

# 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](mailto: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 local residents, second homeowners and investors alike. 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](http://KatieBradyRealEstate.com), along with frequent market newsletters tracking Jackson Hole real estate stats and trends.



### Awards & Recognitions:

- Top Reviewed Agent on Zillow (Jackson & Wilson, WY)
- Bob Graham & Karen Terra Legacy Award (COMPASS)
- Top Producer :: Transactions & Dollar Volume – 2021 (COMPASS)
- Top Producer :: Transactions & Dollar Volume – 2020 (JHREA)
- #11 Real Estate Agent in the State of Wyoming :: Transactions – 2020 (Real Trends)
- #1 Real Estate Agent :: Transactions – 2019 (JHREA)
- Top Producer :: Dollar Volume – 2019 (JHREA)
- Professional Excellence Award – 2019 (JHREA)
- #11 Real Estate Agent in the State of Wyoming :: Transactions – 2019 (Real Trends)
- Voted one of Jackson Hole's Best Real Estate Agents – 2013-2018 (JH Weekly's Readers Poll)
- Hall of Fame Award – 2017 (RE/MAX)
- #2 Real Estate Agent in Wyoming – 2015 (RE/MAX)
- Top 100 Real Estate Agents in the Mountain West – 2015 (RE/MAX)



# Giving Back

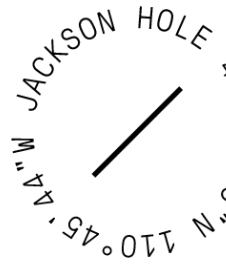
## Strong Involvement in the Local Community

- Founding Funder of the Teton Board of Realtors Community Housing Fund, helping to create affordable housing opportunities for Teton County's essential employees.
- 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.
- Advisory Board Member 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.

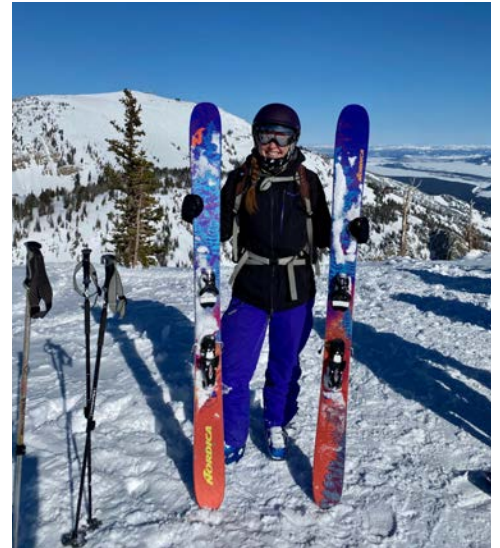


# Jackson Hole

## 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



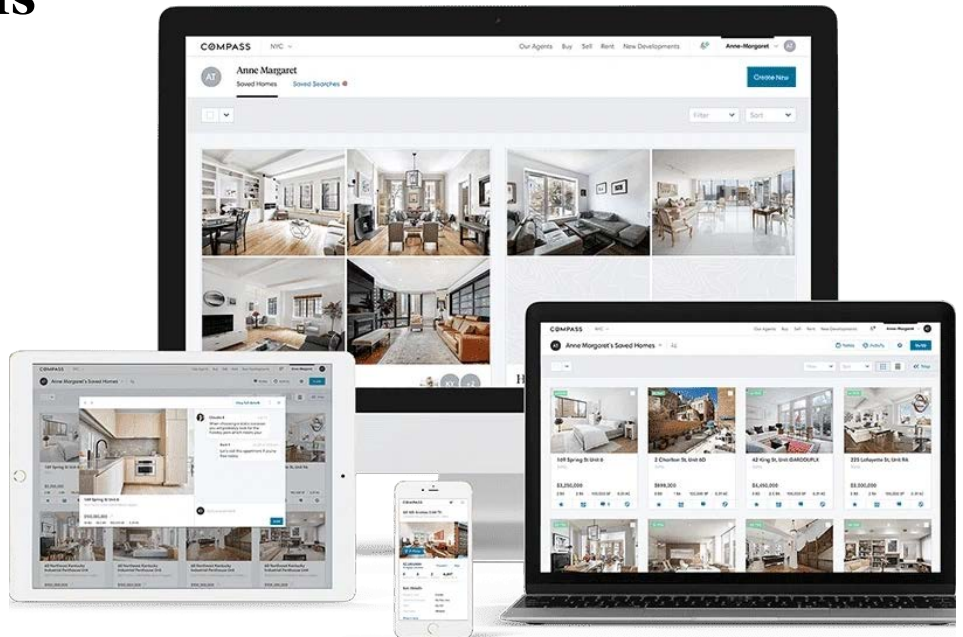
## E-Newsletters

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 12 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 informative newsletters, outlining market trends and analysis in an easy to read format. Katie also features new listings, notable sales and client testimonials sharing buyers and sellers experiences working with Katie. Many of Katie's clients have come to rely on these newsletters as an easy way to stay informed about the Jackson Hole market.

## COMPASS Collections

Called the Pinterest of real estate, this curated visual workspace allows agents and clients to customize property searches and collaborate in real time. Clients can easily organize homes, centralize questions and discussions, and follow the market. A great tool for a current or potential seller that wants to keep tabs on the market (and listing competition).



