

Listing Presentation

JACKSON HOLE

COMPASS REAL ESTATE



KATIE



BRADY

Greetings



Katie Brady

Associate Broker

Katie's Journey to Jackson Hole:

Katie first visited Jackson Hole in 1999 and fell in love with the beauty of the area and the great skiing. Originally from Minnesota, Katie graduated from the University of Wisconsin-Madison with a four-year degree in Real Estate. Katie has five years of experience in real estate development in Madison, WI and after many visits to the area, Katie decided to make Jackson Hole her home in 2005.

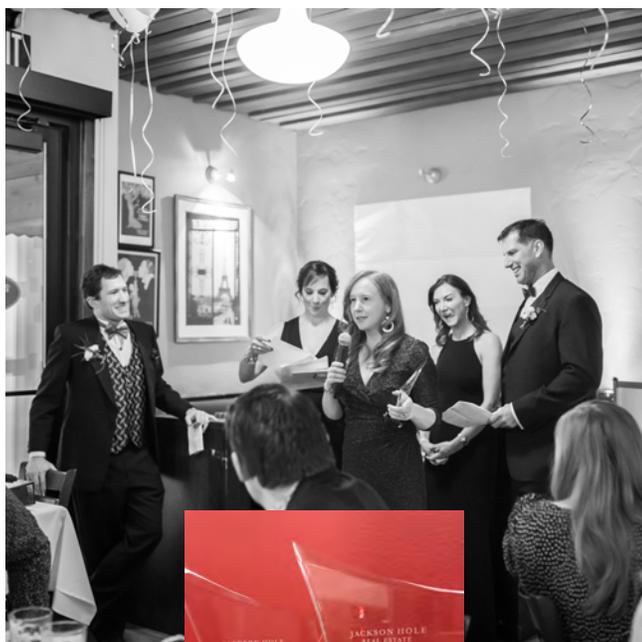
Katie@KatieBradyRealEstate.com | 307.699.4137

Driven

Consistently Recognized For Hard Work

Katie's Experience:

A full time agent since 2009, Katie has helped over 150 buyers and sellers navigate the competitive Jackson Hole real estate market. She enjoys working with a range of buyers and sellers including first time homebuyers, local residents and investors alike. Whether you are buying your first home or your fifth; whether you are looking to move up in the Jackson market, or downsize your living arrangement; whether you are just joining our community or are moving onto the next chapter; Katie has an incredible passion for helping everyone achieve their real estate goals. Katie keeps her customers informed through her website KatieBradyRealEstate.com, and market newsletters tracking Jackson Hole real estate trends. Locally, Katie was voted one of Jackson Hole's Best Real Estate Agents by the JH Weekly's Readers Poll from 2012 through the local paper's retirement in 2018.



In 2015, Katie was recognized as the #2 RE/MAX Real Estate Agent in the State of Wyoming, made the Top 100 List for RE/MAX agents in the Mountain West and received the RE/MAX Hall of Fame award in 2017. Since joining Jackson Hole Real Estate Associates (now Compass Real Estate), Katie has been recognized with Professional Excellence Awards (in 2018 and 2019) for her collaborative attitude and hard work ethic. In 2019, she was awarded the top performing agent within JHREA in terms of transaction volume and was ranked #11 for individual real estate agents in the state of Wyoming. In 2020, Katie was recognized as a Top Producer at JHREA for both transactions and sales volume, again ranking #11 for individual agents in the state of Wyoming.



Giving Back

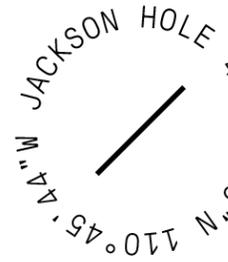
Strong Involvement in the Local Community

- Former Board Chair (and past participant) of Womentum, a local non-profit dedicated to empowering and connecting women as leaders within their community through workshops and mentoring opportunities.
- Active volunteer for Habitat for Humanity, including serving on the Family Selection Committee, a Co-Founder of Habitat DIGS and past member of Habitat for Humanity Land Opportunities Board, tasked with identifying potential locations for future developments.
- Member of the Advisory Board of Compass Real Estate guiding company policy, recruiting new agents and directing funds for the company's Community Grant Program.
- Participating member of the Women's Roundtable Lunch Group, facilitating charitable donations to area non-profits.
- Past Board Member for GAP! (Girls Actively Participating), a program promoting the success of local girls through experience, self-discovery and community building.
- Graduate of Leadership Jackson Hole (Class of 2009).
- Past Co-Chair of the Women's Business Roundtable Luncheons, a monthly lunch forum for local business women to learn, share and grow their network and business.

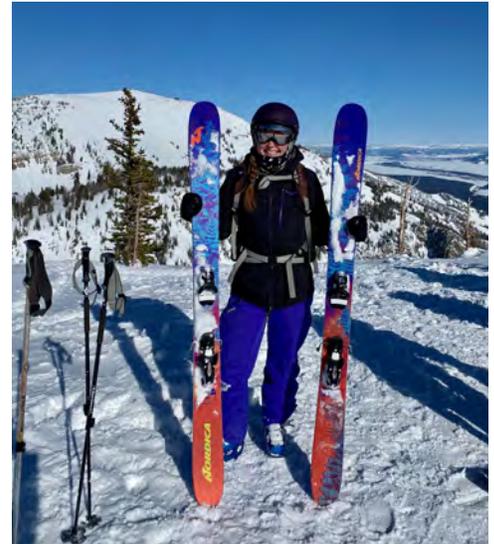


Jackson Hole

A Balanced and Bountiful Lifestyle



Every morning Katie feels incredibly fortunate to wake up in this special place she calls "home". Outside of work you'll find her enjoying all that Jackson Hole has to offer, by way of backcountry skiing, mountain biking with her husband Chris, rafting the Snake River, hiking with her dog Piper, golfing, shopping at the Farmer's Market, and spending time with her sons, Cameron (born 2017) and Lucas (born 2020.) If you visit with Katie for a while, you'll find a common interest and will enjoy her positive outlook on life.



Stay Informed

E-Newsletters



MARKET UPDATES

Ongoing education and keeping current with what's happening in the real estate market have been crucial components of Katie's business over the past 10 years.

Katie enjoys sharing market statistics and analysis with her clients to help keep them informed about the Jackson Hole real estate market. Frequently throughout the year, Katie puts out an informative newsletter, outlining market trends and analysis in an easy to read format. Katie also features upcoming listings, hot picks, and client testimonials sharing buyers and sellers experiences working with Katie. Many of Katie's clients and customers have come to rely on these newsletters as an easy way to stay informed about the Jackson Hole market.

Track Record

2021

A Strong History of Helping Buyers and Sellers



Sold January 2021
One Town Hill Condo



Sold March 2021
Redevelopment opportunity



Sold March 2021
Twinhome in Cottonwood Park



Sold March 2021
Townhome on Flat Creek



Sold March 2021
Hotel Terra in Teton Village



Sold May 2021
Brookside condo in Town



Sold May 2021
Deer Creek in Hoback



Sold June 2021
Cottonwood Park Townhome



Sold June 2021
JH Twin Cinema



Sold July 2021
Cottonwood Park Townhome



Sold July 2021
Golf Creek Townhome



Sold Aug 2021
Cottonwood Park Home

Track Record

2020

A Strong History of Helping Buyers and Sellers



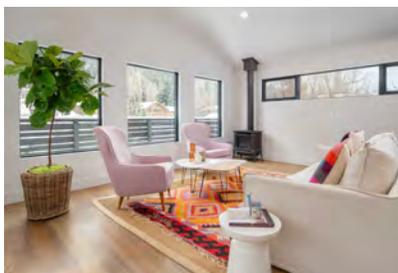
Sold January 2020
Classic Wyoming Cabins



