

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



COMPASS

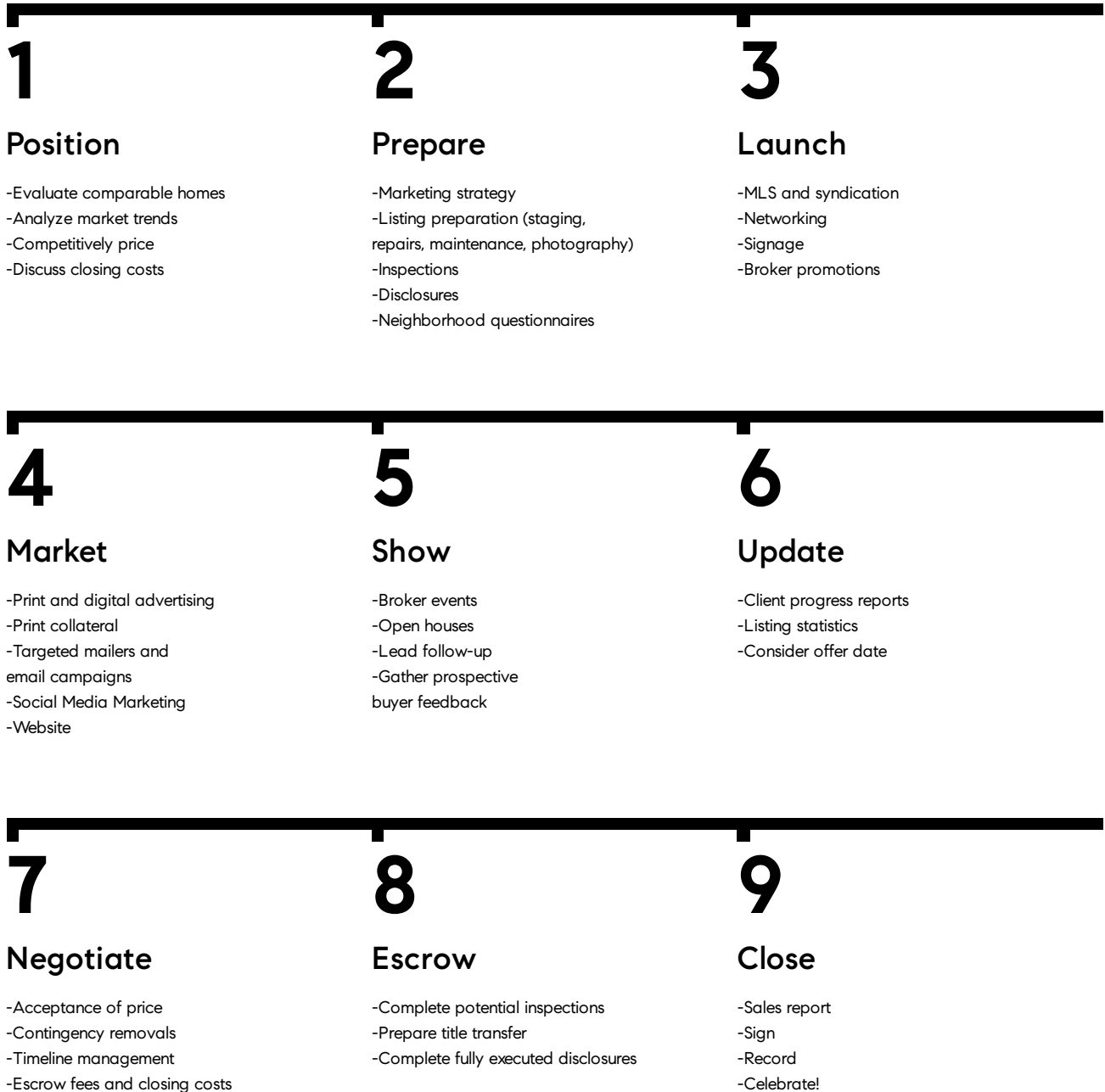


# Representing Your Home

How I'll 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, I will target the right audience across the most effective channels through cohesive branding — all to elevate the style and story of your home.

**1**



## Staging

Appliance upgrades  
Furnishings  
Decorations  
Virtual staging

**2**



## Imagery

Daytime photography  
Twilight photography  
Aerial footage  
Lifestyle video

**3**



## Floorplan

Traditional floorplan  
3D Imaging  
Virtual walkthrough

**4**



## Listing Launch

Compass.com  
MLS  
Syndication

**5**



## Signage

Townhouse sign  
Window decal  
Open house sign  
A-frame signage

**6**



## Email Campaign

Property announcement  
Open house invitations  
Company email inclusions  
Personal showing opportunities

**7**



## Print Campaign

Postcards  
Brochures  
Advertising  
Public relations

**8**



## Digital Campaign

Paid social media promotion  
Feature on Compass channels  
Advertising  
Statewide and global broker promotions

**9**



## Events

Brokers' open house  
Special events  
Twilight showings  
Private showings



# 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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# Compass Concierge Program

Compass covers the upfront cost of select services that can increase your home's selling price. From deep-cleaning to cosmetic renovations, we'll work together to elevate your home's value and create a tailored plan to maximize its potential on the market.

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Services may include:

- staging
- deep-cleaning
- organizing
- cosmetic renovations
- decluttering
- landscaping
- painting

# Photography

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



Our photographers' work has appeared in such publications as:

dwel

The New York Times

AD  
ARCHITECTURAL DIGEST

THE WALL STREET JOURNAL

DECOR

TOWN&COUNTRY



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



# Pre-Marketing Your Home

Drive buyer interest and buzz with Compass Coming Soon, which affords prospective buyers a glimpse of your home before it officially comes on the market.

## Create Early Demand

Listing your property first on Compass Coming Soon can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

## Drive Buyer and Seller Excitement

By creating visibility for your home early on, you can start engaging your network. 2.4x more potential buyers will attend the open house of a Compass Coming Soon listing.

## Get More Exposure

Tap into our Google search advertising to build momentum. We reach prospective buyers precisely when they're searching to help maximize traffic.

