectations

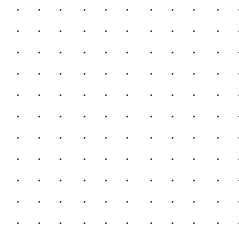
Compelling Creating Copy

Overview of property

Emphasis on distinct features

Surrounding community amenities

Custom Branded Video (examples provided via email)



Pricing

Broad to narrow market review

Specific comparable review (Active, In Escrow, Sold)

Discuss & identify sales range

Review pricing strategies (aspirational, fair market, event)

Discuss and select list price

Schedule meeting to review pricing, interest & feedback



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Officially listed

First week

Enter listing into MLS 48 hours before first Broker Preview

Broker Preview on Friday 11:00am – 2:00pm (e-blast sent to 2,000 agents at 9:30am)

Evening soiree (optional) catered open house for neighbors, preferred agents & buyers

Open House both days during first weekend (if possible).

Following weekends at owner's discretion

Feedback & Frequency

Open House provided same day (via text, email or phone call)

Number of groups, positive & negative feedback, interested parties

Private showing log provided weekly

Agent, date, feedback, status (follow-up until they write or out)

Real time market updates on relevant comp activity (COLLECTIONS)

Access

Open House scheduled on Monday for the following weekend

Private showings (24-hour notice standard)

Showing Expectation

A lockbox will NEVER be used for showings

Dylan, Mark or Andrew will accompany every buyer during open house
and private showings

Progress Review

Activity

Interest

Feedback

Market Activity

Course correct?

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Negotiation, opening escrow & a successful close

Breakdown of offer negotiations

First contact
Purchase agreement
Request for Repairs
Appraisal

Providing escrow timeline & setting expectations

Scheduling inspections, vendor & repairs (if necessary)

Seller disclosures delivered up front

Constant lender communication

Preparing for the move

Utilities
Movers
Cleaners
Disposal

Key & remote transfer Deep breath... Congrats!

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