

Selling at Compass

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

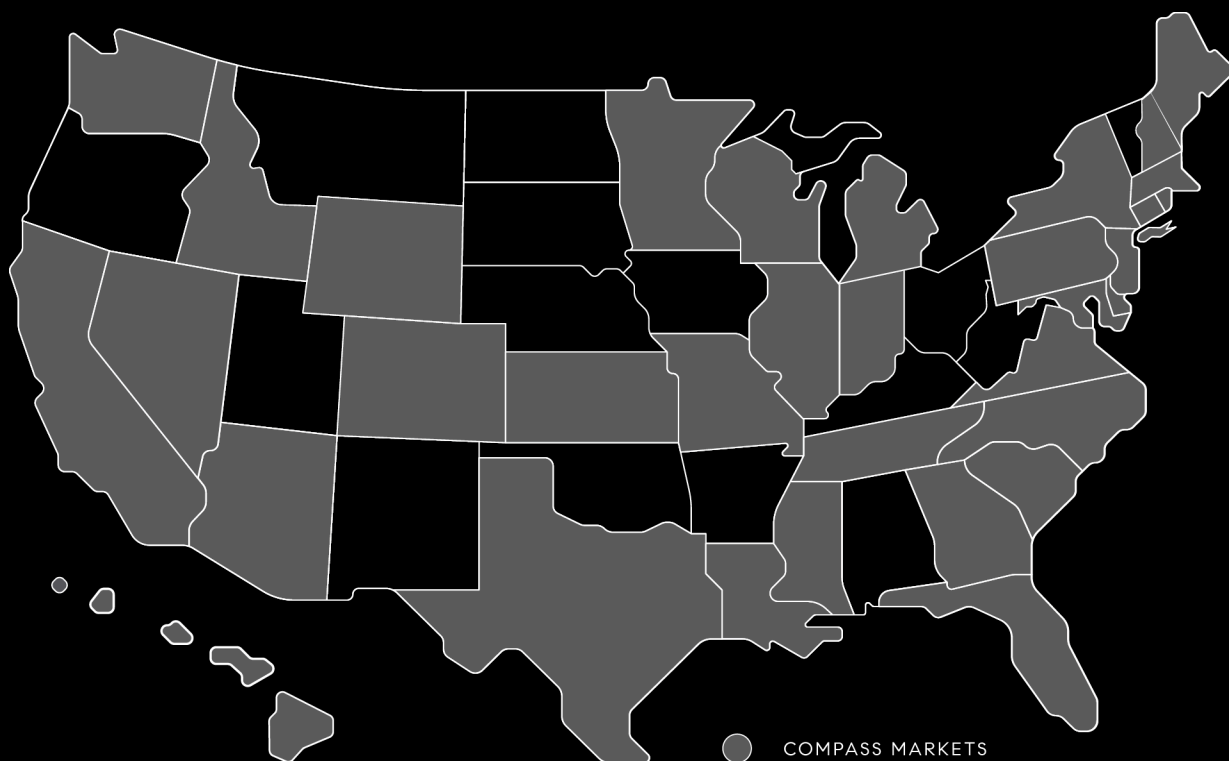


The Power of the #1 Real Estate Brokerage in the U.S.¹

Local expertise backed
by a national network of
340,000 agents, in-house
marketing, and tools
built to sell your home.



*#1 based on 2024 closed sales volume. T. Velt, Compass, eXp retain No. 1 spots on RealTrends Verified™
HousingWire, Online, HW Media, 4/4/2025, <https://www.housingwire.com/articles/compass-exp-retain-no-1-spots-on-realtrends-verified/>



37,000+

Top Agents Nationwide¹

A national network connecting your home with more engaged buyers.

#1

Visited Brokerage Website ²

Compass.com attracts more monthly visitors than any other brokerage website.

\$1B+

Invested in Technology³

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

\$267B

2025 Gross Transaction Volume⁴

A proven track record of delivering exceptional results for sellers.

¹In October 2025, we divested our Latter & Blum Texas business, which reduced our total agent count by approximately 900. ²Similar web data from 3.1.2025–2.28.2026 for traditional brokerages ³Includes equity compensation. ⁴Gross 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.