Organize :: Keep all interested properties in one easy to view place

Collaborate :: Invite friends and family to view and comment on homes

Discuss :: Comment on properties and ask questions

Monitor :: Keep tabs on the market by immediately receiving new listings, status changes and price updates on properties within your customized search

# Why List with Katie Brady



## Great Listener

I am eager to hear your story! What do you love about your property? What are your reasons for selling? Allow me to learn your goals so that together we can determine the most effective pricing strategy and marketing plan.



## Market Knowledge

I closely follow the Jackson Hole real estate market and always have my finger on the pulse of market trends. Who is buying? How long are properties sitting on the market before selling? The proprietary database at Compass ensures these analyses include not just MLS data, but also off-market sales, which now make up over 33% of sales in our market.



## Experience

Working hard as a full-time agent since 2009, I've been honored to have helped over 150 buyers and sellers navigate the unique Jackson Hole market and reach a successful closing. I've been involved in sales in nearly every neighborhood in the Valley and bring my knowledge from past sales to your unique transaction.



## Representation

I take my fiduciary role very seriously, ALWAYS working with your best interests front and center. You are my #1 Priority! As your agent, I represent you and only you.



## Hard Working

I consider myself one of the hardest working agents in the Valley. I work hard for my clients, always focused on what is best for you and your property. I am always available to help – days, nights, weekends and even when I'm on vacation! I am happy to do the little extra things and take pride in going above and beyond for my clients.



## Preparation

I provide help and offer tips on decluttering to prep your home for market. I can recommend (and coordinate) repairmen, professional cleaning, painting, lawn care, etc. What do we need to do to make your Property stand out and "wow" the market?



## Accurate Pricing

The right listing price is key to attracting buyers and completing a successful transaction. Along with my years of experience, I analyze all market trends, not just comparable sales, to ensure we zero in on the right listing price for your Property.



## Quality Media Marketing

I always hire a professional photographer and meet them on site to ensure we are capturing all the right shots/angles. We have lots of options – a virtual tour, drone shots, floorplans and videos of your property. Let's get creative!



## Marketing Plan

An effective marketing plan requires so much more than just listing your Property in the MLS. I will develop a custom marketing plan for your Property, focused on proven strategies, but also open to new and creative ideas.



## Maximizing Market Exposure

I've developed a proven strategy to build momentum for your listing, so we hit the ground running on Day 1, maximizing exposure to generate the most interest for your Property.





## Ability to Sell Discreetly

Maybe your goal is to sell quickly and quietly without many showings? Or sell without going into the MLS? No problem, I can help you sell with discretion.



## Compass Tools

COMPASS gives me a big tool box to help you market and sell your Property, including COMPASS Concierge, a way to invest in your home's potential with zero upfront costs, or COMPASS Bridge loans, a way to buy your replacement property before selling your current property.



## Compass Web Presence & Luxury Brand

With the #1 organic position with google for "Jackson Hole Real Estate", COMPASS also has a dedicated Luxury Brand, with enhanced marketing to high net worth individuals through COMPASS Curated, strategic luxury partners, and a focused Luxury Market Report, all supporting COMPASS's strong position in the luxury real estate market.



## Collaboration

I am partnered with the most dynamic real estate company in the region, with a spirit of collaboration and cooperation among our 150 local agents, which contributes to better results for our clients.



## Agent to Agent Networking

In a small town, it's important to have a positive relationship with fellow Realtors, focused on cooperation, fair dealing and responsiveness. Allow me to leverage my good relationships to help promote and sell your Property.



## Feedback

I always provide prompt and thorough feedback from showings including information about the buyer. You will never wonder how a showing went; you will know!



## Negotiation Expert

I've negotiated over 150 successful transactions over a 12 year career. I've learned from many unique situations and can use my contract experience to help protect your interests and ensure you get the terms that are important to you.



## Organization

Let my Type A personality go to work for you! Allow me to be on top of dates and deadlines, managing the process all the way through Closing. I help keep everything streamlined and moving forward smoothly.



## Getting Over Hurdles

No real estate transaction is without its challenges. While I can't prevent all hurdles from arising, I can help you get through them, keeping things in perspective and minimizing stress.



## Closing Celebration

We've come a long way and I LOVE to celebrate with my clients. This is my favorite part of my job. Congratulations!



## Continue to Keep in Touch

My clients are clients for life! I enjoy keeping in touch and am always willing to help in any way that I can after our Closing.



## Philanthropy

This is my community and I enjoy serving on non-profit boards and supporting issues that are important to me, like Habitat for Humanity, Womentum, Climb Wyoming and the JH Housing Trust. I am a Founding Funder of the Teton Board of Realtors Community Housing Fund, supporting affordable and workforce housing for those in our community.

