

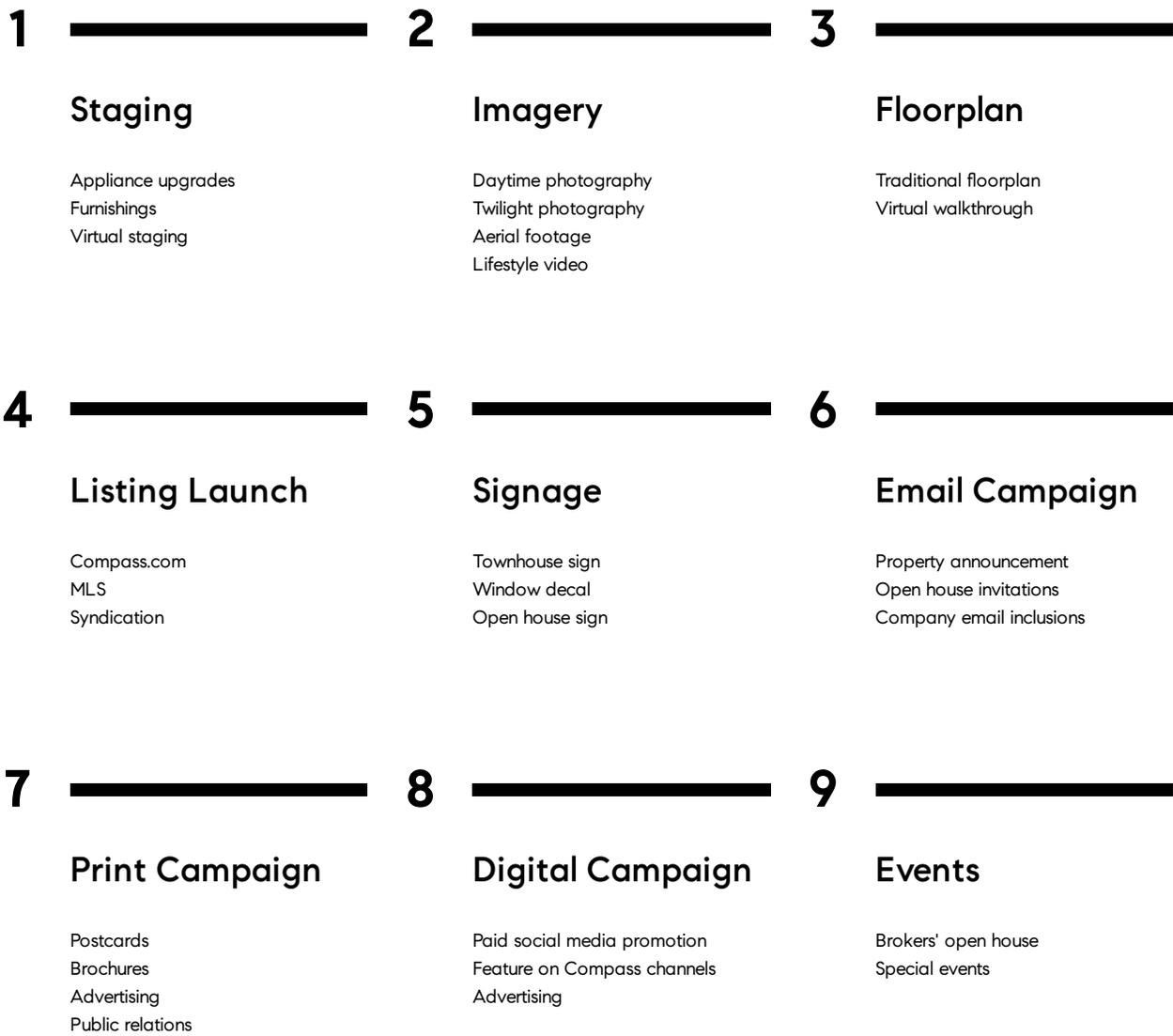
Your Transaction Timeline

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.



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.