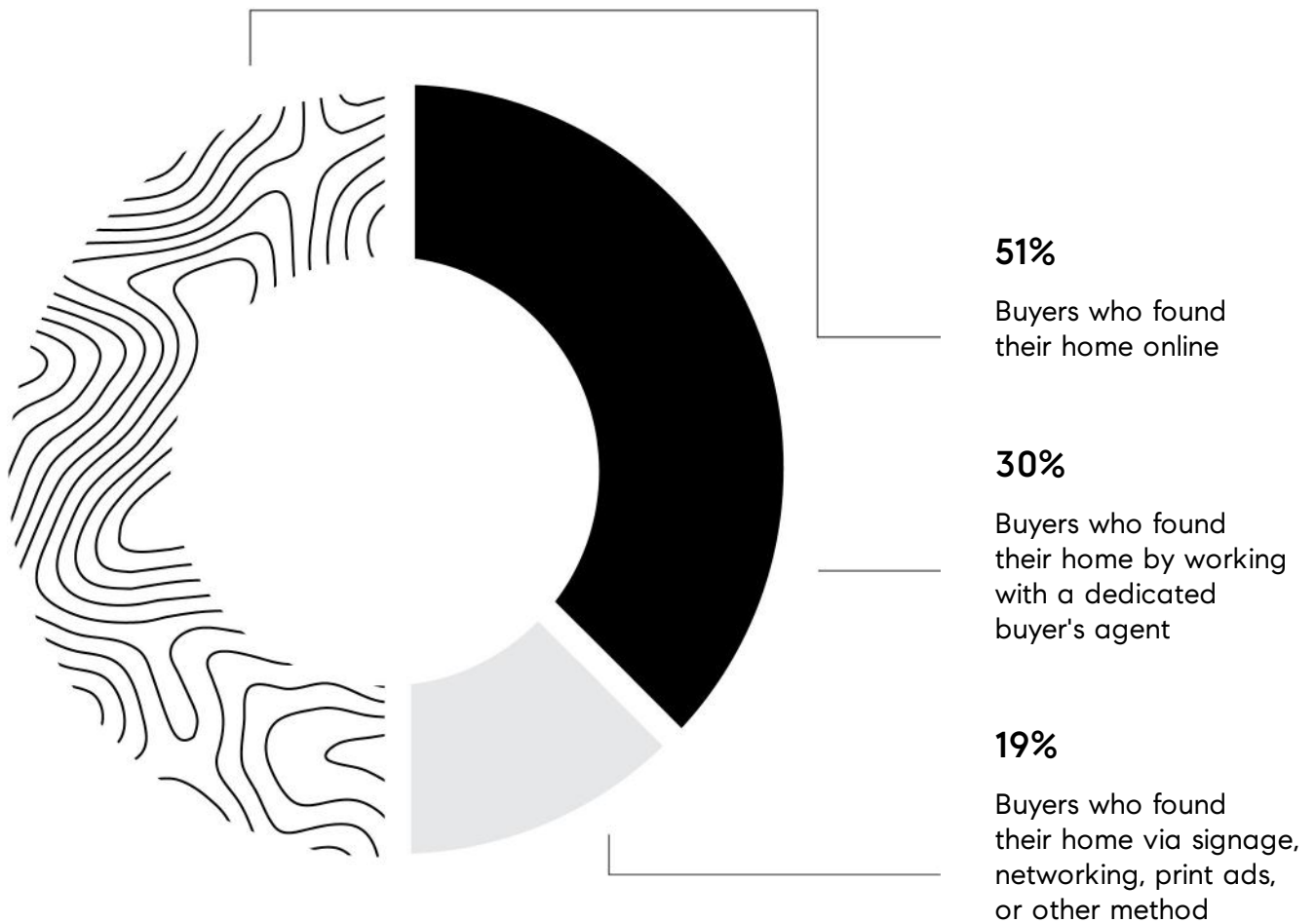


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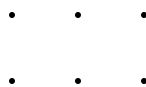
Compass is a licensed real estate broker. All material herein is for informational purposes only, was compiled from sources deemed reliable but is subject to errors and omissions. Compass makes no representation or guarantee that Coming Soon listings are available in your region, or that its use will result in the benefits described herein. This is not intended to solicit property already listed. Equal Housing Opportunity.

# 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.

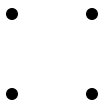
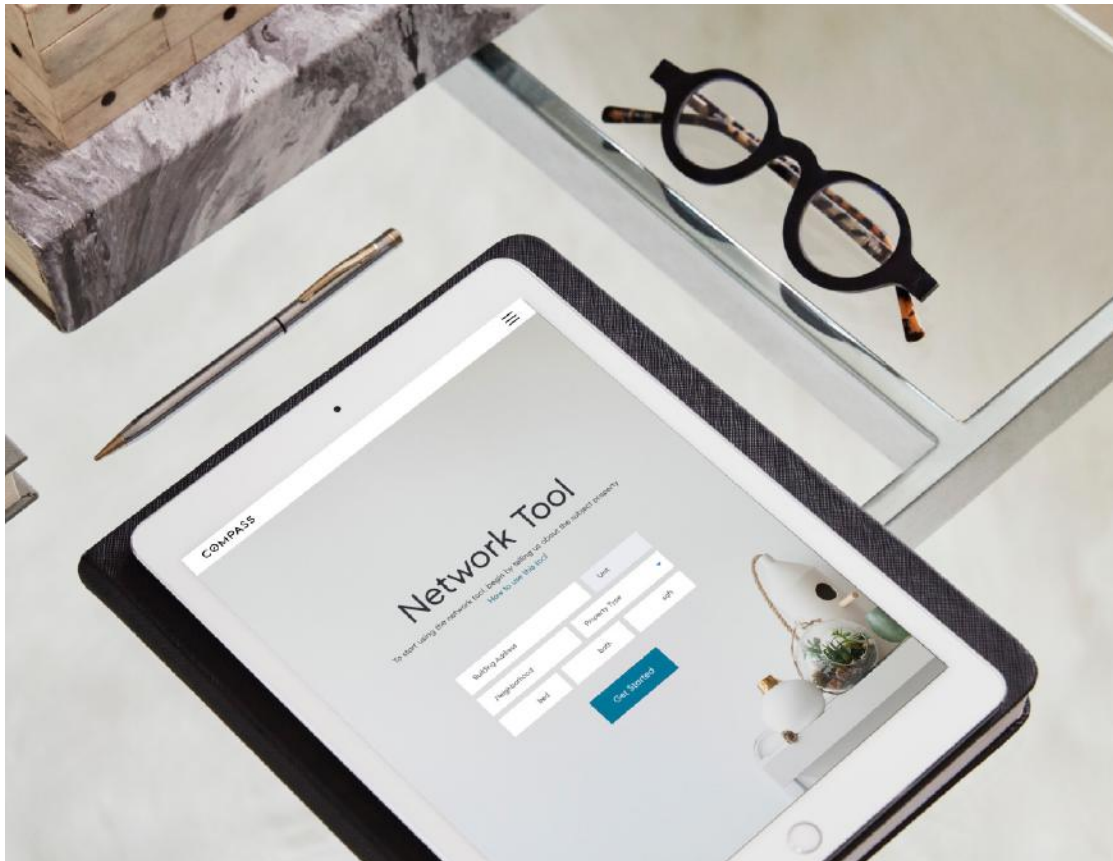


Source:  
National Association of Realtors, 2018



# Networking Capabilities

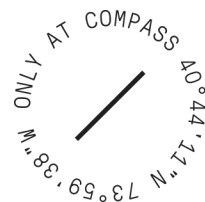
Aided by state-of-the-art Compass technology,  
I'm strategically connected to the market's entire  
brokerage community.