KATIE



BRADY

# Track Record

## A Strong History of Helping Buyers and Sellers



One Town Hill Development



Bar Y Estates



Hotel Terra in Teton Village



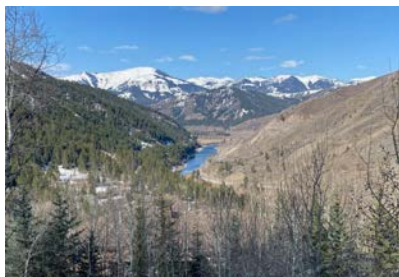
The Aspens



Classic Wyoming Cabins



Rafter J



Deer Creek in Hoback



Cottonwood Park Home



JH Twin Cinema



Cottonwood Park Townhome



Golf Creek Townhome



Redevelopment Opportunity





Estate Home in The Aspens



Love Ridge at Snow King



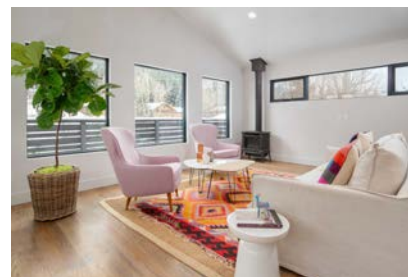
Wilson Mountain Home



Red Top Cabin in the Woods



Condo in Teton Village



Contemporary in Town



Melody Ranch Homesite



King Ridge at Snow King



Downtown Wilson



Clusters Townhome



Alpine Airpark



Melody Ranch Home



# Client Reviews

## The *Seller* Experience Working With Katie

“

We interviewed many agents before deciding to hire Katie. And, it proved to be an excellent decision! Very knowledgeable about the Jackson Hole real estate market, Katie expertly executed a perfect selling strategy resulting in a rapid sale at our desired price. We had a great experience with Katie. She was friendly, responsible and offered outstanding communication throughout the process. We'd recommend her highly!

**Mitch & Barbara** | Highland Park, IL

Katie is extremely knowledgeable about the market in Jackson Hole. She is extremely easy to work with and truly goes above and beyond all expectations. Katie was outstanding at negotiating. I would definitely recommend Katie.

**Brad** | Jackson, WY

Katie was an absolute joy to work with. Her knowledge of the real estate market and expertise in handling all the negotiation and paperwork was very impressive. We always felt that Katie was taking care of us, making the entire sale process very easy. We would strongly recommend Katie to anyone looking to buy or sell in Jackson Hole.

**Tom & Barb** | Jackson, WY

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

We were thoroughly impressed by everything that Katie did to help us with the sale and purchase of our new home. This was our first time selling a home and our second time purchasing a home with Katie as our realtor and she executed both perfectly. She is professional, hard working, knowledgeable and above all kind and caring. She has worked and lived in this valley for over a decade and knows the Jackson Hole market very well. We would highly recommend her to anyone house hunting or motivated to sell!

**Adam & Annie** | Jackson, WY

”

“

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

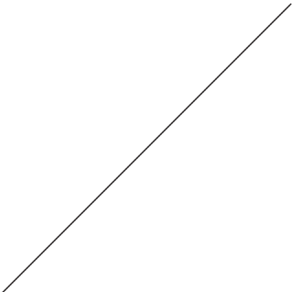
Katie is a great person to work with and got our house sold for a good price and a minimum of hassle. I had contacted her over two years ago as we contemplated selling a house that we were renting out. She provided critical guidance on when the market would likely support our target sales price and then 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

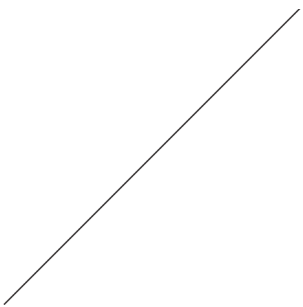
Katie was extremely professional and kept our goals as a priority throughout the whole home-selling process. She made what could be a very difficult process feel smooth and easy. We felt heard and completely at ease with Katie. Her knowledge of the local market was amazing and we cannot recommend her enough to anyone looking to buy or sell their home.

**Max & Kelsey** | Wilson, WY

”



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

## Quarter One 2022 Market Snapshot

Q1 of 2022 is the first chapter in a different real estate landscape in Jackson Hole. The significant shortage of inventory we have been experiencing for the last two years has truly hit home causing the number of transactions to drop over 50% and total dollar volume to drop 23% when comparing Q1 2022 to Q1 2021.

The total dollar volume for Q1 2022 checked in at nearly \$460M including an off market hotel sale of over \$100M. However, it is important to remember that Q1 of 2021 broke never-before-seen record highs in dollar volume. And while January and February of 2022 posted a lower sales volume than last year, approximately decreased \$75M and \$51M respectively, March 2022 experienced a rather profound uptick to approximately \$142M.

The town of Jackson was the MLS area hot spot, with 36 transactions totaling \$95.6M. With regards to the condo segment, there are very, very few lower price condos left on the market, pushing the average sales price in this category to \$2.1M. The story for land sales is the same; very few sales at all, with the average sales price in land reaching \$3.2M.

Single family increasing sales prices have risen so much that the Luxury Segment of the market has a new threshold of \$5M for 2022, up from \$3M. This impacts the data for the luxury segment showing decreases across the board as less inventory falls into this higher priced category.

On the other end, the entry-level end of the market, Q1 reported only 4 sales under the \$500K mark as inventory under \$1M becomes nearly impossible to find. Overall, as new inventory hits, multiple offers within hours are becoming the new norm and real estate is selling nearly 3x faster when compared to Q1 2021.

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.

**\$459,722,187**

Total Dollar Volume  
23% Decrease YOY

**\$4,425,413**

Average SFH Sale Price  
3% Increase YOY

**98**

Active Listings  
54% Decrease YOY

**\$2,350,000**

Median Sale Price  
45% Increase YOY

**58**

Total Transactions  
16% Decrease 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, Western Ranches.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.