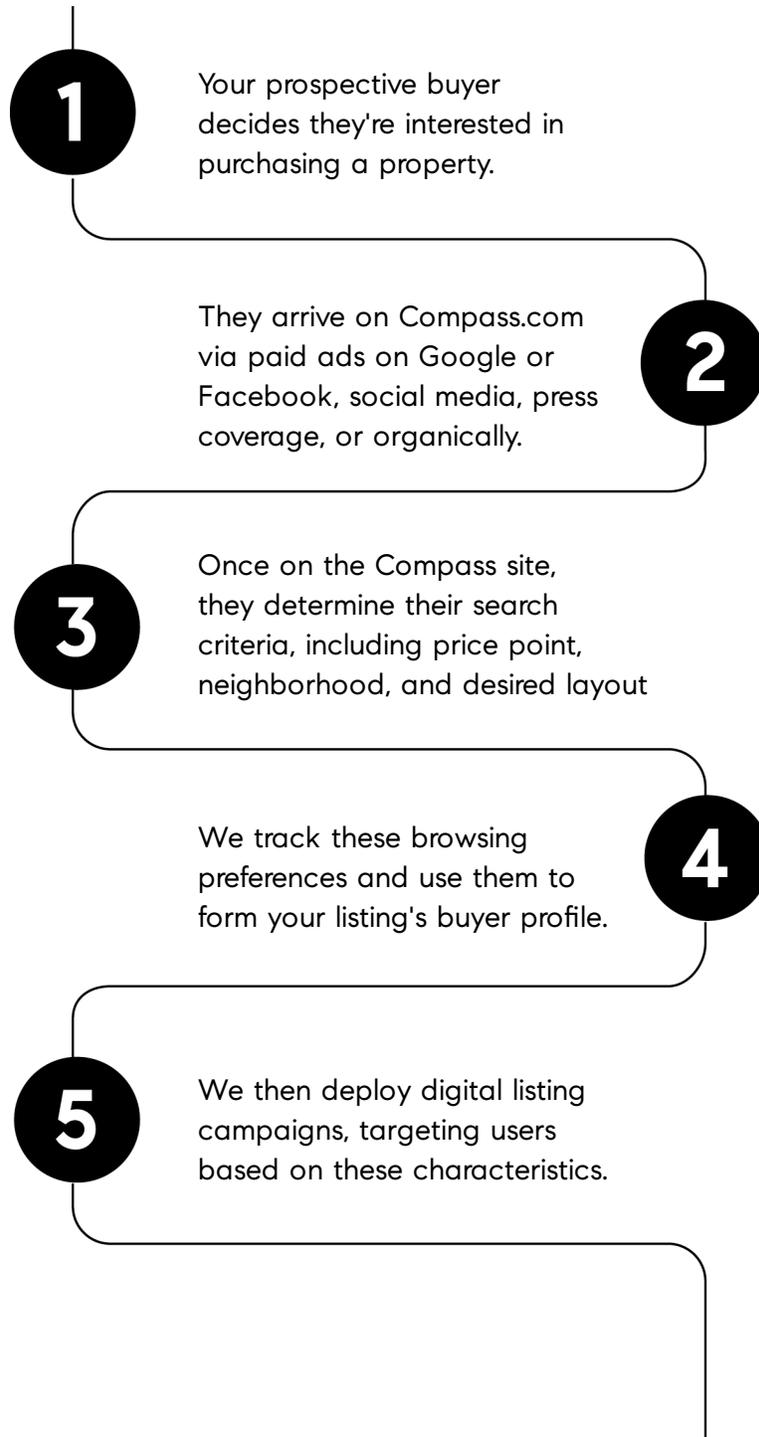
Your Media Plan

Your property deserves an advertising strategy as unique as it is. Employing print, digital, and social channels, here's how that failed to sell, I've determined that your property will sell most we'll effectively reach your prospective buyer base.

Type	Description	Notes
Print	Magazine Title	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Print	Wall Street Journal	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Print	New York Times	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Print	Timeout Magazine	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Digital	Wired	This site's traffic has climbed 100% YoY, representing high visibility at a great value.
Social	Instagram	As a primarily visual platform, Instagram will allow me to show off your home's most compelling features.

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.



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.

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- •

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.

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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