Sold February 2020
Spacious Rafter J Home



Sold February 2020
Melody Ranch Homesite



Sold February 2020
Cotemporary in Town



Sold February 2020
Updated Clusters Townhome



Sold February 2020
Cottonwood Park Home



Sold March 2020
Perimeter Home in Rafter J



Sold April 2020
One Town Hill Condo



Sold April 2020
Melody Ranch Home



Sold May 2020
Town of Jackson Home



Sold June 2020
Creekside Townhome



Sold July 2020
East Jackson Condo

2020



Sold August 2020
Beautiful Aspens Estate



Sold Sept 2020
Love Ridge Condominium



Sold Sept 2020
Wilson Mountain Home



Sold Sept 2020
Red Top Cabin in the Woods



Sold Sept 2020
Condo in Teton Village



Sold Oct 2020
Mountain Home in Hoback



Sold Oct 2020
Updated Townhome in Town



Sold Oct 2020
Condo at base of Snow King



Sold Oct 2020
Downtown Wilson



Sold Nov 2020
Bright condo in Town



Sold Dec 2020
Remodeled Elk Run



Sold Dec 2020
Aspens Condo

Client Reviews

The *Buyer* Experience Working With Katie



Katie amazed us with her experience, insider tips, and her dogged perseverance and determination to see that, acting as our champion, all our needs were met and no details were forgotten. It was refreshing to work with someone so professional, who anticipated potential problems and kept us informed, and who stayed so involved, before, during and after the transaction. Thanks Katie, for easing our minds and helping with every detail!

Robert & Charlotte | Jackson, WY

Highly Recommend! We had a great experience with Katie. We bought a property "virtually" and Katie did a great job of serving as our physical presence. She was highly knowledgeable, very responsive and went above and beyond to be helpful. We were 1100 miles away and Katie was gracious and understanding with helping us purchase a significant investment without us being physically present.

Sheila & Brian | Excelsior, MN

Katie was absolutely the best Realtor we could ever hope for! When we first started our home search, Katie educated us on locations, prices, financing, and the overall market. Then, when we found the perfect place, Katie was poised, astute, capable, and calm. She was like an extension of our family from the very beginning of buying a home. From start to finish, Katie was superb. Because of Katie, we stayed connected to the home buying process every step of the way. We highly recommend Katie to anyone seeking an expert voice and confidant in the Jackson Hole real estate market.

John & Ginny | Wilson, WY

Katie exceeded our expectations as a realtor. With a very short window to close, we were impressed with the attention to the process and associated timeline. We don't think another realtor would have been able meet our deadline! Katie was extremely responsive and willing to explain any part of the process with us. With multiple offers to compete with, she was able to get our offer accepted which took some creativity!

Mark & Rachel | Jackson, WY

This is the second real estate transaction we have done with Katie. She made the buying process easy and painless for us. This was especially important since we weren't physically present for the transaction. Katie went above and beyond, making sure we received and understood all the documents, accommodating the needs of the seller who was elderly and providing a careful reading of the long title commitment documents that found a number of items that I almost certainly would have overlooked. I would not hesitate to recommend Katie to handle any real estate needs in the Jackson area.

Philip & Cathy | Bend, OR



Client Reviews

The *Seller* Experience Working With Katie

“

Don't let Katie's soft-spoken, cheerful exterior fool you. She is a ninja realtor! She is knowledgeable, thorough, well connected, and well respected in the community. I came to her with a small 900 sq ft. condo and she treated me like my place was a mansion on the hill. Katie's normal effort is above and beyond. And even though my property sold in no time, we still managed to become friends in the process.

Paige M. | Durango, CO

My husband and I have bought and sold a lot of real estate over the years. Katie out-stripped all expectations during our process. In a frantic housing environment, she was able to maximize our sales price while keeping the experience low key, efficient and thorough. I would recommend her for any phase of your real estate adventure.

Bob & Lexey | Jackson, WY

Katie sets the bar for service in the real estate market in Jackson Hole! I was so pleased every step of the way from pre-listing discussions, attention to detail in the listing process through showings and closing. I'd buy or sell again with Katie, and highly recommend her.

Michele H. | Seattle, WA

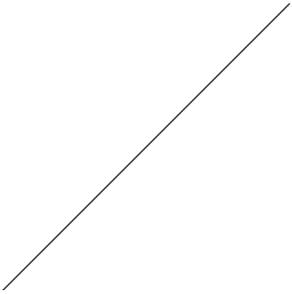
Katie is a great person to work with and got our house sold for a good price and a minimum of hassle. I had contacted her over two years ago as we contemplated selling a house that we were renting out. She provided critical guidance on when the market would likely support our target sales price and then quickly got a listing together when the circumstances seemed right. Our house was marketed well and the listing represented the things we loved about it. Katie is friendly, a good communicator and knows the local housing stock well. She negotiated with our interests as primary, though always with integrity. She knows others in the business and is able to ferret out valuable pieces of information due to her strong rapport. Katie worked hard for us and went above and beyond to help us with items that would have been a real hassle to deal with from a distance. I recommend her without reservation.

Jeremy & Joanna | Silver Springs, MD

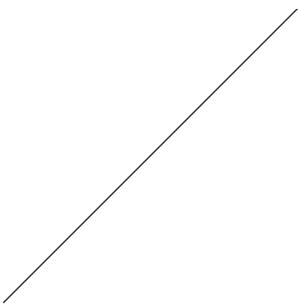
Katie Brady was a fantastic realtor and our experience selling our Jackson, WY condo with her was world class. She made it so easy for us, even though we weren't living in Jackson at the time. She was responsive to our needs and questions, and gave us continued feedback as she showed our condo, and also follow up quickly with any interested parties. Her reputation as an honest and hard-working realtor was spot on. I would have no hesitation to completely put my trust in Katie for any future purchases and recommend her with the highest regard.

George & Anita | Snowmass Village, CO

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NOW, MORE THAN EVER,
THE EXPERTISE OF A
REAL ESTATE PROFESSIONAL
MATTERS IN THE SALE
OF YOUR HOME



COMPASS REAL
ESTATE

#1

IN SALES TRANSACTIONS

WE FACILITATE IN THE MOST REAL ESTATE ACTIVITY
OF ANY REAL ESTATE BROKERAGE IN THE REGION,
PROVIDING YOU ROBUST INSIGHT INTO THE LOCAL
MARKET ALONGSIDE UNPARALLELED GLOBAL EXPOSURE

COMPASS JACKSON HOLE

MARKET SNAPSHOT

The Jackson Hole lifestyle with its wide-open spaces, wildlife, scenery, recreation, safety, ease of travel and tax benefits, appears to be more desirable than ever. Real estate year-to-date numbers through Q2 show no signs of slowing down. When comparing YTD through the second quarter 2021 to 2020, the number of transactions in Teton County nearly doubled to 427 and total sales volume more than doubled to \$1.2B.

The continued exodus of individuals from cities in seek of a less-urban lifestyle, is pushing demand for local real estate to new heights. As a result, some sellers who own real estate in the area are taking advantage of this strong market. Inventory is down 56%, but that is a slight improvement from Q1 of 2021.

Increasing sales prices are resulting in more properties entering the Luxury Segment of the market (listings at the \$3M mark and higher). The average and median sales price for Single Family Homes checked in at \$4.1M and \$2.9M, respectively. There were no sales under \$500K in the Single Family Home category and only 8 sales in the \$500K to \$1M range. With little already-built inventory, sales of vacant land more than doubled YTD 2020 vs. 2021, to 81. And even with historically low interest rates, more buyers are paying cash in this competitive market. Overall, pending listings are down, possibly due to listings selling more quickly, but it will be interesting to watch how Q3 unfolds.

In this market, it is more important than ever to work with the #1 brokerage in the region in real estate transactions. Our team monitors real estate daily keeping our seller and buyer clients up to date with quickly changing information.

