
COMPASS REAL ESTATE

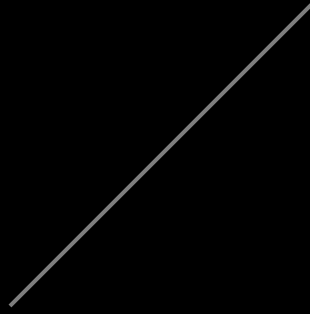
3-Phase Marketing STRATEGY

Your Home, Your Choice

COMPASS

"Your home is your choice.
The 3-Phased Marketing Strategy allows us to
control how it's marketed and how your data is
being used, enabling us to protect and
promote your home's value."

Robert Reffkin, Founder & CEO
COMPASS



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CHALLENGES WITH THE TRADITIONAL MLS LISTING MODEL



Days on Market

Accruing days on market can diminish a home's perceived value. The longer a home sits on the market, the more it can be perceived as undesirable or overpriced, reducing buyer interest and lowering the final sale price.



Public Price History

Reductions risk lowering buyer confidence. When a home's price is reduced publicly, it can signal to buyers that the seller is desperate or that there is something wrong with the property, making them less willing to pay your list price.



Your Data is Not Protected

Due to Clear Cooperation, sellers have little control over how their home is presented and who their personal information is being sold to, which can expose sellers to unnecessary risks.



Negative Insights Added to Your Listing

Third-party platforms like Zillow can add their own assessments and data to a listing which may not accurately reflect the true value or desirability of the property, such as Zestimate, Walk Scores, Insurance Costs, Climate Risks, Public Saves & Views.



Buyer Leads Diverted from Your Listing Agent

Third party sites like Zillow block buyers ability to reach out to listing agents directly. These "leads" are sold to other agents whose interests may not align with your home sale goals and know very little about your home.



Lost Days of Marketing During Your Home Prep

This is a crucial time that could take 7 days to weeks depending on your home. With a traditional brokerage you risk this opportunity of buyer searching that may settle on another home due to lack of inventory.

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11" N 73° 59' 38" W

MLS Listing Negative Insights

Date	Event	Price
10/9/2024	Contingent	\$2,400,000 \$1,239/sqft
9/9/2024	Listed for sale	\$2,400,000 \$1,239/sqft
7/9/2024	Price change	\$2,400,000 -7.7% \$1,239/sqft
6/4/2024	Price change	\$2,600,000 -8.7% \$1,342/sqft

Climate risks
Source: First Street®

0% Flood Factor Minimal 1/10	0% Fire Factor Minimal 1/10	40% Wind Factor Major 6/10 insurance: critical	40% Air Factor Moderate 5/10
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Weather stat suggesting homeowner will have to pay higher insurance

Walk Score®
6 / 100
Car-Dependent

Bike Score®
12 / 100
Somewhat Bikeable

Doesn't include Listing Agent's info

Portal sites hurt homeowners by placing content on your listing that could devalue your home and hide listing agent contact info