## Unprecedented reach

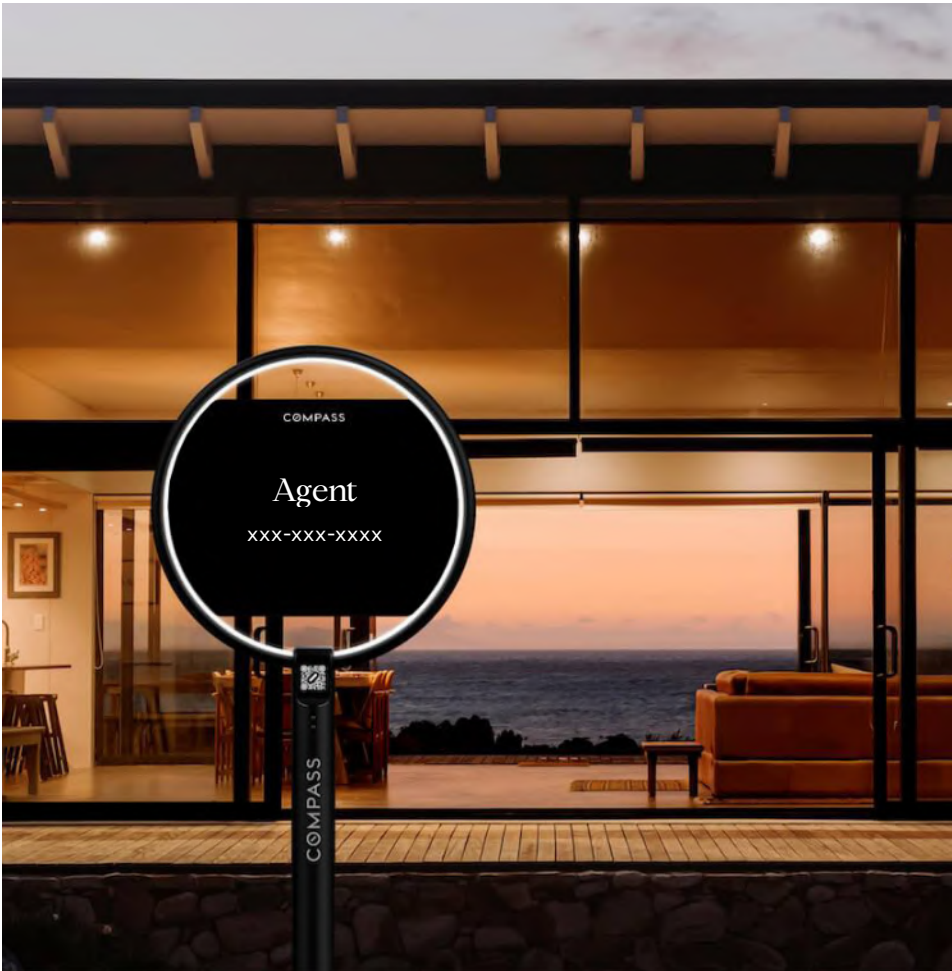


Using the Network tool, I can  
analyze your property across 350+  
parameters to determine similar sold  
listings, identify the right brokers, and  
correspond with ideal prospective  
buyers through a series of email  
campaigns and targeted outreach.



# Innovative Signage

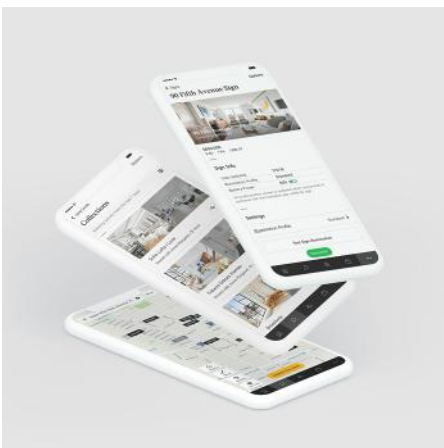
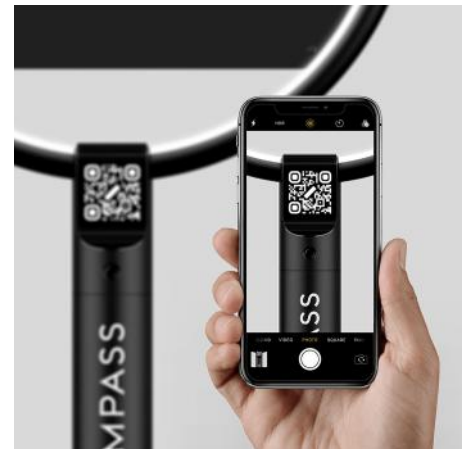
Illuminating and interactive, our reimagined real estate sign engages prospective buyers and surfaces the most resonant information regarding your listing.



Communicate critical selling points with strategically-curated content.

Access live data on consumer engagement.

Know how many people requested more detail via QR code.



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



# 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.



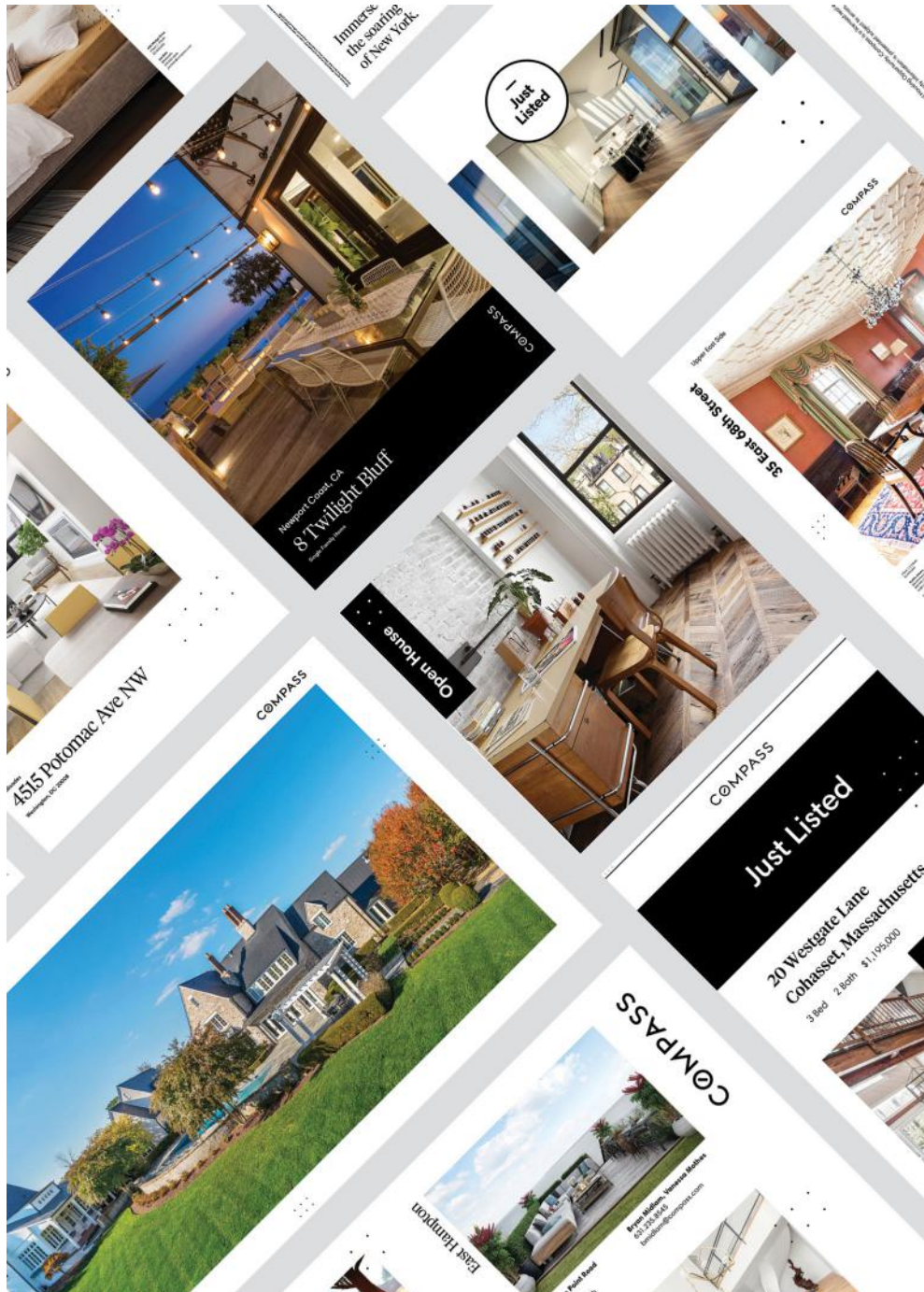
**45%**

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

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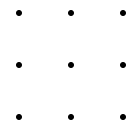
# Print Materials

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
- Gate-folds



# 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

15K

Luxury agents worldwide who receive our monthly Compass Connect newsletter featuring our highest-end exclusives

800+

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




# Email Marketing

Communication plays a critical role in the swift and successful sale of your home. Compass pairs well-designed email design with data-driven targeting to ensure your listing arrives in precisely the right hands.