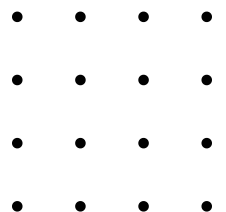
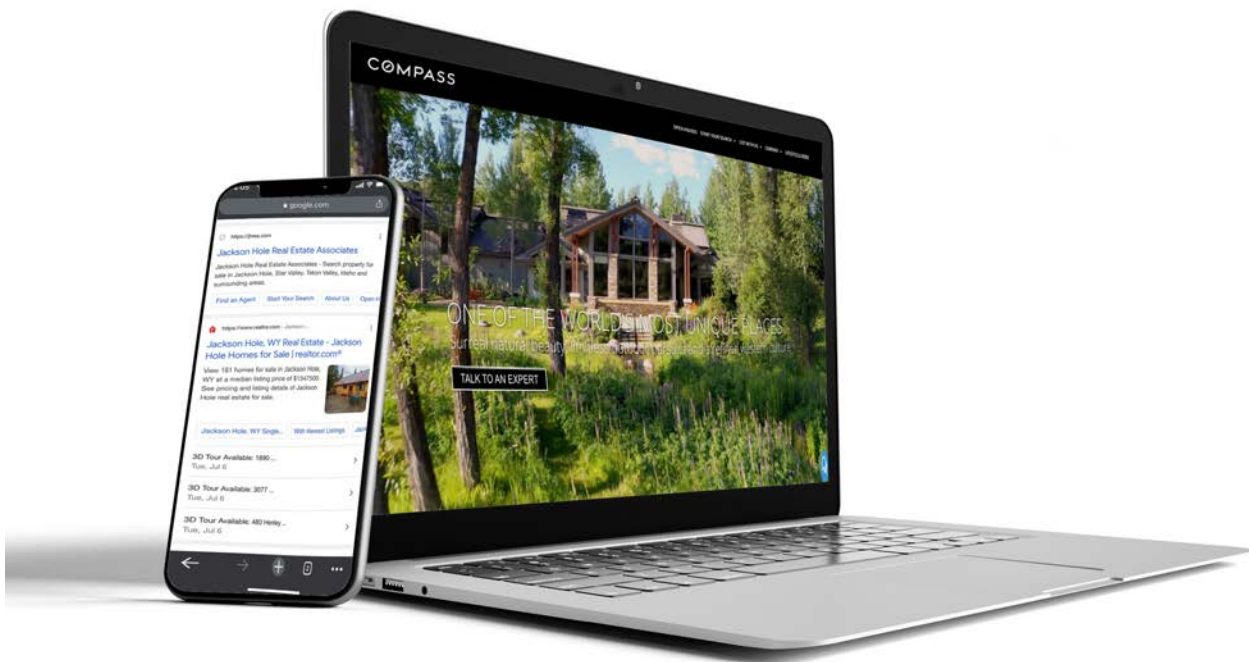


# UNPARALLELED ONLINE PRESENCE

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

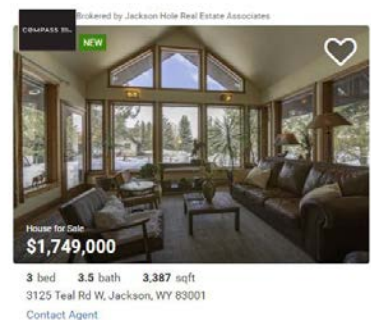
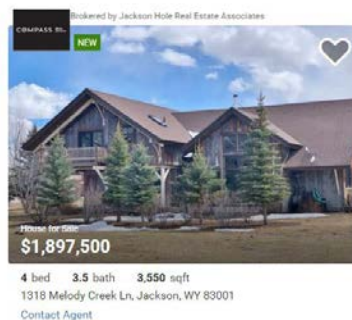


# LOCAL SOCIAL MEDIA PROWESS



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.



# 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.





# 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.





COMPASS

#1

**BROKERAGE IN THE U.S.**

AS OF 2021, CLOSED SALES VOLUME.  
SOURCE: REALTRENDS 3/16/22

"What is stunning about this is that...  
Compass wasn't even in business a decade ago."

—REALTRENDS

# We understand what it takes to sell your home.

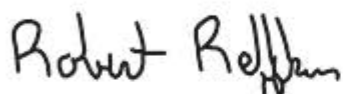
Hi, I'm Robert, Founder & CEO of Compass. I started this company because my own mother is an agent — and I wanted to create a company that treats its agents as well as they treat clients like you.