3-PHASE MARKETING S T R A T E G Y

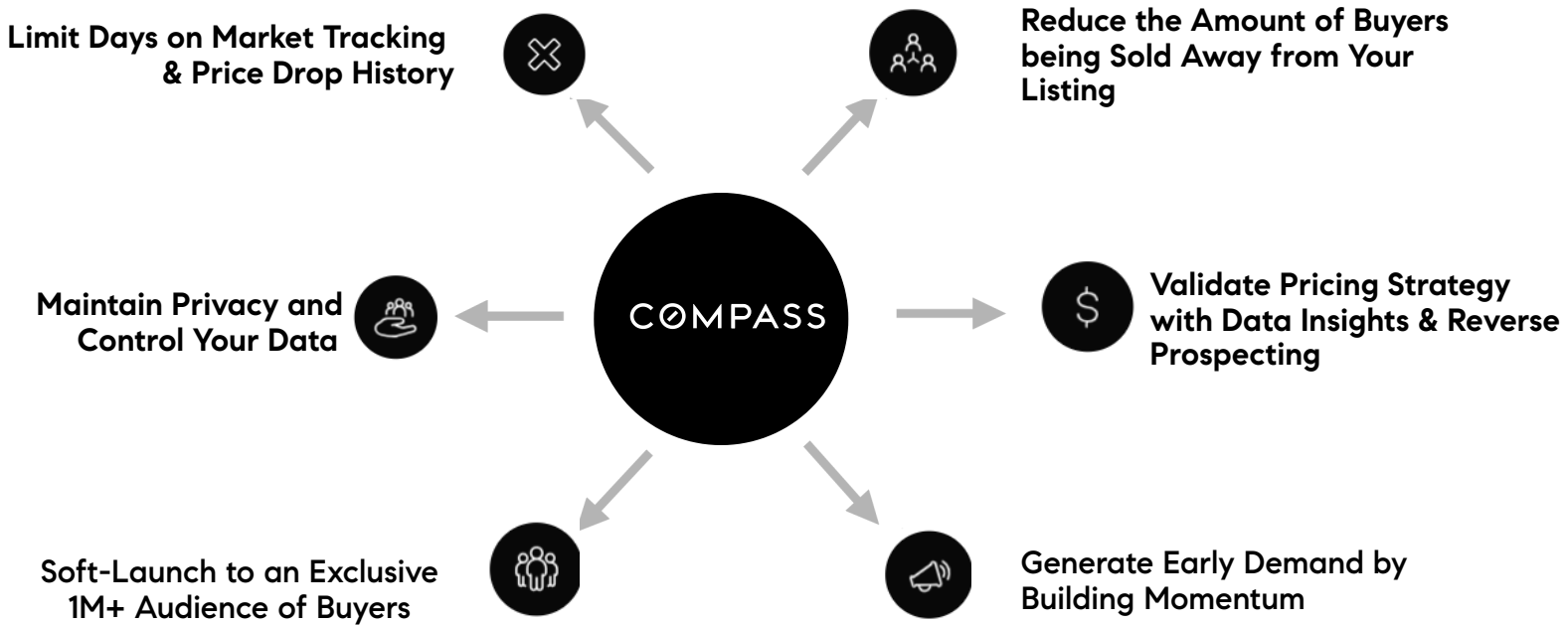
Phase 1: Compass Private Exclusives

Phase 2: Compass Coming Soon

Phase 3: Go Live on All Platforms

THE COMPASS SOLUTION

RESULTS OF OUR 3-PHASE MARKETING PLAN



Listings that Pre-Market as a Private Exclusive or Compass Coming Soon

16%

Faster to Accepted Offer

17X

More Buyers "Contact Agent"

16%

More Open House Traffic

PHASE 1

Phase 1 – Compass Private Exclusives

This phase allows us to signal to over 1 million buyers that your listing is coming soon, all while we work together to prepare your home for showings. Unlike traditional brokerages that miss out on this critical lead generation opportunity during the preparation stage, we maximize exposure. Best of all, you're in control—there's no obligation to accept offers or show the property during this phase. If privacy and discretion is your top priority your listing can stay in this phase.

01 Launch to an Exclusive Market with No Days on Market

We will pre-market your home to a network of top Compass agents and their 1M+ buyers to create interest and anticipation before it's ready to launch on the public market. We will start this process in the make ready phase while we prepare the home for photos and showings.

- Professional staging and photography to showcase your home's best features.
- Private email campaigns targeted at Compass agents and their clients.
- One on One marketing with agents outside of Compass
- Compass VIP Invite only broker & client open house

02 Reverse Prospecting

Gather data-backed insights on how Compass buyers are engaging with your listing and target specific agents whose buyers have saved, commented, and favorited your listing.