COMPASS

## On the Market






[View Listing](#)

Property Address

**4 Bed | 3.5 Bath | \$3,350,000**

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[View Listing](#)

## Eye-catching design

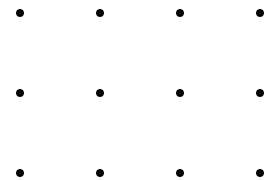
Our crisp, clean aesthetic beautifully frames your images and listing details.

## Intelligent targeting

A variety of layouts lends itself to both consumer-facing and broker-facing messaging.

## Mobile optimization

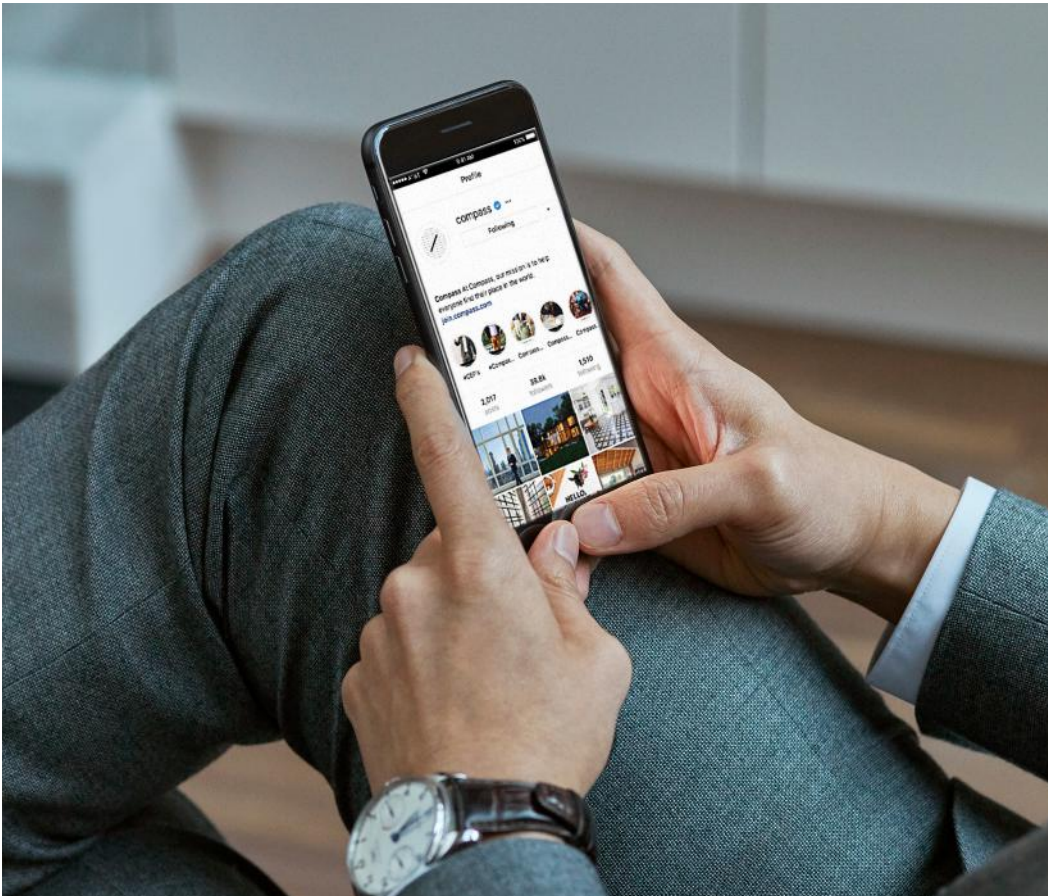
With so many buyers viewing email on their phone, our scrolls are designed for both platforms.





# Social Media

We engage brokers and buyers every day across five dynamic platforms. With this suite of promotional opportunities, your home will be spotlighted in a real-time, relatable, and quantifiable way.



7M+

Instagram  
impressions in 2018

2M+

Views on Compass  
YouTube channel

160K+

Our following across  
all social media  
platforms

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• •

## Unmatched Resources

Supported by a dedicated, in-house social media team, I'm able to stay on the leading edge of social media strategy.

## Strategic Audiences

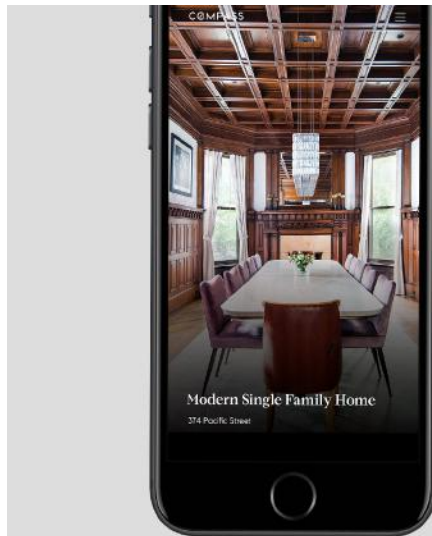
I have access to an exclusive list of social media stars, putting your home in front of their influential followers.

## Dynamic Storytelling

With listing promotion accounting for 75% of our company's social content, we highlight our exclusives with a mix of interior images, press mentions, listing videos, and client features.

# 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.



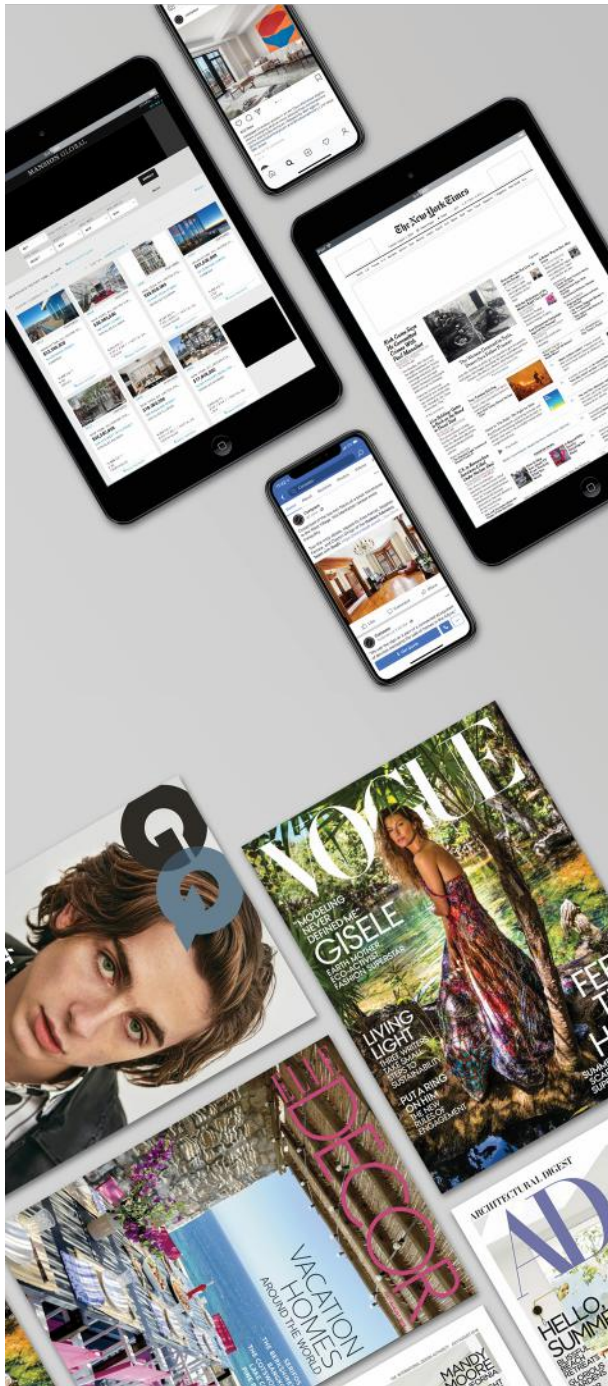
"This limestone mansion is certainly one of our city's most spectacular homes."