\$1,193,581,378

Total Dollar Volume
113% Increase YOY

\$2,795,273

Overall Average Sale Price
10% Increase YOY

151

Active Listings
56% Decrease YOY

\$1,635,000

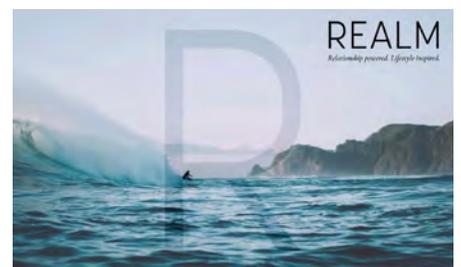
Median Sale Price
28% Increase YOY

427

Total Transactions
93% Increase YOY

WHAT SETS US APART

- #1 in Transactions in the region
- #1 organic position with Google - search term "Jackson Hole Real Estate"
- Largest web presence in the region and worldwide with 3 websites JHREA.com, Compass.com and WesternRanches.com with over 250M annual impressions
- Dedicated Land and Ranch brand, WesternRanches.com targeting that unique buyer
- Virtual Open Houses, Video Chat and Modeling with real-time messaging supporting our clients no matter where they are located
- The only local real estate brokerage that reinvests in our local community with our exclusive Community Grant Matching program
- REALM. Our revolutionary technological resource to optimize agents databases and client relationships in a totally secure, encrypted environment on a global basis
- Monday Morning Market snapshot
- Compass Concierge - Zero upfront cost to invest in your home's potential for maximizing its sale
- Pre-Marketing Advantage - Exposure to top agents to build anticipation and pressure test pricing strategy
- The most comprehensive, experienced leadership and support team in the region
- Only real estate industry donor to JHAIR, committed to consistent year-round airline service to Jackson Hole.
- Total integrity and confidentiality that is deserving of our clients' trust
- A drive for excellence
- Technical expertise that makes innovation a state of mind
- Professionalism that demands more knowledge, better preparation and greater service than our competitors



COMPASS LOCALLY



JACKSON HOLE COMPASS

As the region's largest and most dynamic real estate company, Compass Real Estate provides marketing and services that honor this remarkable destination. We are committed to being the leading luxury real estate brand in the Teton region. By staying on top of market trends and continually striving to offer cutting edge marketing and advertising services we deliver extraordinary experiences to clients and exceed their expectations.

As a market leader in Jackson Hole, we believe the success of our company is based on the value that we provide for our clients, community and agents. It is this value-driven philosophy that has helped to guide the successful growth of our organization. There is no real estate company in the region that provides more exposure for listings or more choices for buyers.

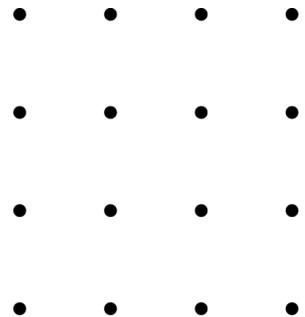


UNPARALLELED ONLINE PRESENCE

Your LOCAL Marketing Team actively manages search engine optimization, paid promotion and inbound marketing campaigns to attract thousands of qualified visitors to our website each month. Our tailored online strategy ensures buyers can quickly find your property.

We enjoy the #1 organic (unpaid) position with Google for search term "Jackson Hole Real Estate" and "Star Valley Real Estate".

#1 GOOGLE RANKING : JACKSON HOLE REAL ESTATE



LOCAL SOCIAL MEDIA PROWESS



realtor.com®

Our partnership with Realtor.com, which receives 40 million unique visitors each month, ensures your property will appear as an enhanced listing on the largest and most complete home search on the Internet.



EXCLUSIVE PRINT PUBLICATIONS

Compass Real Estate has a wide variety of publications tailored to our specific market. Combined, these publications reach hundreds of thousands of readers across the nation and around the globe. Our Catalog of Fine Properties has a wide distribution, unmatched by any other real estate firm in the Jackson Hole region.

CATALOG OF FINE PROPERTIES

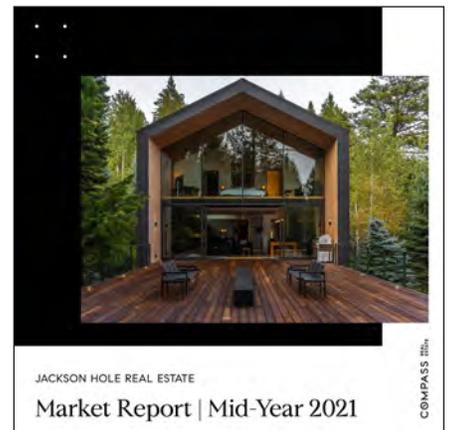
The official magazine of Compass. Published twice annually, this catalog features a current selection of our exceptional properties as well as information pertaining to some of the wonderful resources and organizations available to our visitors and residents. Annual circulation is over 50,000 in both print and digital.

The Catalog of Fine Properties can be found in chamber offices, luxury hotels, and popular travel destinations throughout Jackson Hole, Star Valley, and Teton Valley.



MARKET REPORT

The Compass Real Estate's Market Report, unlike others in the valley, is derived from our company's proprietary, forty-year old database (not just MLS data), as well as decades of history and success, making this the most trusted and accurate real estate report in the region. No other real estate brokerage or agent has the resources available to offer this depth of expertise or insight regarding current or previous market conditions.



PRINT ADVERTISING

Exclusive advertising opportunities in local and international publications: Jackson Hole News & Guide, Jackson Hole Daily, Star Valley Independent, Teton Valley News, Big Life, Jackson Hole Magazine, Explorer, The Land Report, and many more.

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WE'RE COMMITTED TO OUR COMMUNITY



At Compass we are committed to the communities we serve. It is a privilege to live and work in such remarkable destinations, which owe their appeal largely to the involvement of dedicated men and women like our agents. We are proud to join our agents in supporting the people, causes and organizations that make this region the most philanthropic in the country. We are pleased to offer the Compass Cares Community Grants Program. The only philanthropic initiative of its kind offered by a real estate brokerage in the region, this program allocates funds annually to be directed to local non-profits.

As a company, we share your passion for our communities, and we proudly put our resources towards supporting the organizations and people that make this area extraordinary.





WORK WITH COMPASS,
THE #1 INDEPENDENT
REAL ESTATE BROKERAGE
IN THE COUNTRY

We understand what it takes to sell your home.

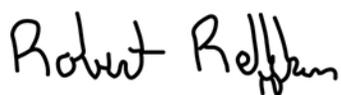
Hi, I'm Robert, Founder & CEO of Compass. I started this company because my own mother is an agent — and I wanted to create a company that treats its agents as well as they treat clients like you.

I saw how hard my mom worked to make her clients' dreams come true and it filled me with an appreciation for the importance of home and the difference a talented, ethical professional can make in your real estate experience.

Our goal is to invite only the most well-respected and skilled agents to join Compass and then provide them with what my mom never had: a powerful technology platform, the highest levels of support, and a vast array of gorgeous marketing tools to reach the most qualified buyers — all to help serve *you* better.

Our mission is to help everyone find their place in the world and we would be honored to help you embark on your next chapter.

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin". The signature is written in a cursive, slightly slanted style.

Robert Reffkin, Founder & CEO

A network of top real estate agents ready to bring you your buyer.