03 Validate Pricing Strategy

With Private Exclusives we can test the price or even list without a price. Buyer feedback and Reverse Prospecting allows us to get a pulse on buyer interest and demand for your property before going live on MLS.

04 Prevent Negative Public Insights

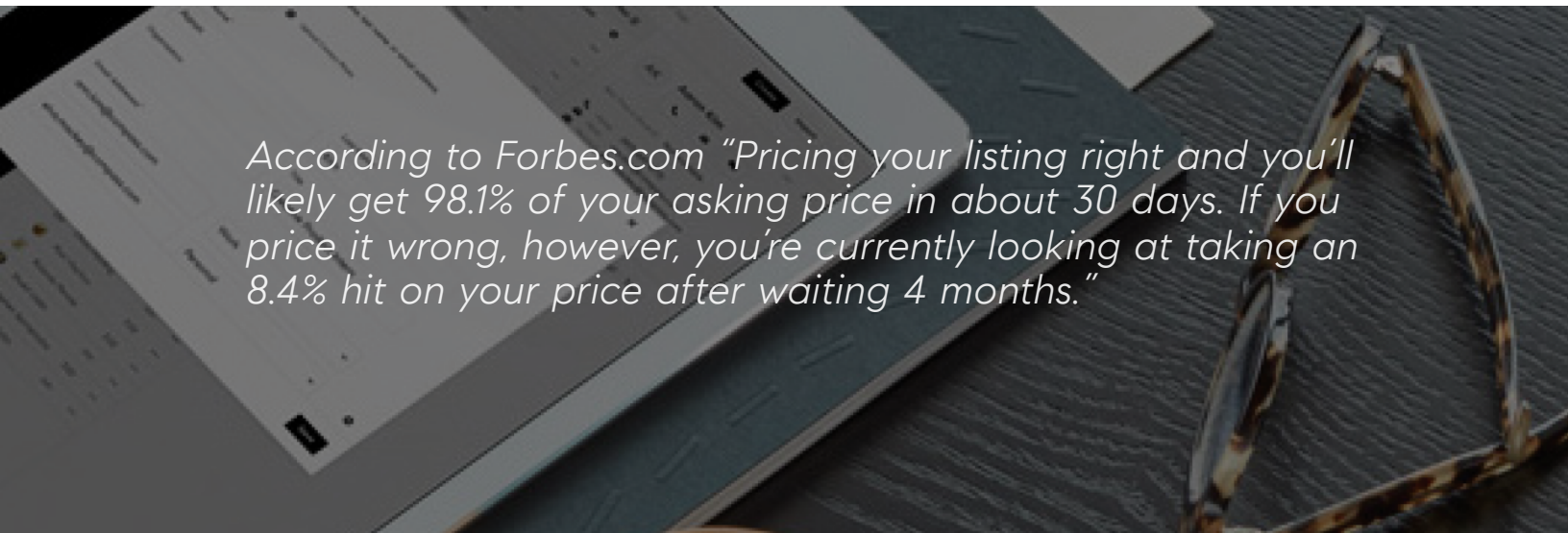
Avoid the potential negative impacts of traditional listing methods, such as Zillow's Zestimate and other public data points.

05 Eliminate Price Drop History

Allowing us to fine-tune the pricing and positioning of your home based on real feedback, data, and insights without any public price reductions.

06 Negotiation Power

Possibly attract a buyer willing to move quickly for an off market opportunity, with less competition, and reduced stress. The risk a buyer may have if you choose to open to the public market, may help you in negotiations.



According to Forbes.com "Pricing your listing right and you'll likely get 98.1% of your asking price in about 30 days. If you price it wrong, however, you're currently looking at taking an 8.4% hit on your price after waiting 4 months."

PHASE 2

Phase 2 – Compass Coming Soon

The Coming Soon phase is a pivotal step that allows us to broaden your reach publicly and control the marketing details before it is listed on the MLS where negative insights attack. During this exclusive window, buyers who inquire receive the most accurate and helpful information directly from someone fully dedicated to your best interests and the success of your listing.