# 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



### Nob Hill Gazette

\$545K+  
Median HHI

300K+  
Total reach

64K+  
Circulation



### San Francisco Magazine

\$313K+  
Median HHI

300K+  
Readership

75K  
Circulation



### Marin Magazine

\$345K+  
Median HHI

\$3M+  
Median net worth

105K+  
Readership per issue



### Diablo Magazine

\$290K+  
Median HHI

1M+  
Annual impressions

125K+  
Circulation

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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

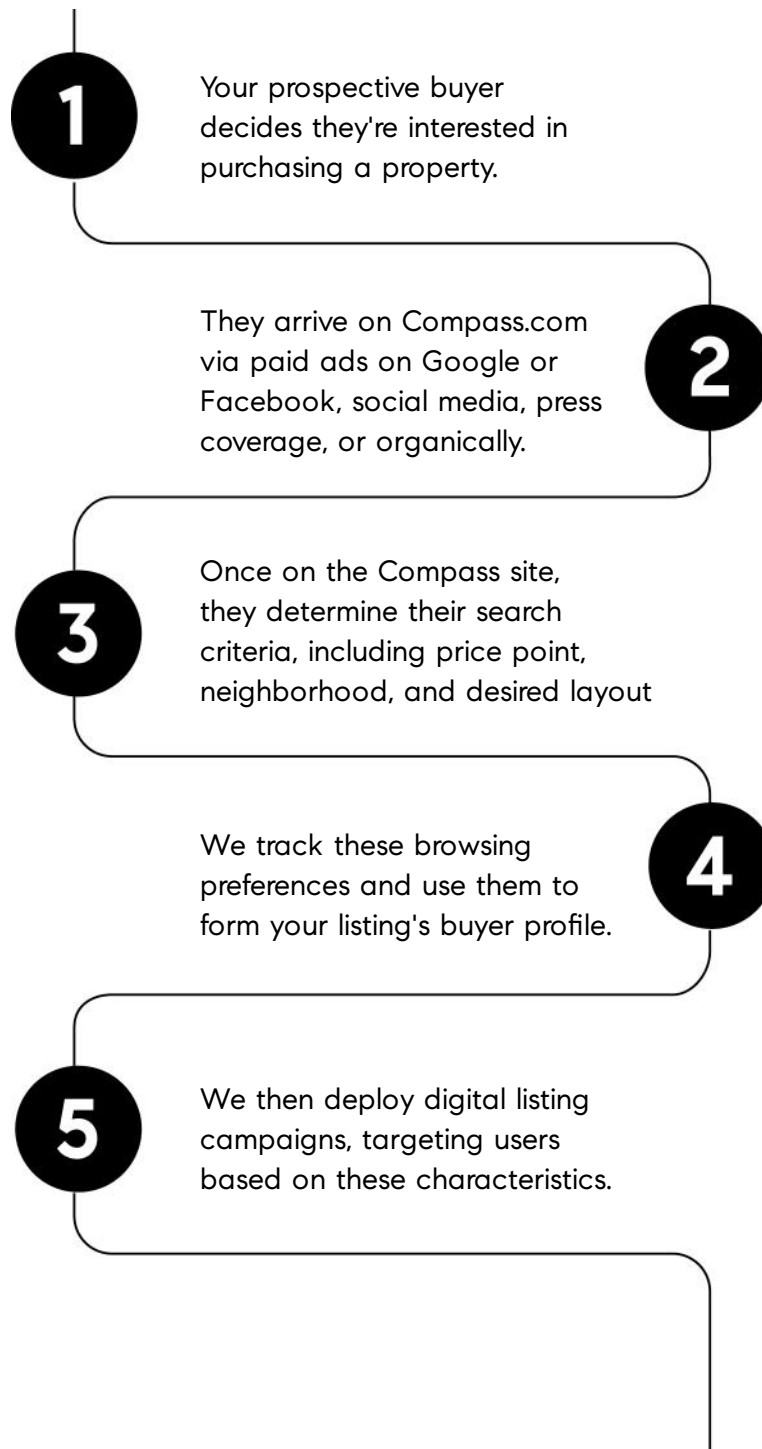
1k  
Average monthly clicks  
per listing

\$2M+  
Average HH net worth  
of readers



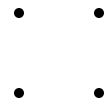
# Driving Traffic to your Listing

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.