\$152B+

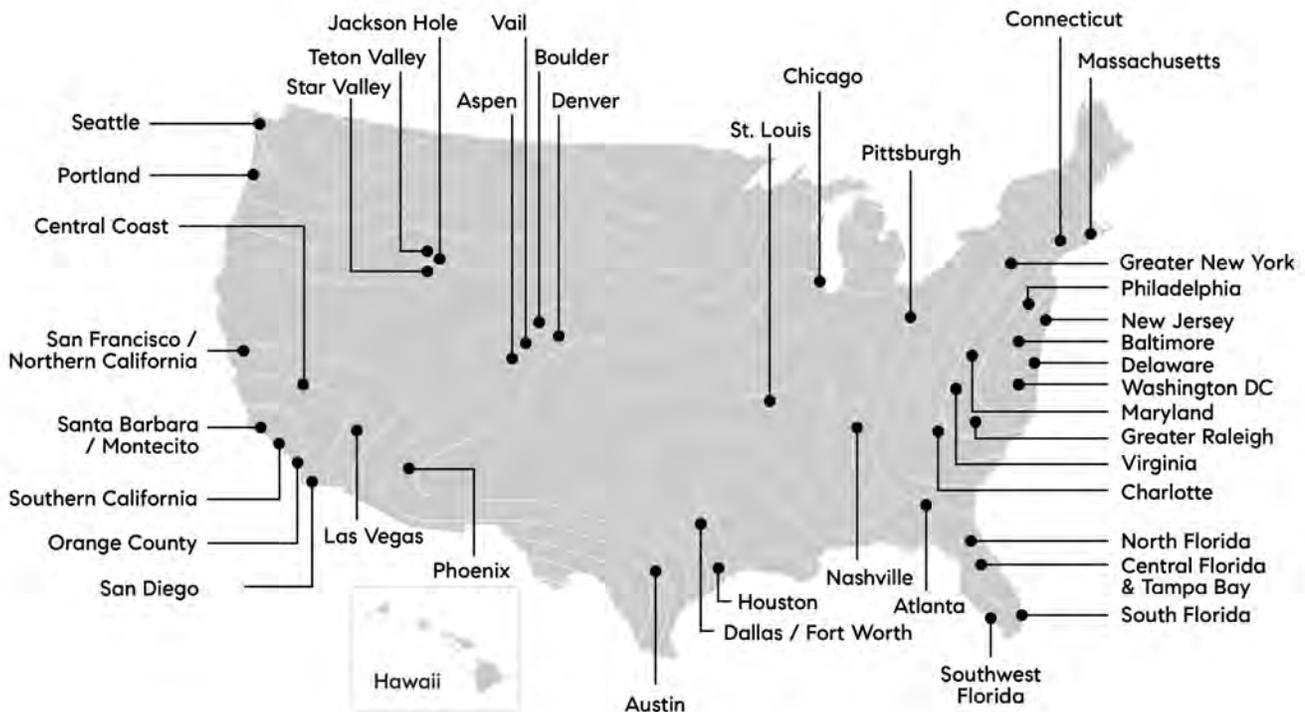
2020 Gross Transaction Value*

350+

Offices

20K+

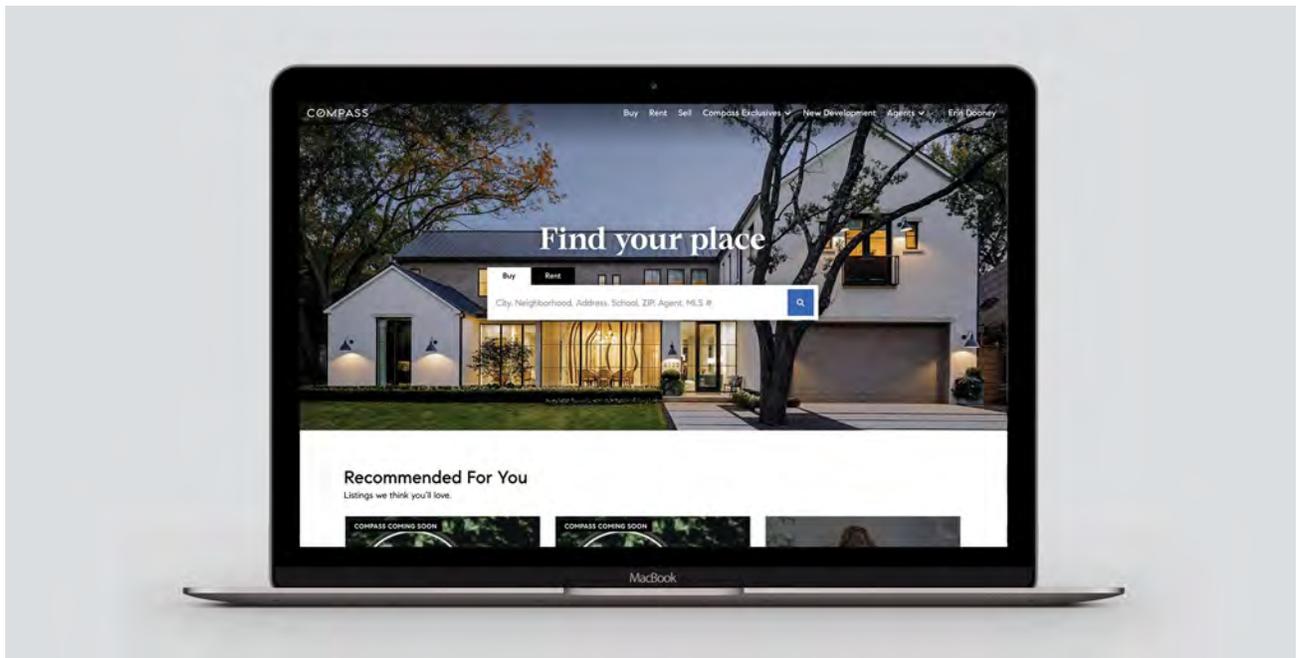
Agents**



*Gross 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.

**Agents are defined as all licensed agents on the Compass platform as of 3/31/21.

Everyone gets a first impression... Compass gets billions.



250M+

Annual website
and social media
impressions*

Digital Reach

Our digital
footprint
attracts potential
buyers to
your listing.

1.4M+

Annual unique
international users
on compass.com**

International Reach

Our website drives
international buyers
to homes like yours
through curated
presentation and
artificial intelligence.

105B+

2020 PR
Impressions***

Media Reach

Our in-house media
team works with top
publications to share
compelling narratives
about your home with
your target buyer.