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,



Robert Reffkin, Founder & CEO



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

\$254B+

2021 Gross Transaction Value\*

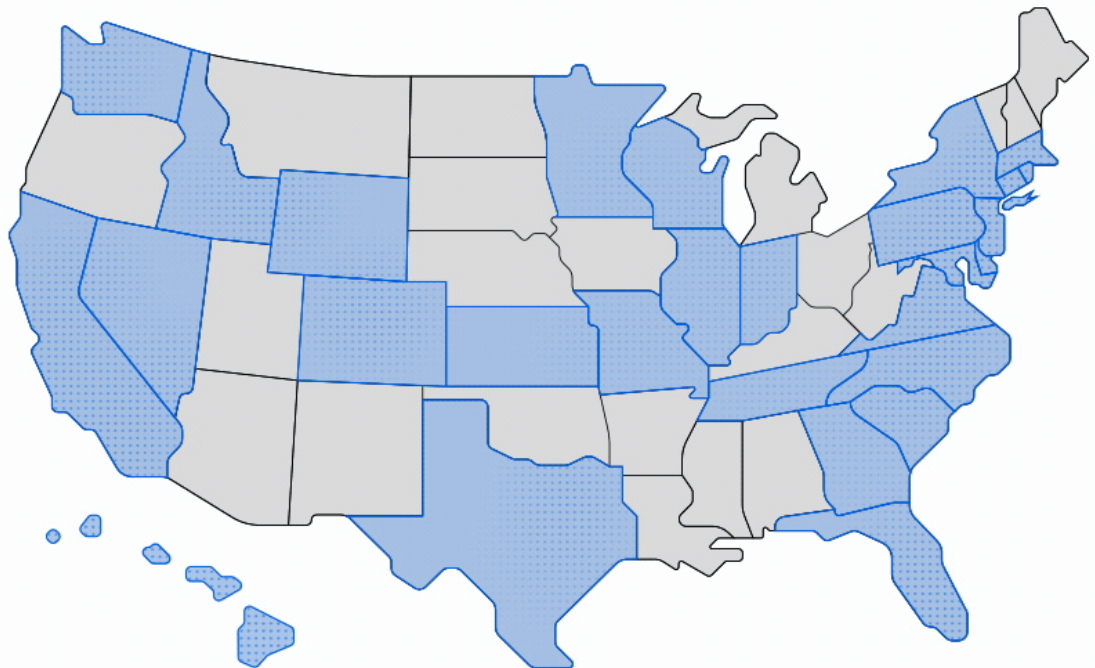
350+

Offices

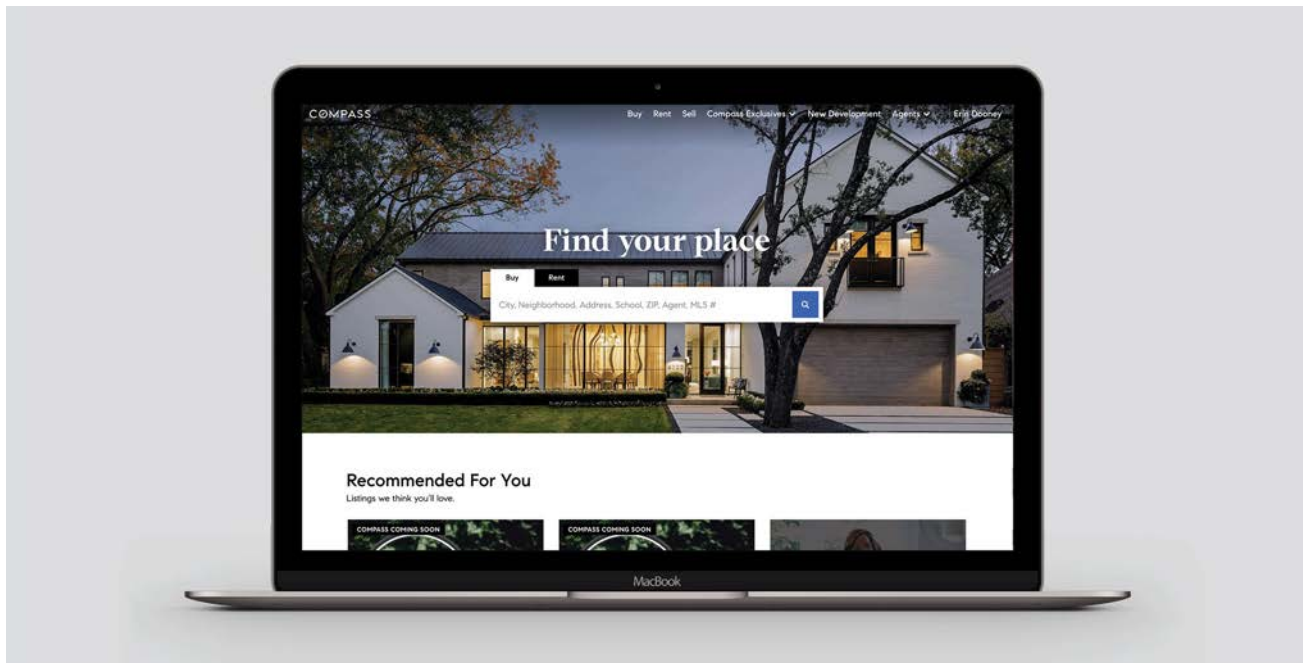
26K+

Agents\*\*

California  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Kansas  
Maryland  
Massachusetts  
Minnesota  
Missouri  
Nevada  
New Jersey  
New York  
North Carolina  
Pennsylvania  
Rhode Island  
South Carolina  
Tennessee  
Texas  
Virginia  
Washington  
Wisconsin  
Wyoming



# 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.

## 150B+

2021 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, 11/2021–12/31/2021.