3-Phased Marketing Offers a Smarter Way to Sell

Built to deliver maximum value for your home

COMPASS PRIVATE EXCLUSIVE

COMPASS COMING SOON

ALL WEBSITES

PHASE

1

PHASE

2

PHASE

3



A Proven Strategy That Delivers Real Results

Our data¹ shows that Compass-sold homes that are marketed before going active on the MLS are associated with stronger outcomes:

2.9%

Higher Closing Price

20%

Faster to Contract

30%

Less Likely to Drop in Price



¹Findings 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

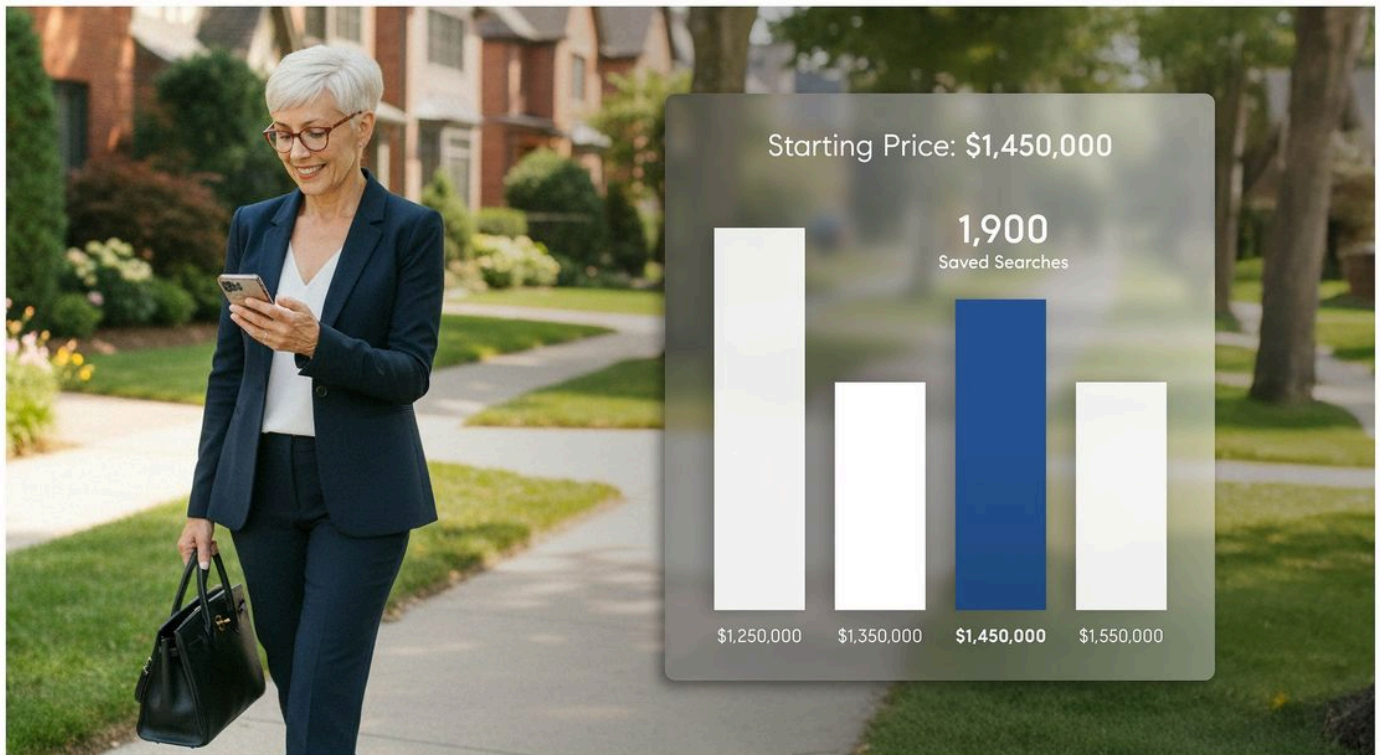
Protect and Maximize the Value of Your Home



Validate Your Price with a
Trusted Agent Network

We Bring Buyer Demand to Your Home Before the Market Does

Compass technology delivers active buyers, real-time demand signals, and engagement insights – so we can generate early interest and price your home accurately from the start.



Start with Serious Buyers

To capture interest early, I reach out to top agents across our expansive network of brokerages who have buyers already searching for a home like yours

Identify Serious Interest

Make your address available upon request to motivate buyers to contact us directly for more details. This helps us identify serious interest while keeping your privacy protected.