*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

**Sourced via Google Analytics, 11.2020–12.31.2020.

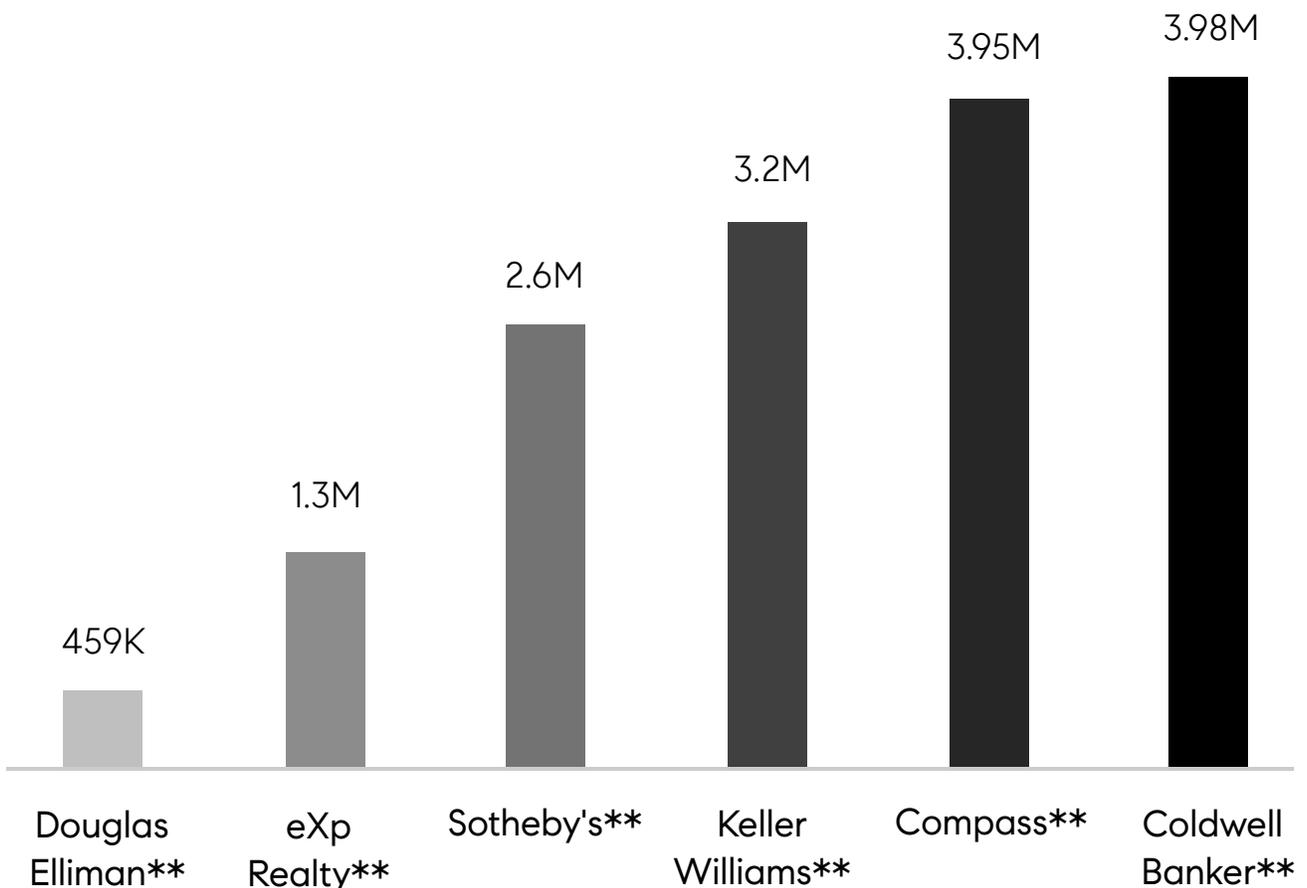
***Sourced via Meltwater, 11.2020–12.31.2020.

Your Buyer Follows Compass

#1

Real estate website in 2019 + 2020,
*Webby Awards People's Voice Winner**

Monthly Website Visitors



*The Webby Awards
2019 (winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass).
2020 (winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass).
**Website traffic sourced via SimilarWeb, 12.1.2020–12.31.2020.

Sharing Your Home Globally

Instantaneously reach millions of potential international buyers on a vast network of trusted sites.



165M+

Annual international buyers reached*

60+

Countries your home syndicates to*

100+

International portals your home syndicates to*

Morgan Stanley and Compass Marketing Partnership

We connect high-net-worth individuals to your property.

Compass has partnered with
Morgan Stanley to showcase your listing to

140K+

Morgan Stanley Reserved clients.*

Morgan Stanley's Reserved client network consists of:

- More than 140,000 global clients currently enrolled in the program*
- Clients with over \$2M invested with Morgan Stanley on average*
- Clients that have spent almost \$800M through the Reserved program*
- Affluent and international clients, many of whom have vacation homes in addition to their primary residence

Explore the world of Reserved
Living & Giving at msreserved.com

Morgan Stanley | **COMPASS** REAL ESTATE

*Sensei Marketing Data as of 2020 YE
Clients with \$1 million+ in assets and liabilities at Morgan Stanley are eligible to enroll in the Reserved Living & Giving program. Clients with \$10 million+ in assets and liabilities qualify for our highest tier, Signature Access, which offers additional benefits tailored to our most affluent clients including world class concierge services in Art Advisory, Private Health Advisory, Cybersecurity, and bespoke travel services. Morgan Stanley Reserved Living & Giving is a tiered complimentary loyalty program that rewards Morgan Stanley's most valued clients. Morgan Stanley Smith Barney LLC reserves the right to change or terminate the Reserved or Signature Access program or partner offers at any time and without notice. Reserved and Signature Access program participant qualifications are reviewed periodically to confirm that they continue to qualify for this program. Not all offers are available to nonresident clients. Signature Access, the highest tier of the Reserved Living & Giving program, is part of Morgan Stanley Lifestyle Advisory. This tier features products and services that are provided by third-party service providers, not Morgan Stanley Smith Barney LLC ("Morgan Stanley"). Morgan Stanley may not receive a referral fee or have any control concerning the delivery of such products or services. Please perform a thorough due diligence and make your own independent decision.
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REALM™

POWERED BY HUMAN CONNECTION

REALM is a collection of the most accomplished real estate professionals ever assembled. Every member of REALM has access to other trusted real estate professionals, whose vetted clients match your property. Members have the opportunity to collaborate with the elite network of agents REALM has built, to ensure your property receives the highest level of exposure and professional service.

RELATIONSHIP TECHNOLOGY

- Unlimited Clients and Client Profiles
- Enhanced Client Information
- Unlimited Listings
- Unlimited Qualified Buyer Matches
- Access to REALM Marketing Intelligence
- Data Feed Integration
- Prioritized Support

CLIENT REACH

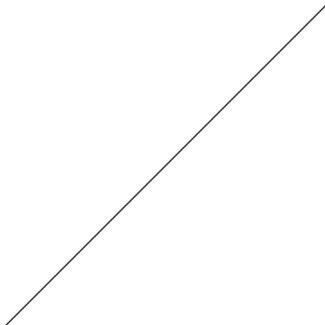
- Access to 2.7 million HNW and UHNW WealthX Dossiers
- Global client network through trusted advisors
- Custom generated buyer client marketing profile
- Networking Forums to spotlight individual properties and high-potential buyers

CONCIERGE LEVEL SUPPORT

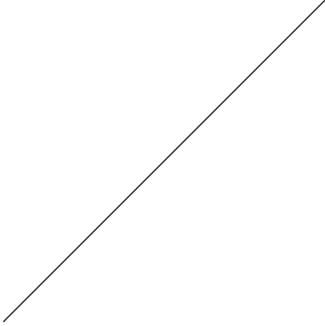
- Enhancing client-agent relationships
- Ensuring properties get the highest level of exposure
- Guiding agents on networking and relationship opportunities

REALM is a collection of the most accomplished real estate professionals ever assembled.





LET'S TAKE A LOOK
AT OUR PLAN TO
SELL YOUR HOME



Our Step-by-Step Plan

What to Expect

As your trusted advisor, I'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

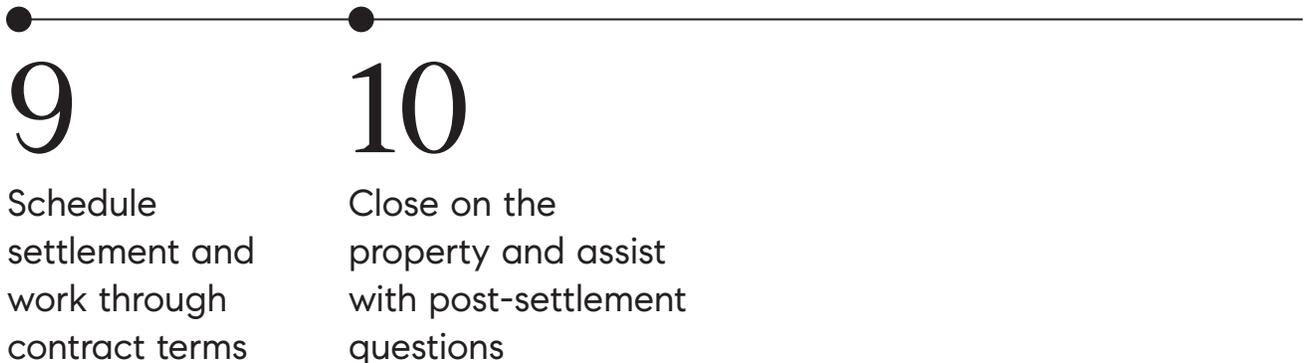
PRE-MARKET



ON-MARKET



CLOSING



Getting Your Home Ready to Sell

Your home only has one chance to make a great first impression and we are here to guide you every step of the way. Together, we can focus on identifying and making improvements that will enhance the marketability of your home and stage it to appeal to potential buyers.