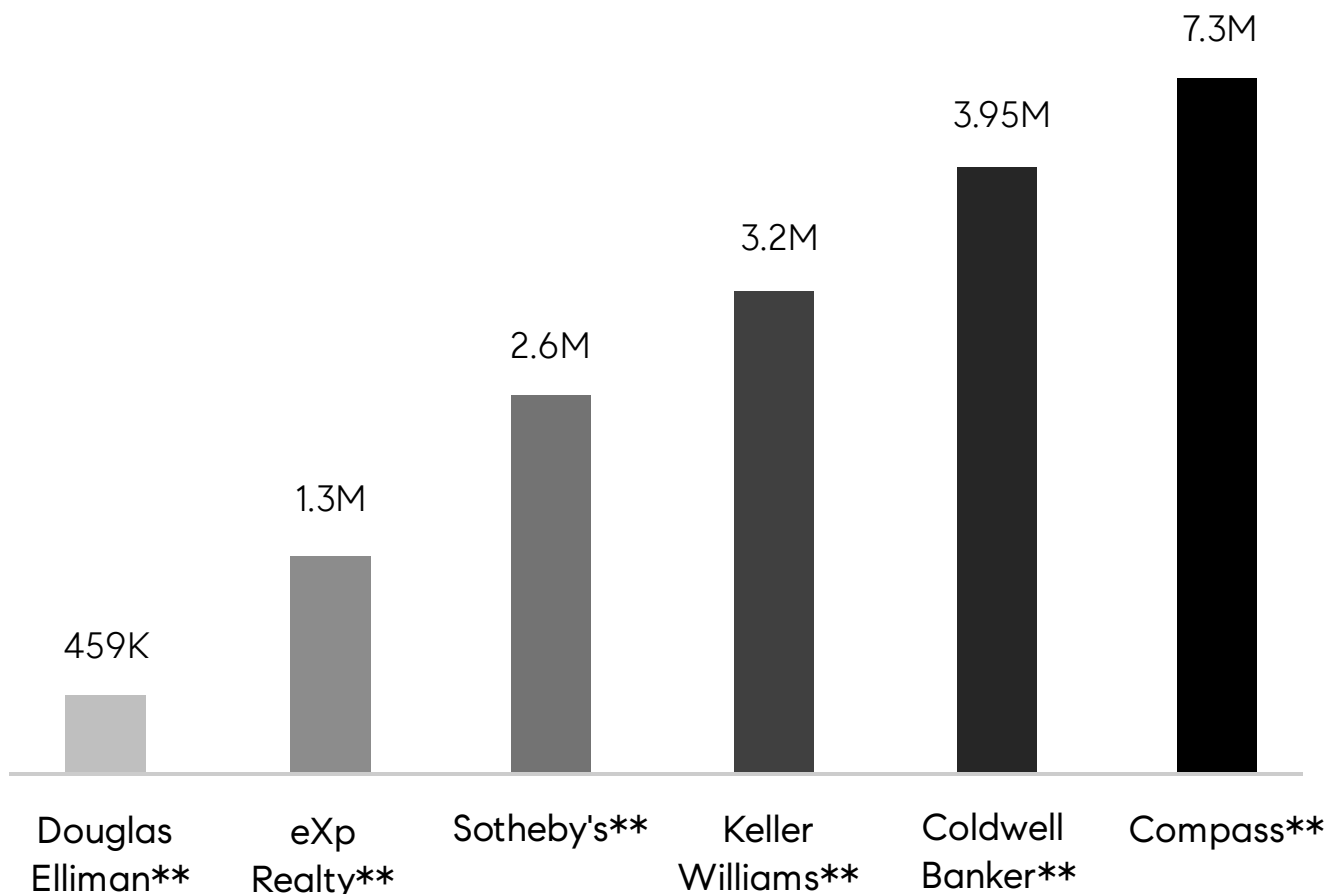
# Your Buyer Follows Compass

# #1

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

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## 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, 12.12.2020–12.31.2020.

# 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\*

# 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

## Mansion Global

## Trulia

century21.com  
RE/MAX  
RealtyExecutives.com  
WikiRealty  
Homes.com  
RealtyTrac  
Homes&Land  
The Real Estate Book  
LakeHomesUSA  
RealtyStore  
The Land Network  
Foreclosure.com  
A Greater Town  
AdWerx  
Amarki  
apartmentadvisor  
ApartmentList  
Areavibes  
Back At You Media  
Boefastapp  
BreakthroughBroker  
BrowsingHome  
Clayton  
Corefact  
DigiPropz  
DirectOffer  
DreamHomeList  
Find-a-CRS  
FindAPlace4Me by Paradym  
Flipcomp

Foyer  
GoKnock  
Harmon Homes  
Home2.me by TourFactory  
HomeBidz  
HomePriceTrends  
HomeSpotter  
HomeSteps  
HomeValueStore  
HomeWinks  
Hommati  
Houses.net  
housesfor.sale  
HousesForSale  
HousingNow  
IdealEstate  
iJungo  
International Property Network with  
myfun.com  
Juwai  
KE.com  
KotoHomes.com  
LakeHouse  
land.us  
LandSearch  
LearnMoreNow.com/FindHomes  
Listingvideos by VScreen  
LotNetwork.com  
LuxuryRealEstate.com  
Mashvisor

MobileHome.net  
MoveTube  
MyRentToOwn.com  
nest.me  
Nestigator  
NestReady  
New Home Source  
Newsbreak  
Nextdoor  
ParkBench  
perfleek  
PNC  
Point2 Homes  
Properties Online  
Property Shark  
PropertyPath  
PropertySimple  
Propstream by Equimine  
Rent.com  
Rentberry  
RentHop  
samaki  
SearchALLProperties by L2L  
searchwithstyle  
TotalExpert  
USHUD.com  
VisualShows  
Ylopo  
Zonda  
Zumper