Price with Confidence

Insights into how buyer demand shifts at different price points helps us dial in a competitive launch price. As buyers engage with your listing, we assess activity and refine our strategy to keep momentum strong.

Helps Protect Your Home's Value

By testing buyer demand off-market first, we avoid unnecessary price drops and support the best possible outcome for your sale.

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



1Rules and Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. See 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
- Choose when your home enters the broader market

PHASE 2
COMPASS COMING SOON

Expand Buyer Reach With No Risks



Launch on [Compass.com](https://www.compass.com)
and [Redfin.com](https://www.redfin.com)

Market Your Home to 60 Million Buyers

No Days on Market.
No Price Drop History.

COMPASS | Rocket | Redfin



Market your home as a Coming Soon on Compass.com and Redfin.com to reach 60 million buyers. This dramatically expands your home's exposure without public days on market or price drop history that can damage its perceived value.

Prioritized Visibility

Your home receives premium placement on Redfin.com, prioritizing it in search results.

No Visible Price Drop History

Price reductions are not publicly displayed, protecting your home's value.

No Public Days on Market

While we build early demand, your home does not accumulate public days on market, a metric buyers often use against you.

Direct Connection to Serious Buyers

Unlike other sites, every serious buyer is connected directly to me, the agent who knows your property best.

You may opt out of syndication to Redfin.com at any time.

COMPASS
INTERNATIONAL
HOLDINGS

A Powerful Network Working For You

Your home isn't just listed.
It's positioned at the
center of the largest buyer
and seller brokerage
network in the world.

More Eyes on Your Home

Through the network, your listing is introduced to more than 350,000 agents and their clients nationwide — increasing awareness across multiple brokerages and markets.

More Access to the Market

Compass Private Exclusives give sellers the ability to test the market, control timing, and generate demand before going live on other websites. With thousands of agents sharing off-market opportunities across the network, your home gains early visibility among agents and their clients.

More Buyers, Better Matched

Compass.com attracts a large audience of buyers searching for homes online. Our technology analyzes search behavior across the network to put your home in front of buyers already looking in your market.

@PROPERTIES | BETTER HOMES & GARDENS REAL ESTATE | CENTURY 21 | CHRISTIE'S INTERNATIONAL REAL ESTATE
COLDWELL BANKER | COMPASS | CORCORAN | ERA | SOTHEBY'S INTERNATIONAL REALTY

More Eyes On Your Listing

As the #1 brokerage for website traffic, Compass attracts more visitors than any traditional brokerage and extends that reach exponentially through syndication to Redfin.com.

The #1 Most-Visited Brokerage Website

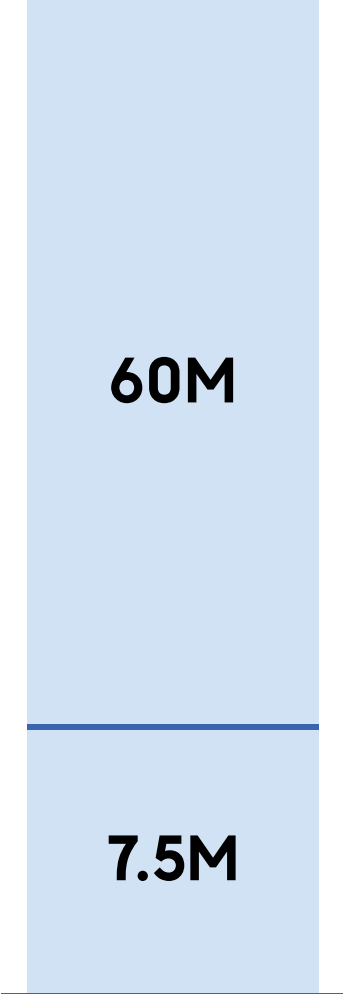
Compass.com attracts **7.5M+ monthly visitors**, including **300K monthly international visitors**, outperforming traditional competitors.

Expanded Reach

Compass' partnership with Redfin connects your listing with **60 million** additional active homebuyers.

Instant Buyer Alerts

With **1.3M+ saved searches** on Compass.com, your listing will be sent to serious buyers the moment it matches their criteria.