01 Public Listing on Compass.com

Your listing is publicly launched on Compass.com, building buyer anticipation by exposing it to a wider audience.

02 Still Protected from Days on Market and Price History Display

We are still avoiding days on market and public price drops.

03 Validate Pricing Strategy

Now armed with more feedback and engagement insights on how buyers interact with your listing, we can confirm our marketing and pricing strategy or allow for strategic adjustments before your public launch.

04 Improve Google Ranking

Improve the chance of ranking higher on Google search results because search engines often prioritize the sites of origin.

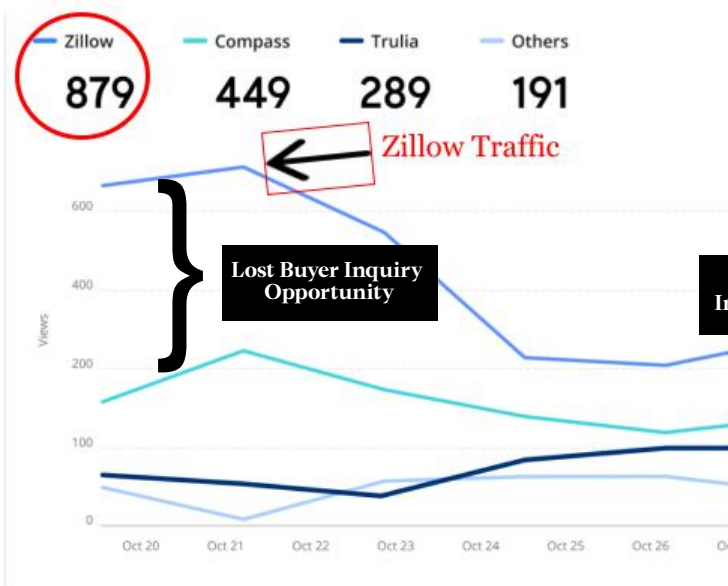
05 Launch Public Marketing

- Print advertising and social media campaigns will begin.
- Run targeted online campaigns to build momentum.
- Mass email blasts to agents across all brokerages
- Plan and market public open house to continue building momentum

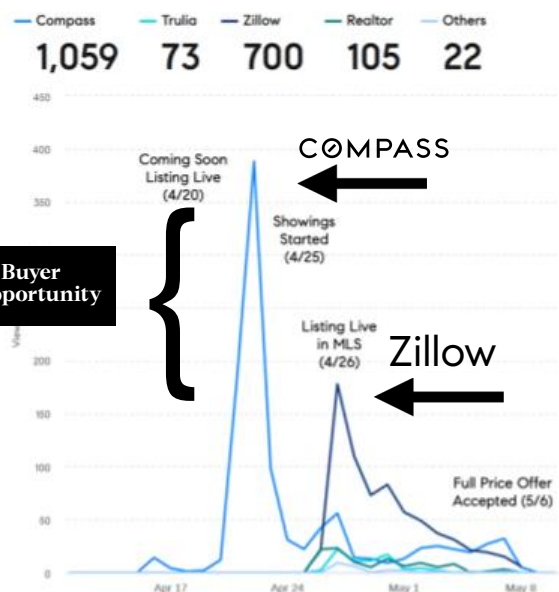
06 Ensure Buyer Ability to Contact YOUR Agent

Ensure your Listing Agent receives all inquiries instead of leads being sold to agents whose interests may not align with your home sale goals. *Coming Soon listings have 17x more buyers click "Contact Agent" than listings in MLS and Portal Sites.*

Listing without Coming Soon Phase



Listing with Coming Soon Phase



PHASE 3

Phase 3 – Go Live on All Platforms

Listings that start in Private Exclusive and Coming Soon receive an accepted offer 16% faster once on the MLS