# International Syndication\*

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## **ALGERIA**

LKERIA

## **AUSTRALIA**

RENTBUY

HOMESALES.COM.AU

REALESTATEWORLD

## **AUSTRIA**

WILLHABEN.AT

## **BULGARIA**

IMOT.BG

## **CAMBODIA**

REALESTATE.COM.KH

## **CANADA**

KANGALOU

## **CHILE**

ICASAS.CL

## **CHINA**

FANG.COM

SODICHAN

JUWAI

## **COLOMBIA**

ICASAS.COM.CO

## **ESTONIA**

CITY24.EE

## **FIJI**

HOUSINGPARADISE.COM

## **FRANCE**

ACHETER-LOUER.FR

COTELITTORAL.FR

IMMOSTREET.COM

SELOGER.COM

ZEZOOM.FR

## **GERMANY**

SZ-IMMO.DE

## **GREECE**

XE

## **HONG KONG**

PROPERTY852.COM

## **INDIA**

99ACRES.COM

## **INDONESIA**

RUMAH123.COM

## **ITALY**

HOMEGLOBALLY

IMMOBILIARE.IT

## **IRELAND**

HOMEHIPPO.COM

PROPERTYSTEPS.IE

MYHOME.IE

## **JAPAN**

REALESTATE.CO.JP

## **KENYA**

BUYRENTKENYA.COM

## **LATVIA**

CITY24.LV

## **LITHUANIA**

CITY24.LT

## **LUXEMBOURG**

IMMOTOP.LU

## **MACAU**

GO853.COM

## **MALAYSIA**

IPROPERTY.COM.MY

## **MEXICO**

ICASAS.MX

## **MOROCCO**

SELEKTIMMO.COM

MUBAWAB

## **MYANMAR**

SHWEPROPERTY.COM

## **NIGERIA**

PRIVATEPROPERTY.COM.N

G

PROPERTYINDEX.COM.NG

## **PAKISTAN**

ZAMEEN

## **PAPUA NEW GUINEA**

HAUSPLES.COM.PG

## **PHILIPPINES**

IPROPERTY.COM.PH

MYPROPERTY.PH

PERSQUARE.COM.PH

## **POLAND**

DOMY.PL

MORIZON

OFERTY.NET

## **PORTUGAL**

KAMICASA.PT

## **ROMANIA**

MAGAZINUL DE CASE

## **SENEGAL**

SENEGALCITY.COM

## **SERBIA**

IMOVINA.NET

## **SINGAPORE**

IPROPERTY.COM.SG

## **SLOVAKIA**

REALITY.SK

## **SOUTH AFRICA**

PERSQUARE.CO.ZA

PRIVATEPROPERTY.CO.ZA

## **SPAIN**

GLOBALIZA.COM

KAMICASA.COM

PISOS.COM

## **SWITZERLAND**

IMMOSTREET.CH

## **TANZANIA**

DAR PROPERTY

## **THAILAND**

THAILAND-PROPERTY.COM

THAILAND-PROPERTY-

GATE.COM

## **TUNISIA**

SOKNA.TN

## **TURKEY**

EMLAKTOWN

## **UAE**

BAYUT

## **UKRAINE**

MESTO.UA

## **UNITED KINGDOM**

RIGHTMOVE.CO.UK

BESTPROPERTIESOVERSEAS.CO.

UK

EDENWAY.CO.UK

THE HOUSE SHOP

ZEZOOM.CO.UK

## **RUSSIA**

ARKADIA

DOMOFOND.RU

## **WORLD**

BESTPROPERTIESOVERSEAS.CO

M

REALTYINDEXER.COM



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





# 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\*

## 106%

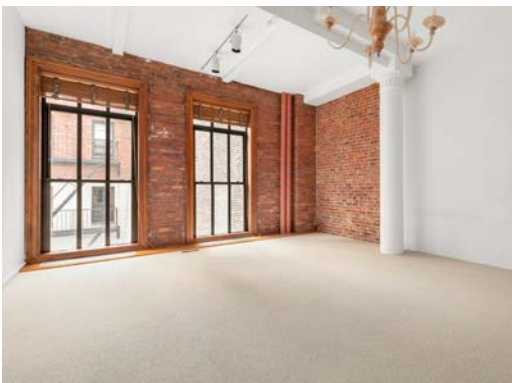
Return on investment for new wood floors\*\*



BEFORE



AFTER | KITCHEN UPGRADES



BEFORE



AFTER | NEW WOOD FLOORING

\*2019 Cost vs. Value Report, Remodeling Magazine ([remodeling.hw.net/cost-vs-value/2019](https://remodeling.hw.net/cost-vs-value/2019)).

\*\*2019 Modeling Impact Report, National Association of Realtors® ([cdn.narealtor.com/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf](https://cdn.narealtor.com/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf)).

# Compass Concierge is the hassle-free way to help 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 ConciergeCard or request cash
3. Work with trusted vendors to complete homes improvements
4. Repay at closing, delisting, or 12 months after approval.\*

# ~70%

Percentage of Concierge listings that sold in just 60 days (compared to ~40% of non-Compass MLS listings)\*\*

Apply at  
[concierge.notablefi.com/apply/start](https://concierge.notablefi.com/apply/start)



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# 182478 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.

\*Homes up to \$5M may be eligible in certain areas via Concierge Classic.