60M

7.5M

67.5M total monthly visitors to Compass and its network of brokerages + Redfin.com

*Similar Web data from 3.1.2025-2.28.2026 for traditional brokerages

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





Just Listed

450
Silverlake Drive

6 BED · 7 BATH · 4,500 SQFT

450
Silverlake Drive
OPEN HOUSE

PHASE 3
SELL BETTER

Launch Across All Websites



Go Live on the MLS
with Impact

Go Live At the Right Price, At the Right Time

Positioned for a Successful Sale



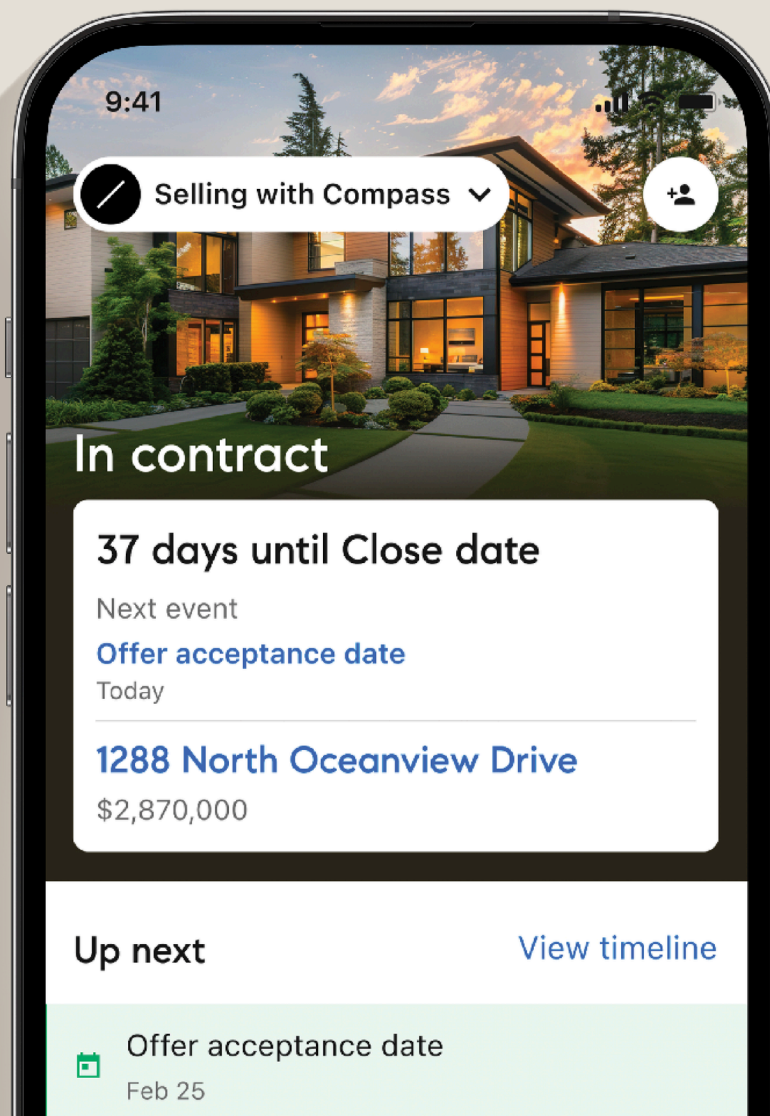
Phase 1 gave you the time to prepare and the insights to validate your price.

Phase 2 built a pipeline of serious buyer demand.

Now, instead of starting from scratch, your home enters the broader market with built-in momentum—positioned to achieve the best possible price and terms.

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 11,638 +9% WoW	NEW VISITORS 594 +58% WoW	AVG TIME SPENT 1.41 min +58% WoW
SHARES 43 +2% WoW	FAVORITES 12 +2% WoW	INQUIRIES 3 +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 gain early exposure and test pricing through 340,000 agents across our network of brokerages
- 04**
Prepare home for sale, take photos, and create marketing materials

On-Market

- 05**
List on Compass.com and Redfin.com as a Compass Coming Soon to expand buyer reach
- 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 real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License # 01991628, 1527235, 1527365, 1356742, 1443761, 1997075, 1935359, 1961027, 1842987, 1869607, 1866771, 1527205, 1079009, 1272467.



Your Home Deserves the Best.

Connect with a
Compass agent today.



COMPASS