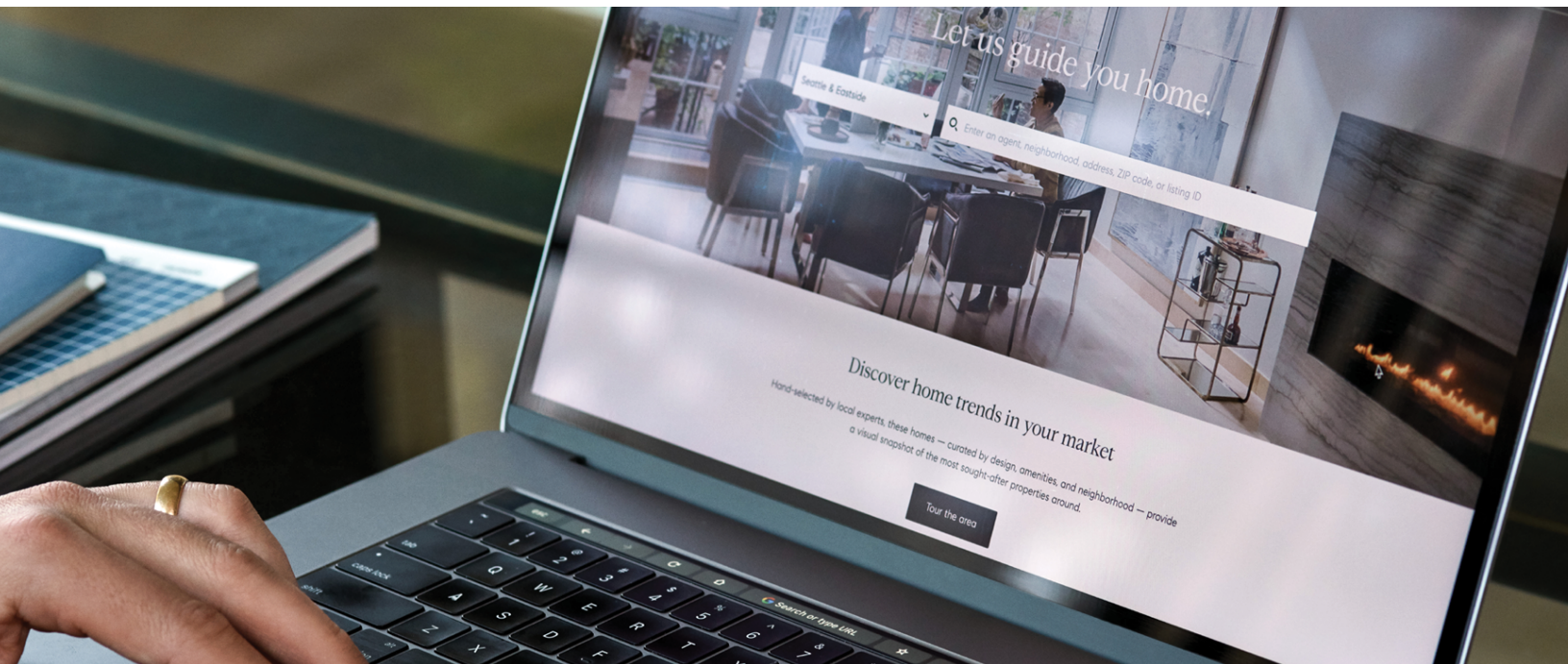
Pre-marketing efforts from Phase 1 and 2 allows us to work for you well ahead of traditional timelines. Armed with insights and feedback from agents and buyers, we strategically launch your home to the public market. **By this stage, we'll have refined pricing, addressed any concerns, and optimized the presentation of your property. This ensures we enter the market with maximum demand and confidence to achieve the best outcome for you.**