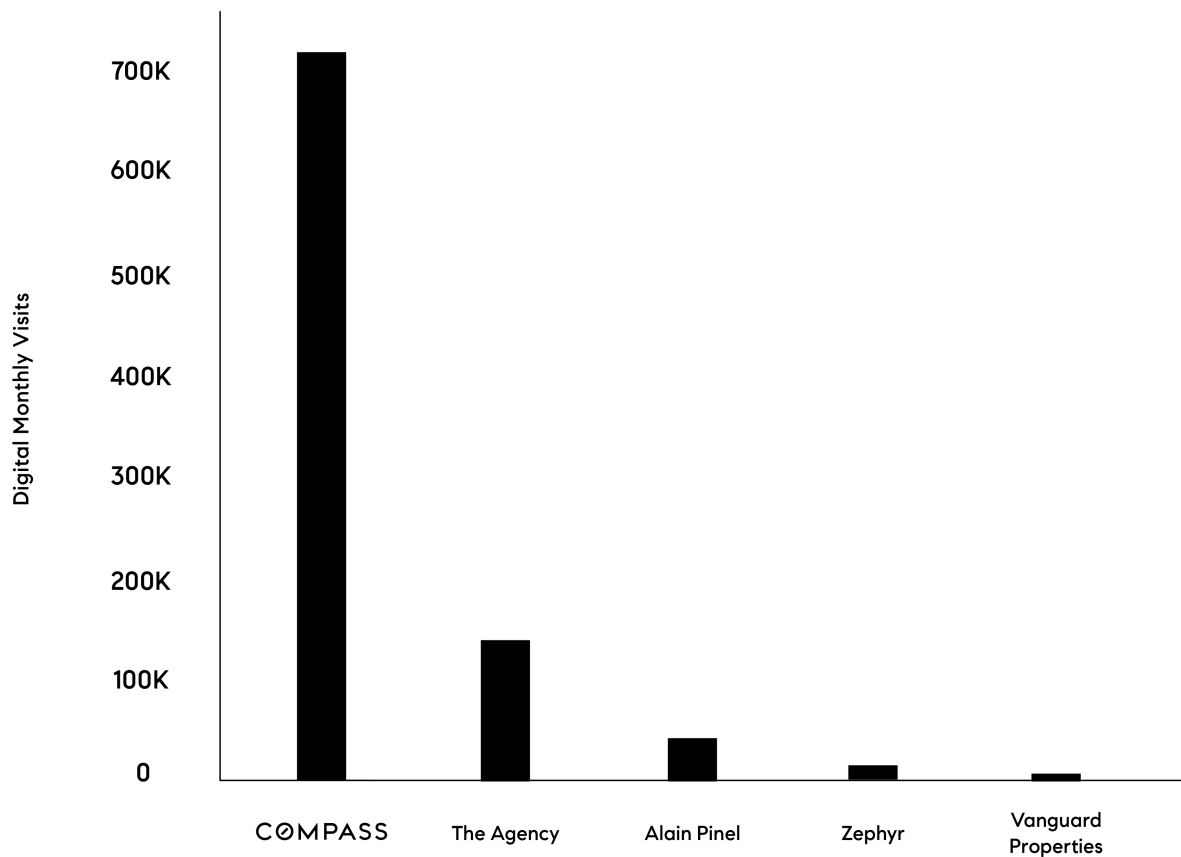


# Digital Audience Advantage

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



## San Francisco Bay Area 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.



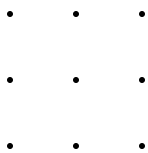
3.8B  
Our international impressions per year

51  
Countries to which Compass syndicates listings

1.7M  
Unique international users on compass.com per year

78  
International real estate syndication portals

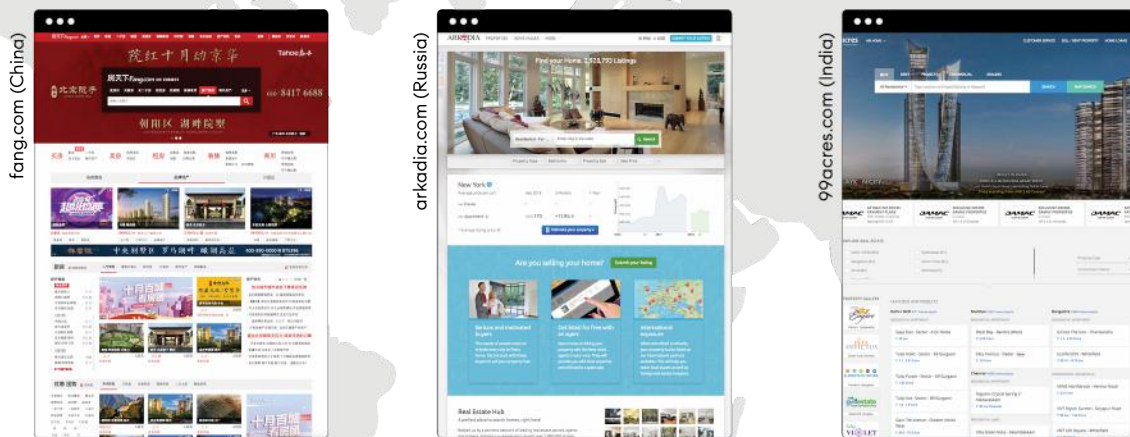
1.8M  
Potential international social impressions each year





# Overseas Partnerships

Recognizing that your buyer may be sourced abroad, Compass has forged connections with the key digital real estate destinations on every continent.



lkeria.com  
homesales.com.au  
realestateworld  
rentbuy.com.au  
willhaben.at  
imot.bg  
realestate.com.kh  
kangalou.com  
icasas.cl  
fang.com  
sodichan.com  
icasas.com.co  
city24.ee  
housingparadise.com  
acheter-louer.fr  
cotelittoral.fr

immostreet.com  
seloger.com  
zezooom.fr  
sz-immo.de  
xe.com  
property852.com  
99acres.com  
rumah123.com  
homehippo.com  
myhome.ie  
propertysteps.ie  
homeglobally.com  
immobiliare.it  
realestate.co.jp  
buyrentkenya.com  
city24.lv

city24.lt  
immotop.lu  
go853.com  
iproperty.com.my  
icasas.mx  
mubawab.com  
selektimmo.com  
shweproperty.com  
privateproperty.com.ng  
propertyindex.com.ng  
zameen.com  
hausples.com.pg  
iproperty.com.ph  
myproperty.ph  
persquare.com.pg  
domy.pl

morizon.pl  
ofertynet  
kamicasa.pt  
magazinuldecase.ro  
arkadia.com  
arkadia.com  
domofond.ru  
senegalcity.com  
imovina.net  
iproperty.com.sg  
realitysk  
persquare.co.za  
privateproperty.co.za  
globaliza.com  
kamicasa.com  
pisos.com  
immostreet.ch

darproperty.co.tz  
thailand-property.com  
thailand-property-gate.com  
sokna.tn  
emlaktown.com  
bayut.com  
rightmove.co.uk  
bestpropertiesoverseas.co.uk  
edenway.co.uk  
thehouseshop.com  
zezooom.co.uk  
mesto.ua  
bestpropertiesoverseas.com  
realtindexer.com

# Regional Promotion

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

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• • •  
• • •

## Media

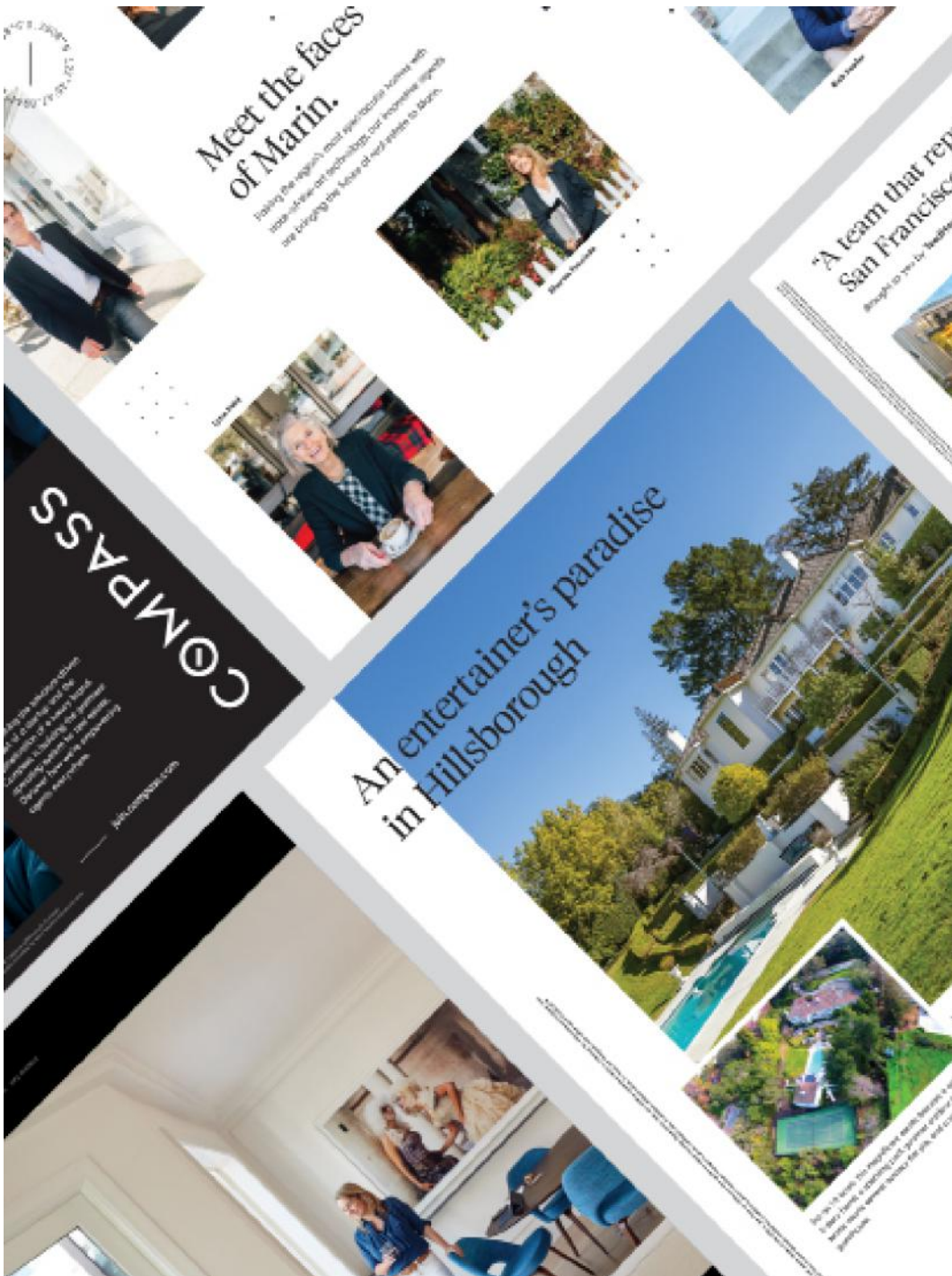
Local publications that regional agents have been featured in during the past year:

*Nob Hill Gazette*

*SF Magazine*

*Marin Magazine*

*Diablo Magazine*





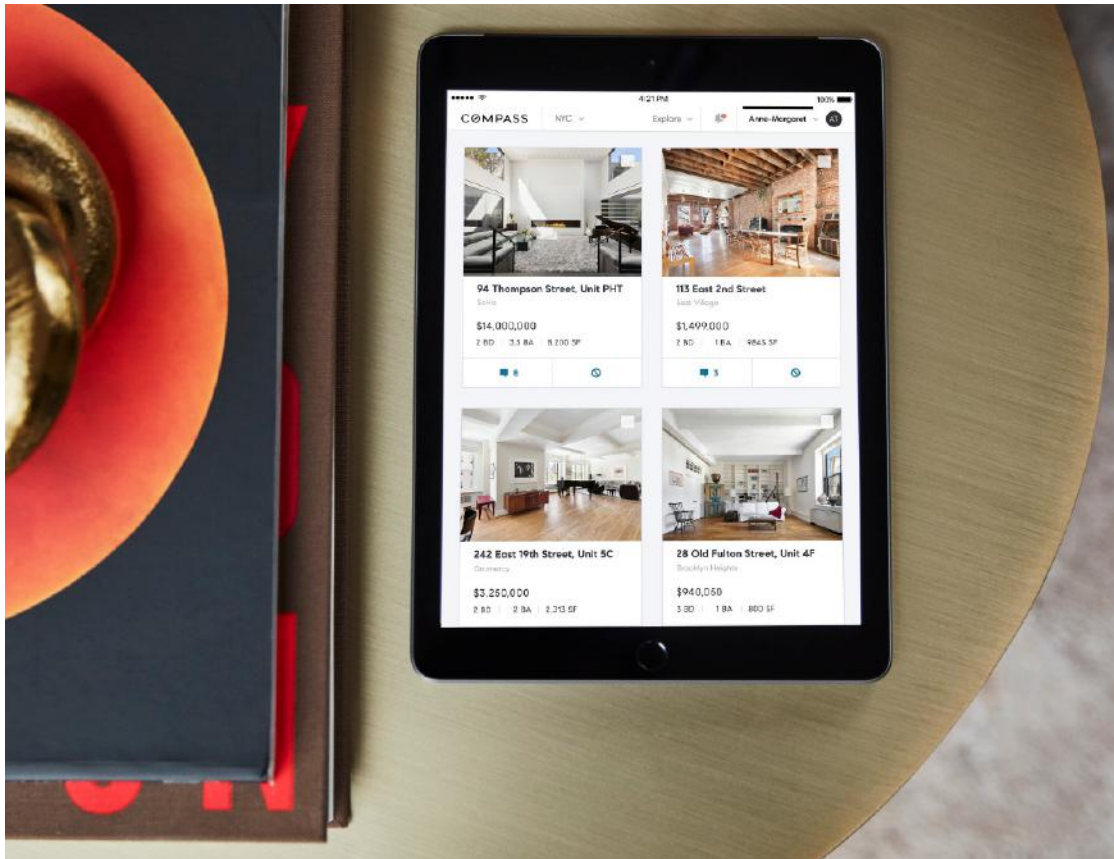
Representing Your Home

# Seller Communication



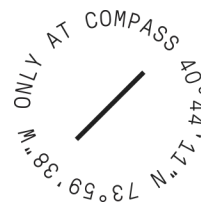
# How will I monitor the market?

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 will I assess our strategy?

Using our digital dashboard, I 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 me access to real-time data about your listing's traffic, so I'm able to refine marketing and pricing strategy and discover new lead-generation opportunities.



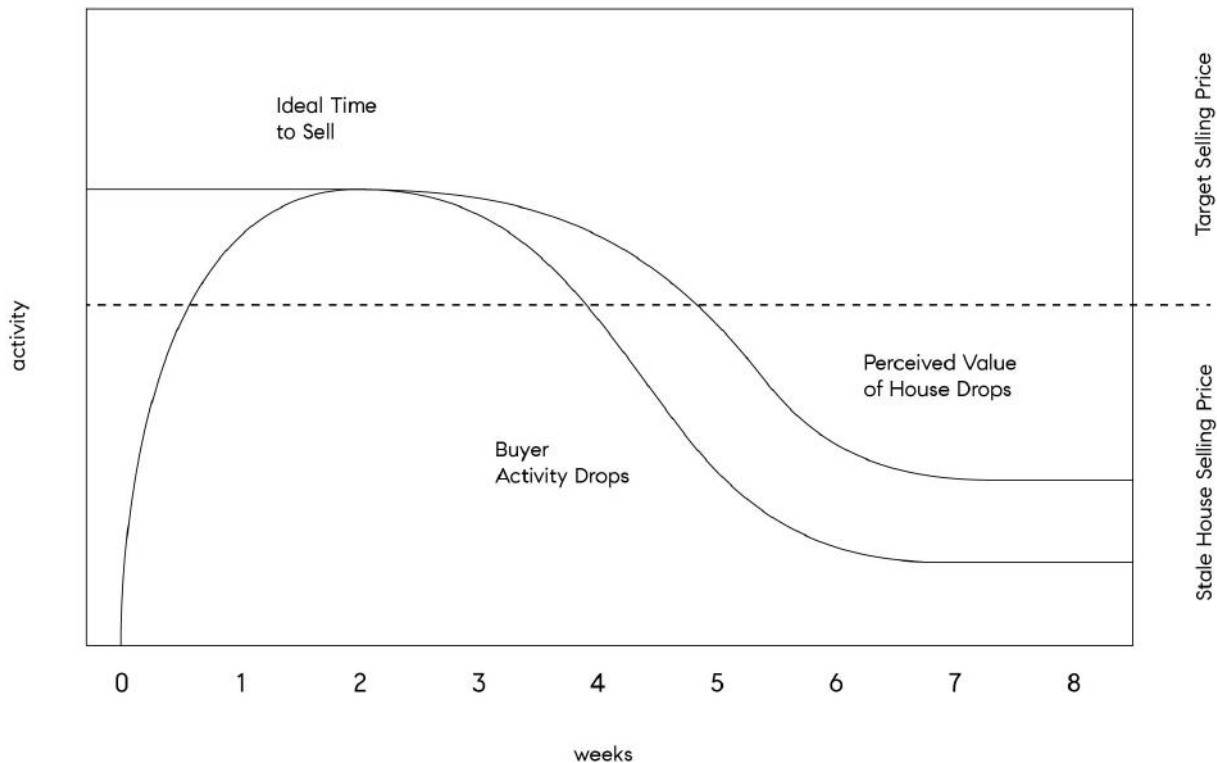


Representing Your Home

## Analyzing the Market

# Pricing Your Property

Intelligent pricing is among the most crucial determinants of a successful sale. By considering both timing and value, I'm 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

