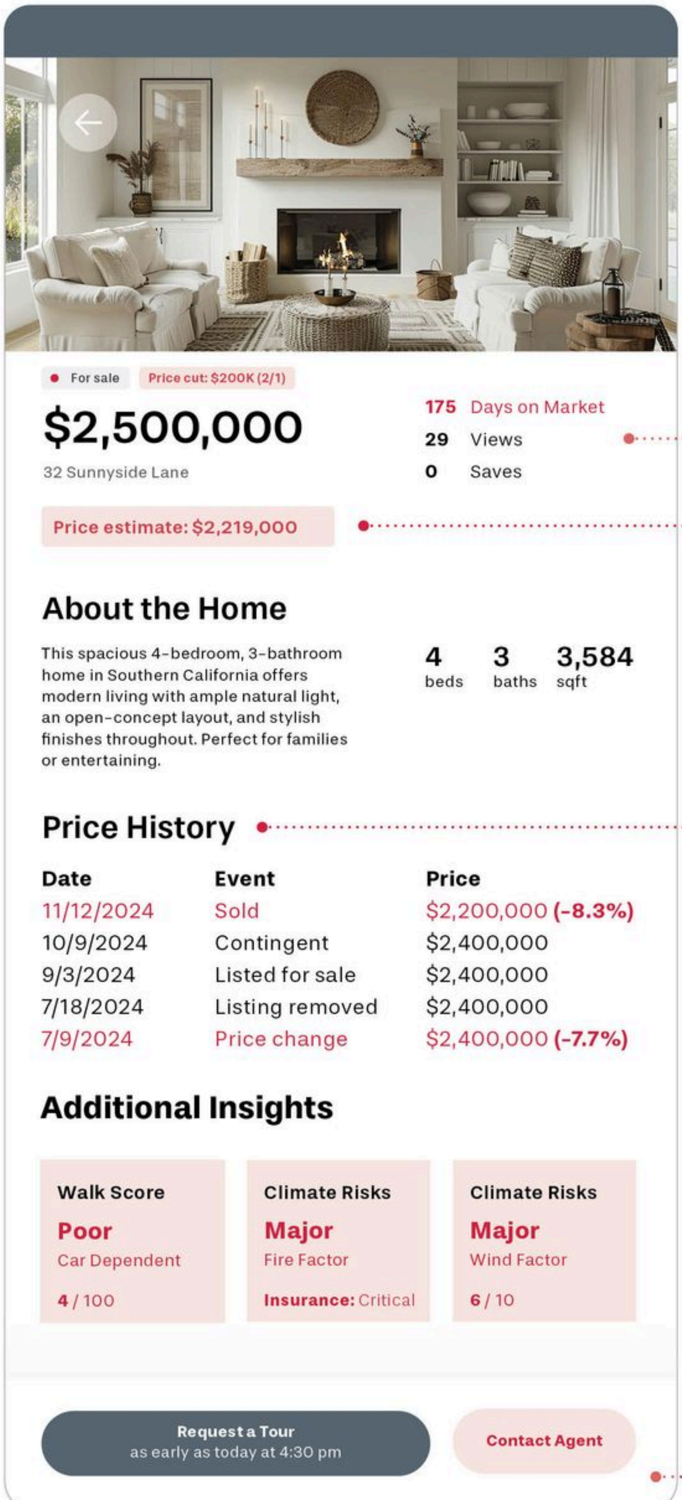
CHOICE VS. CONTROL

COMPASS

Traditional listing methods expose your home to negative metrics that can harm its sale price. With Compass, you get to choose how your home is marketed – protecting its full value from day one.



Days on Market

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

Negative Insights Added to Your Listing

Third-party platforms can add their own assessments and data to a listing, which may not accurately reflect the true value or desirability of the property.

Visible Price Drop History

When a home's price drops publicly, it can signal to buyers that something is wrong with the property, making them less willing to pay your list price.

Missed Buyer Inquiries

Some public websites block buyers' ability to reach out to the listing agent directly. These leads are sold to other agents who may be unfamiliar with your home and whose interests may not align with your selling goals.