Reach Broader Audience

Optimized Pricing from Phase 1 & 2

Accrue Days on Market

Public Price History is Tracked



COMPASS ONE

One Place for Home

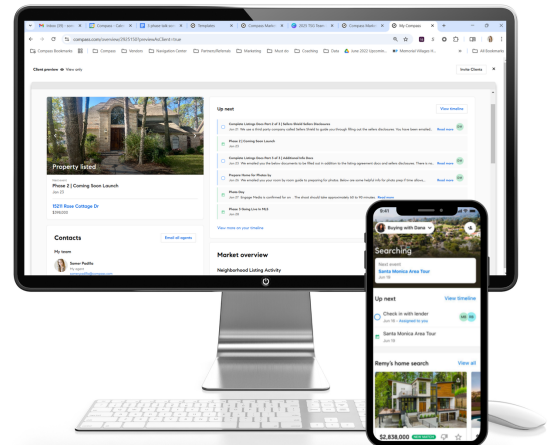
Compass One is the only platform designed to support and connect you and your agent through every phase of your real estate journey.

Introducing Compass One

ONE UNIFIED DASHBOARD TO STREAMLINE YOUR SALE

Collaborate with ease and receive real time updates through our shared platform designed to keep you informed before, during, and after the transaction.

- Keep Up to Date 24/7
- Know Your Team
- Stay Organized
- Gain Insights
- Always Access Important Transaction Documents



Whether it's leveraging cutting-edge technology to showcase your property in the best light or utilizing our network of buyers and agents to create buzz and generate interest, Compass is equipped to handle every aspect of your home sale with precision and innovation

From our initial consultation to closing day, I will work tirelessly to ensure that your property stands out in a crowded market and attracts the attention it deserves. With a focus on strategic marketing and personalized attention, I will be by your side every step of the way to make sure your selling experience is smooth and stress-free.

Trust in Compass to take your home sale to the next level and deliver outstanding results. Contact me today to learn more about how we can work together to achieve your real estate goals.

Juli Clifford | Compass

B Brad R
1 review · 0 photos
★★★★★ 6 days ago **NEW**

I can't say enough about how pleased I am with the closing process for my father's condo. Juli managed every aspect of the sale with exceptional care, treating our property as if it were a multi-million dollar estate. She went above and beyond my expectations, providing me with the confidence that everything was handled expertly. This allowed me to focus on other pressing issues, making the entire experience seamless.

As someone who rarely writes reviews, I felt compelled to share my experience.

Kevin O'Donohue
4 reviews · 0 photos
★★★★★ 7 days ago **NEW**

Juli, this is the second time you've helped us sell a house. Thank you for all your hard work. We look forward to working with you again in the future.

Juli Clifford | Compass
Owner
6 days ago

Thank you for your help continued trust! My goodness, we sure found some surprises at the property. We acted quickly and were able to match you with a buyer with experience with similar properties.

M Michelle C
★★★★★ a week ago **NEW**

After my brother died, I had to sell his condo via long distance. As soon as I contacted Juli Clifford of Compass, she was immediately on the job to get the unit ready to sell, offering excellent advice, and constantly keeping in touch. We were able to sell within a few weeks at a great price, and I was thrilled with Juli's expertise and guidance. I would heartily recommend Juli if you want a very knowledgeable agent who will truly work for you.

Juli Clifford | Compass
6849 Old Dominion Dr #400, McLean, VA [Get more reviews](#)

5.0 ★★★★★ 33 reviews ⓘ

Most relevant **Newest** Highest Lowest

M Mary Cornaby
5 reviews
★★★★★ 2 days ago **NEW**

I just finished selling my Arlington condominium through Juli Clifford of Compass Realty. Not only did she accomplish everything from listing the property to closing the sale in less than 30 days, she also walked me through everything. Whether it was any repairs that needed to be made, ways of cutting the cost of those repairs, coordinating with condo management, or even just answering my questions about the selling process, she was always there and always knowledgeable. She always gave me straight answers. I would definitely use her services again, and would encourage others to do so. She is fantastic.

COMPASS REAL ESTATE

Juli Clifford

Realtor®

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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.