Data from the latest Cost vs. Value report from Remodeling Magazine and the National Association of Realtors® estimates a:

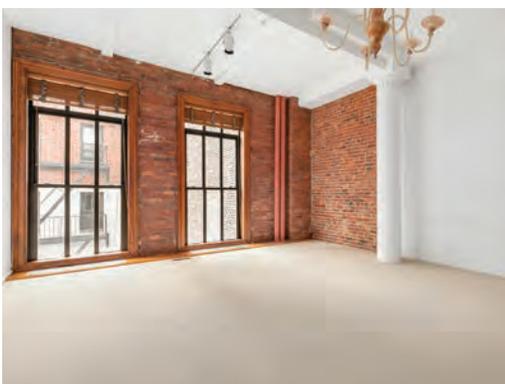
80%

Return on investment for minor kitchen upgrades*

BEFORE



BEFORE



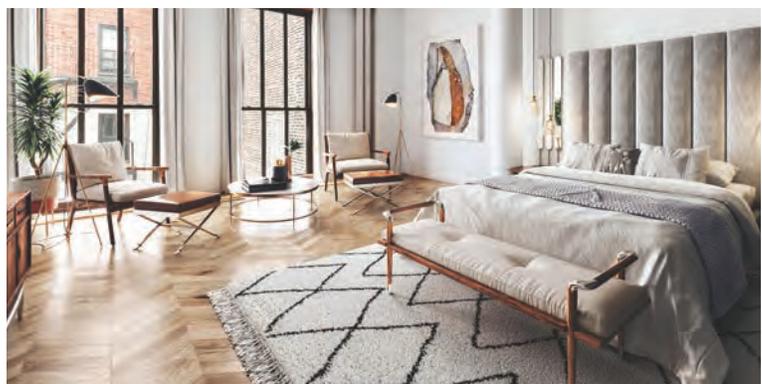
106%

Return on investment for new wood floors**

AFTER | KITCHEN UPGRADES



AFTER | NEW WOOD FLOORING



*2019 Cost vs. Value Report, Remodeling Magazine (remodeling.hw.net/cost-vs-value/2019).

**2019 Modeling Impact Report, National Association of Realtors® (cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf).

Compass Concierge is the hassle-free way to sell your home faster and for a higher price.

From staging to renovation, we can leverage our exclusive Concierge program to prepare your home for the market with zero upfront costs or interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

How it Works

1. Determine a budget and updates together, then apply for Concierge funds
2. Immediately receive your Concierge Card or request cash
3. Work with trusted vendors to complete home improvements
4. Repay at closing!*

55%

Of Concierge listings sell within 60 days, compared to 33% of MLS listings**

Learn more at compass.com/concierge



Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. 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.

*Repayment can occur at any of the following times: Closing, when our listing agreement terminates, or when 12 months pass from your Concierge approval date.

**Based on data from 5.2020-12.2020. MLS listings include all listings in markets where Compass currently operates. Data is sourced from regional MLSs and aggregated to create a comprehensive national dataset.

Compass Concierge at Work

A Concierge Case Study



BEFORE

1

Day on
market

3x

Return on \$13K
Concierge funds



AFTER

“My client was able to do over \$13,000 in renovations and we sold the home just a couple days after completion! My seller is grateful to have had Concierge as a cushion and to be able to have sold her home for top dollar during these unprecedented times.”

MELANIE KATZ | AGENT | BOCA RATON

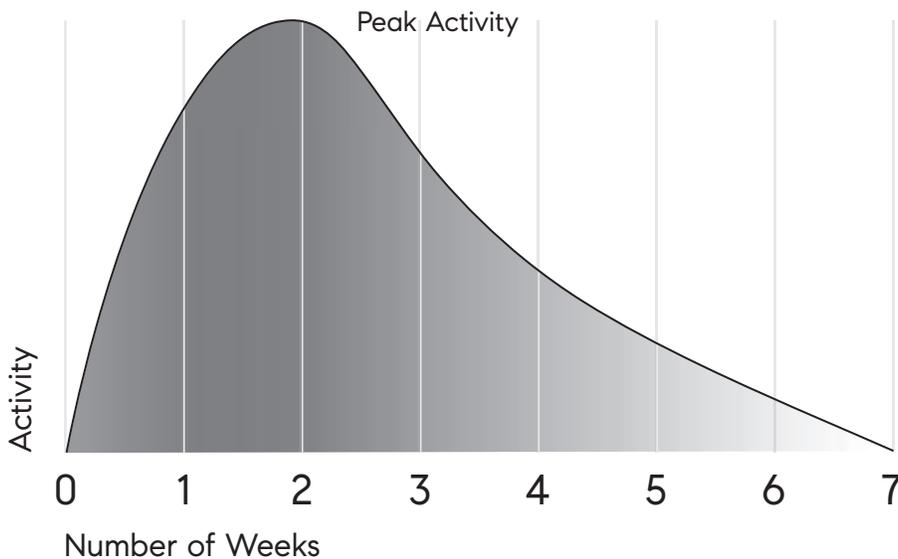
The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home. Compass uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.



Pricing Your Property to Maximize Buyer Activity

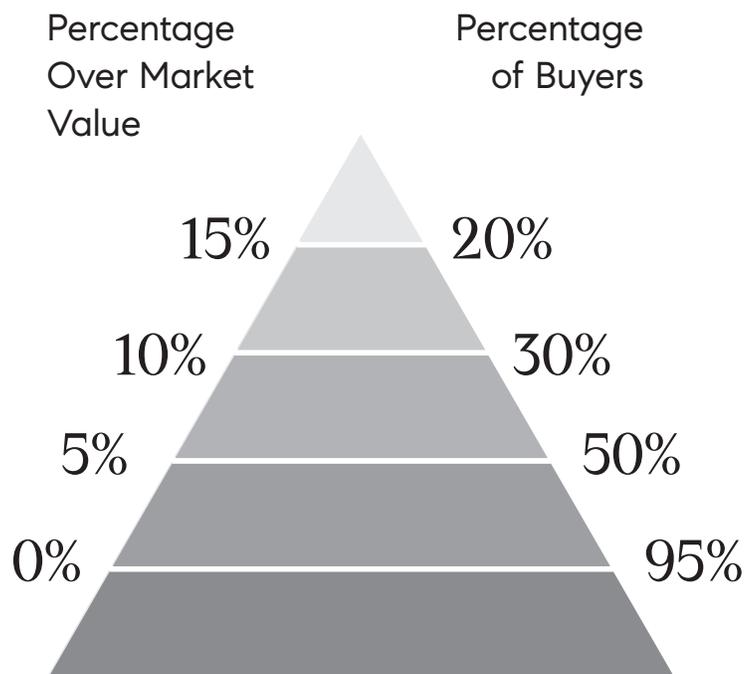
Timing of Buyer Activity



A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize your home's position in the market.

Attracting Buyers Using Competitive Pricing

Using competitive analysis, market research, and Compass' suite of AI-powered tools, we recommend a price for your property to generate the most activity and offers early on before buyers move on to newer listings.



If the asking price is too high, then the property appeals to fewer buyers.