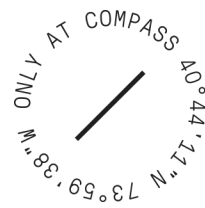
# What is the value of your property?

Our team of industry-leading software engineers and data scientists have created competitive analytical tools that empower me to confidently answer this key question.



## Valuation

The Compass Valuation tool, complete with advanced, in-building view and rich search capabilities, allows me to instantly compare your home with similar properties to accurately determine its value.







# 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+

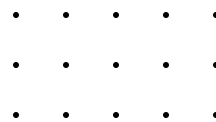
Average monthly page views on Compass.com

## \$4.4B

Our company valuation, with \$1.2B in financing raised to date

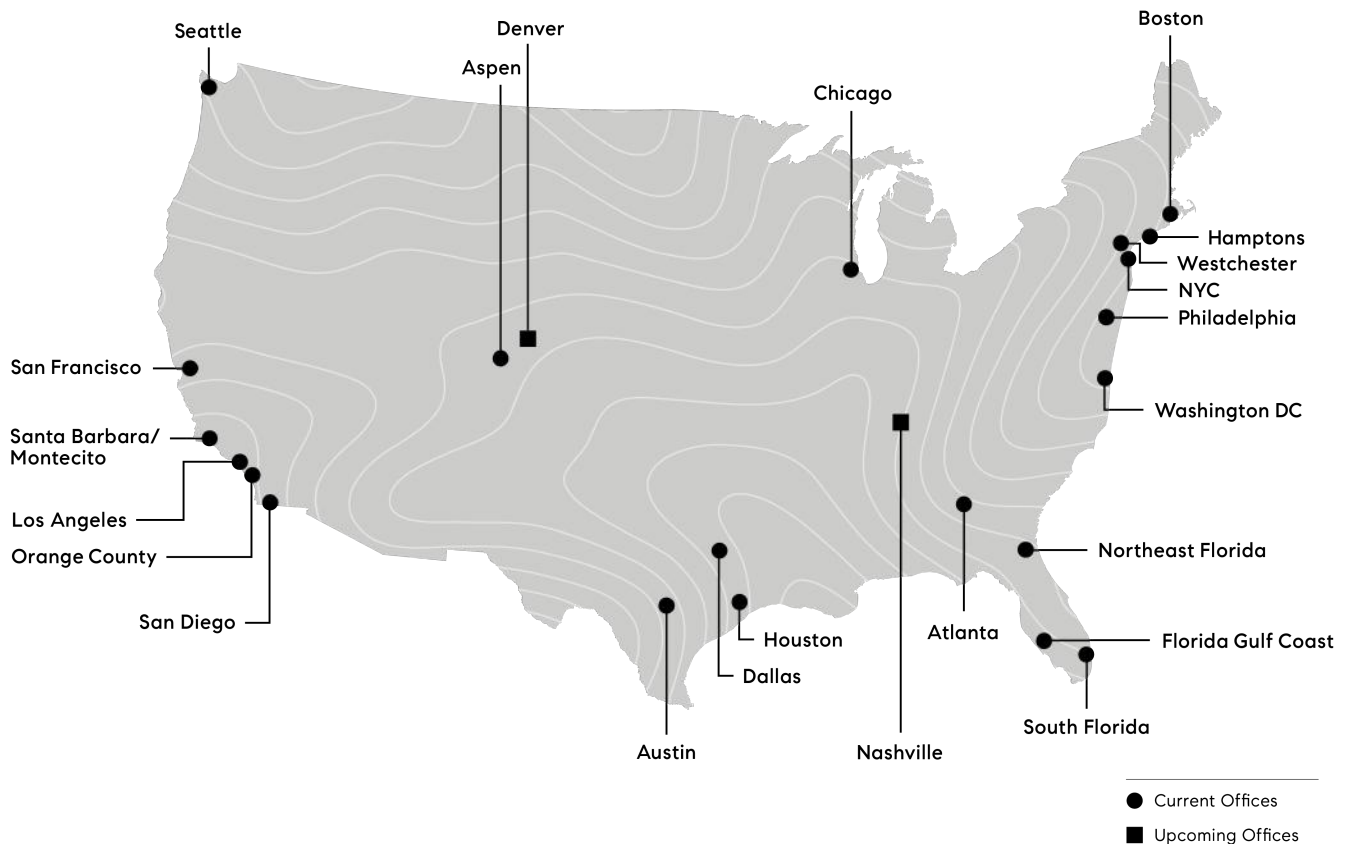
## 150+

Compass designers, creative producers, and marketing strategists hailing from top brands



# A Nationwide Network

Since our launch in 2012, we've aimed to simplify the real estate process, one market at a time. With 140+ offices across 20+ regions, Compass is the country's fastest-growing, most innovative brokerage.



7000+

Number of Compass agents nationwide

20+

Number of our major markets

140+

Number of Compass offices

\$30B+

Total sales volume to date

# National Rank

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

Rank	Compa ny	Volume
01	NRT LLC	\$178B+
02	HomeSe rvices of A merica, Inc.	\$125B+
03	Compass	\$28B+
04	Douglas Elli man Real Esta te	\$26B+
05	Han na Holdings	\$17B+
06	Alain Pinel Real tors	\$12B+
07	HomeSmar t	\$10B+
08	William Ra veis Real Esta te, Mortgag e, and Insu rance	\$10B+
09	Keller Williams Realty, GO Management Offices	\$9B+
10	@prope rties	\$9B+

#1

Largest Independent Real Estate brokerage\*

#3

Real Estate brokerage in the nation

\*Having partnered with Pacific Union, Compass is now the largest independent brokerage in the country. Source: REAL Trends



# Our Regional Success

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

• • • •  
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## 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

### September

Compass launches in San Francisco

## 2017

### June

Our flagship Beach Street office opens

### October

Bay Area presence expands to the East and North and South Bay

### 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

Ranked the #1 office in single-family home sales in SF in our first year

Sold 755+ homes

Ranks in the top five SF brokerages by market share

Reaches \$1.5B in sales volume

Marks 54% agent growth since launch

## 2018

### February

Compass opens their Market Street office

### April

Compass opens their Danville office

### June

Compass becomes the #1 luxury brokerage in SF with the highest market share in Districts 5 and 7 and 60% of all sales over \$20M sold by Compass agents

### June

Compass & Paragon merge to form the largest residential brokerage in the Bay Area with 550+ agents and 15 offices

### August

Compass acquires Pacific Union