Our Exclusive Pre-Marketing Advantage

Private Exclusive

A Private Exclusive listing is an off-market home that can be shared by a Compass agent with their Compass colleagues directly. Property details aren't disseminated and won't appear on public home search websites. Listing your home as a Private Exclusive allows you to control what information is shared — while still getting exposure to top agents at Compass.

compass.com/private-exclusives



Coming Soon

Coming Soon gives us two separate opportunities to launch your property. We can list your home on compass.com before going live on aggregate sites to build anticipation among potential buyers, while pressure-testing our pricing strategy — all without accruing days on market.

compass.com/coming-soon

2–3x

More views by consumers and agents*

7%

Fewer days on market vs. listings that go straight to active**

~19%

More traffic at an open house***

Compass Coming Soon and Private Exclusives are subject to local MLS restrictions and not available in all markets. Local policy definitions may restrict how Private Exclusive listings can be shared between agents, even within the same brokerage. Where the programs are available, pre-marketing and listing strategies are independently determined by the client. Compass does not recommend one particular strategy or guarantee results.

Data refers to a comparison between MLS and Compass Coming Soon listings vs. listings that go straight to active.
*Viewership sourced via Compass.com 1/2020–8/2020.
**Days on market sourced via Compass.com 1/2020–7/2020.
***Open house traffic sourced via Compass.com 1/2020–9/2020.

Leveraging Our Agent Network to Sell Your Home

As part of a network of the nation's top producing agents, I am strategically positioned to connect your home with qualified potential buyers everyday.



Compass Network Tool

Compass has developed an industry-first network tool that analyzes your property to identify and connect us with agents that have sold similar homes in your area.

Workplace

Workplace is a national Compass platform where we can promote new listings and chat with Compass agents nationwide.

A Multi-Channel Marketing Approach, Designed to Stand Out

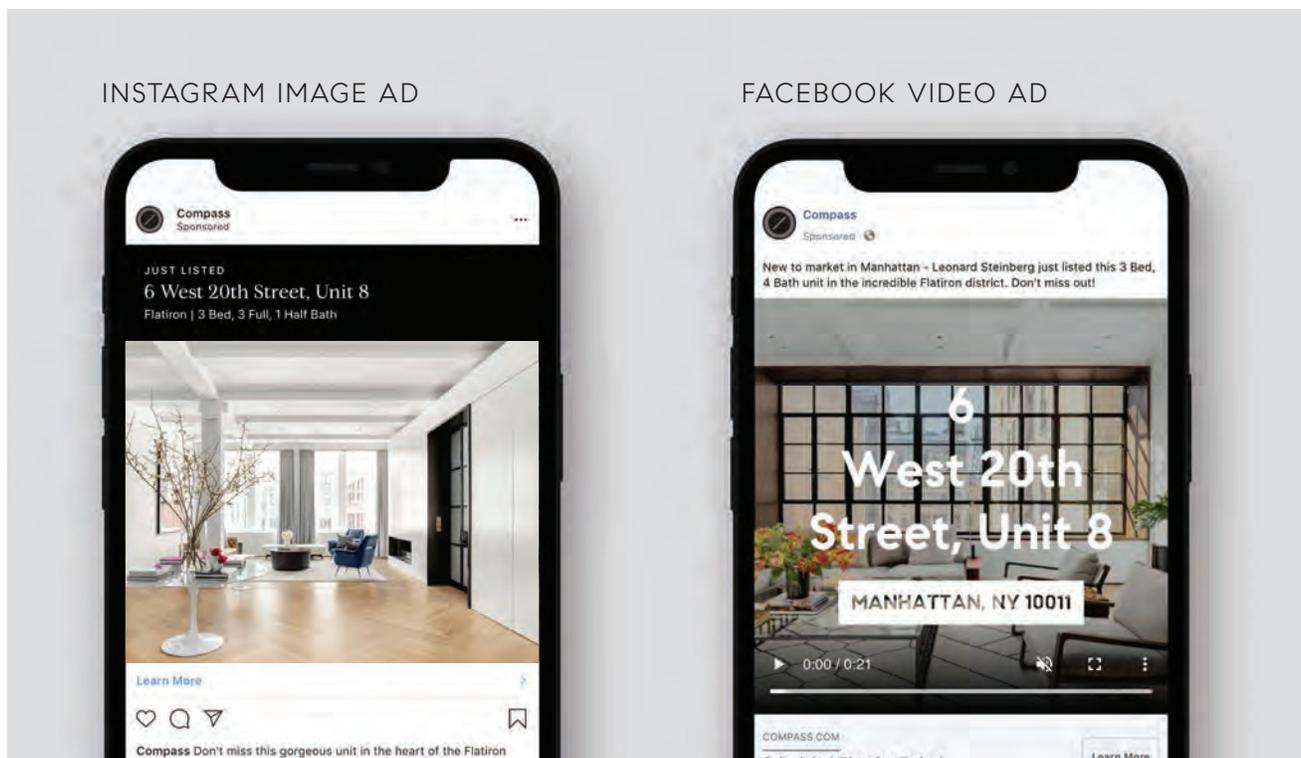
From brochures and postcards to social media and emails, our marketing collateral effectively communicates your property's story and attracts more potential buyers.

The image displays four distinct marketing channels for a real estate listing:

- FLYER:** A vertical card with the COMPASS logo at the top. It features a large aerial photograph of a large, modern house with a stone patio and a landscaped yard. Below the main image are two smaller inset photos showing the interior of the house, including a kitchen and a bedroom. Text at the bottom reads: "12501 Ventana Mesa Cir", "6 BD | 5 BA | 6,014 SF", and "Offered for \$1,850,000".
- POSTCARD:** A horizontal card with the COMPASS logo on the right side. It features the same aerial photograph of the house. Text at the bottom reads: "Just Listed", "12501 Ventana Mesa Circle", and "Offered for \$1,850,000".
- SOCIAL MEDIA:** A smartphone displaying a post from the user "jimgetzingerandco". The post features the same aerial photograph of the house. The text of the post includes "COMING SOON!" and "David Hill".
- EMAIL BLAST:** A tablet displaying an email layout. At the top is the COMPASS logo. Below it is the same aerial photograph of the house. The text reads: "Just Listed", "12501 Ventana Mesa Cir", "6 BD | 5 BA | 6,014 SF | \$1,850,000", and a descriptive paragraph: "The Colorado dream come true... a perfectly appointed ranch-style home backing to a dedicated open expanse of gorgeous prairie land that's home to herds of roaming buffalo, all along with a majestic never-ending backdrop of the Front Range. Imagine entertaining on the stone patio with the fire going, and the sun dips below the mountains while buffalo idle by... pinch yourself."

Reach more prospective buyers with intelligent digital advertising.

By leveraging Compass' digital advertising tools and partnerships across social media and advertising throughout your listing process, we can generate demand to sell your home faster, and we meet potential buyers where they are, online.



Proprietary Targeting

Compass helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.

Optimized Performance

Compass tracks and measures the results of every campaign which allows for continued optimization.

Engaging Open Houses

Whether it be in-person or a dynamic virtual tour, open houses are one of the most important ways buyers connect with your home.



59%

Of homebuyers attend an open house during the home shopping process*

45%

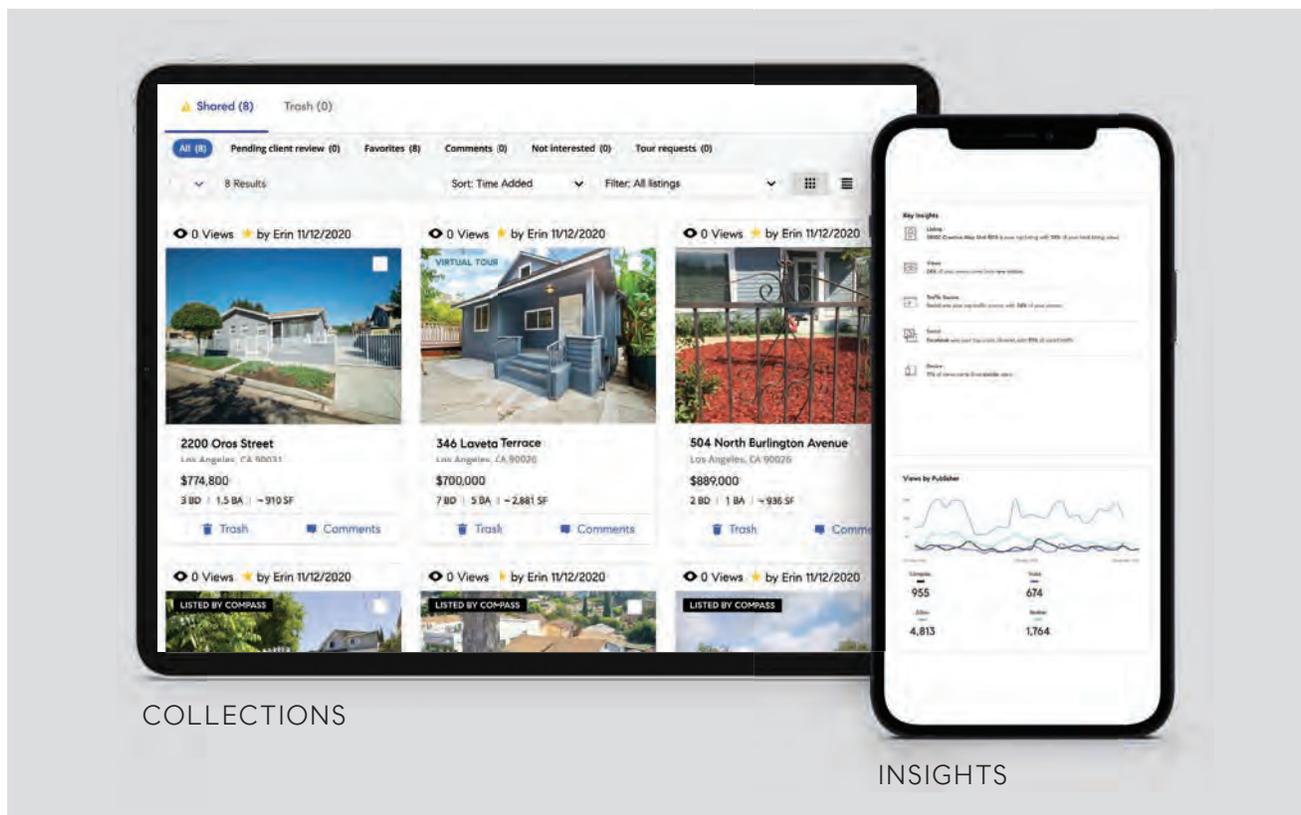
Of open houses have been virtual since the launch of our virtual open house tool**



*Zillow Group Consumer Housing Trends Report, 2019 survey data.
**Compass Livestream: Virtual Open House vs In-Person Open House. 6.1.2020-8.31.2020.

Assessing Our Strategy and Monitoring the Market

Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.



Collections

Collections allows us to have a collaborative conversation on your home selling process with instant updates on comparable listings and access to insider knowledge previously only available to the agent community.

Insights

Insights is a detailed, custom dashboard that allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.

Placing your property where your buyers are searching.

Once your home is listed on the MLS, it will be syndicated to some of the top real estate platforms domestically and in 60+ countries globally. This will allow us to get maximum exposure for your home.

Top Domestic Syndication Platforms, Including _____

Zillow **The Wall Street Journal** **MansionGlobal** **Trulia**

Countries We Syndicate to Internationally* _____

<i>Argentina</i>	<i>Greece</i>	<i>Myanmar</i>	<i>Spain</i>
<i>Australia</i>	<i>Hong Kong</i>	<i>Netherlands</i>	<i>Switzerland</i>
<i>Belgium</i>	<i>India</i>	<i>New Caledonia</i>	<i>Tanzania</i>
<i>Bulgaria</i>	<i>Indonesia</i>	<i>Panama</i>	<i>Thailand</i>
<i>Cambodia</i>	<i>Ireland</i>	<i>Papua New Guinea</i>	<i>Tunisia</i>
<i>Canada</i>	<i>Italy</i>	<i>Peru</i>	<i>Turkey</i>
<i>Chile</i>	<i>Japan</i>	<i>Philippines</i>	<i>United Arab Emirates</i>
<i>China</i>	<i>Kazakhstan</i>	<i>Poland</i>	<i>United Kingdom</i>
<i>Columbia</i>	<i>Laos</i>	<i>Portugal</i>	<i>United States</i>
<i>Czechia</i>	<i>Latvia</i>	<i>Qatar</i>	<i>Uruguay</i>
<i>Denmark</i>	<i>Luxembourg</i>	<i>Romania</i>	<i>Venezuela</i>
<i>Estonia</i>	<i>Macau</i>	<i>Senegal</i>	<i>Vietnam</i>
<i>Fiji</i>	<i>Malaysia</i>	<i>Serbia</i>	
<i>France</i>	<i>Mexico</i>	<i>Singapore</i>	
<i>French Polynesia</i>	<i>Monaco</i>	<i>Slovakia</i>	
<i>Germany</i>	<i>Morocco</i>	<i>South Africa</i>	

Our Powerful Voice in the Press



105B+

2020 PR impressions*

#1

National media coverage compared to top brokerages**

*Sourced via Meltwater, 11.2020-12.31.2020.

**Sourced via Meltwater, 11.2020-12.31.2020, compared to Coldwell Banker, Keller Williams and Douglas Elliman.

Unlock more buyers for your home with Compass Bridge Loan Services.

“A lot of people are locked into their current situations — they own a home and have a family and are not comfortable selling before they buy. There could be 10–15% of the marketplace that would like to move if they could. BLS opens up conversations with those buyers — which wasn’t an option before!”

ERIC GELMAN | COMPASS AGENT



67%

Of potential buyers for your home likely need to sell their own home in order to buy*

Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. With BLS, I can help browsing homeowners access their equity to become more serious buyers when they see a home like yours on the market.

compass.com/bridge-loan-services

Compass is not a lender, does not provide bridge loans and has no influence on underwriting or lending decisions made by the third party lenders.
*National Association of Realtors, 2019.

Giving Back to Our Communities

Compass Cares empowers agents to support meaningful causes right where it counts most — in your neighborhood.

100%

Of transactions contribute to a donation in your community*

\$2.5M

Donated to strengthen our communities to date*

2,500+

Organizations supported*



compass.com/compass-cares

Your Listing Launch



Pre-Market

- Home Preparation
- Photography
- Pricing
- Pre-List Marketing
- Leveraging Our Exclusive Agent Network

On-Market

- Media Plan
- Open Houses
- Assessing Our Strategy and Monitoring the Market

No one does virtual marketing like us.

We have unparalleled technology to market the sale of your home virtually through evolving times.



Virtual Open House

Using dynamic, guided video, we showcase the key features of your property to our target clientele, wherever they are.



Private Interactive Home Tour

We'll take buyers on a virtual journey through your home to highlight the unique features. Our interested buyers can easily provide direct feedback through live video or text.



Virtual Neighborhood Tour

Our buyers and their loved ones can explore all that the surrounding community has to offer with snapshots of key attributes of the neighborhood.



Digital Listing Brochure

Pages will turn, videos will play, and home features will come to life with interactive brochures to create an immersive experience for even the most discerning of buyers.



Video Mail

More opens lead to more closings. We embed live video into our email marketing to engage clients in a modern and compelling way.



Live Postcard

We utilize animated emails to showcase the most attractive elements of your property. This helps grab the attention of buyers at every stage of their home search.



Digital Marketing & Insights

We'll run and actively optimize Facebook and Instagram ad campaigns to promote your property to high intent buyers.



Enhanced 3D Staging

We've partnered with the nation's leading virtual staging firm to provide touch-free staging in order to show your home in its best light virtually.

YOUR HEALTH AND SAFETY
IS OUR #1 PRIORITY.