\*\*Data is sourced from certain regional MLSs and has been aggregated to create an approximated national data set for purposes of providing estimates set forth above.

# 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

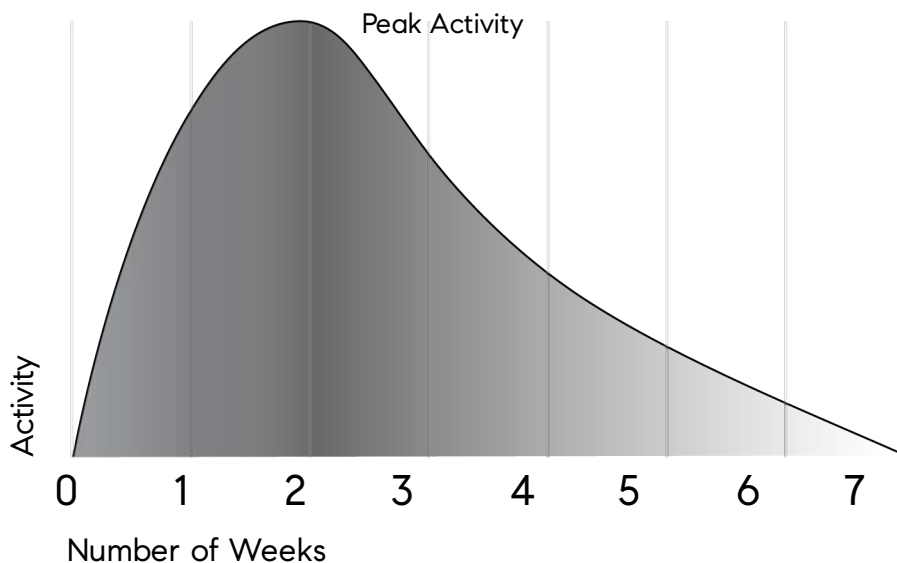
Beautiful photography is one of the most powerful tools for selling your home. Compass uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.





# Pricing Your Property to Maximize Buyer Activity

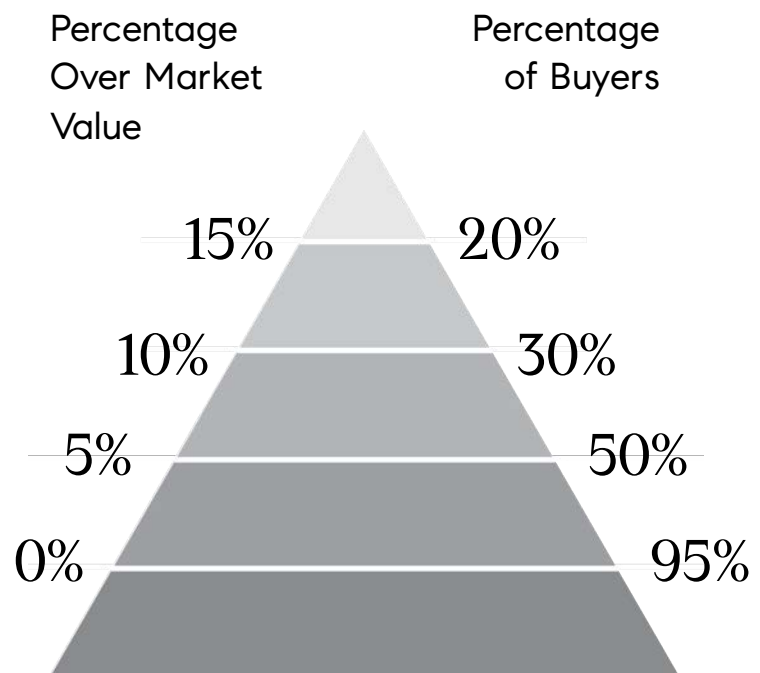
## Timing of Buyer Activity



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](https://compass.com/private-exclusives)**



## Coming Soon

Compass Coming Soon gives us valuable opportunities to market your property while building anticipation among potential buyers and pressure-testing our pricing strategy — all without accruing days on market.

**[compass.com/coming-soon](https://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%

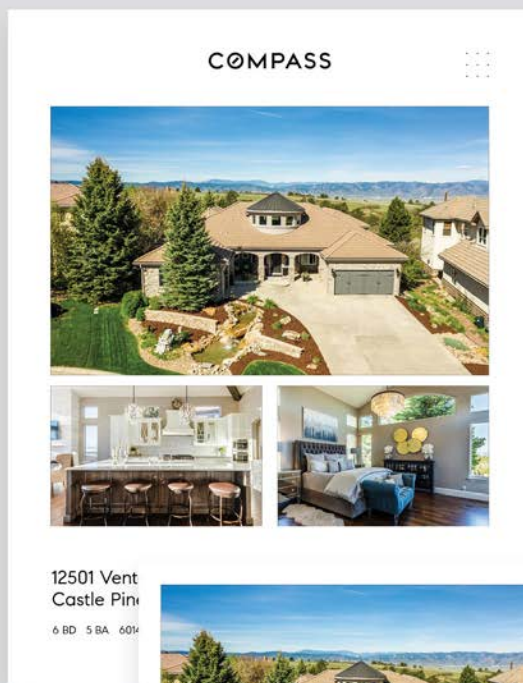
More traffic at an open house\*\*\*

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.

# 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.



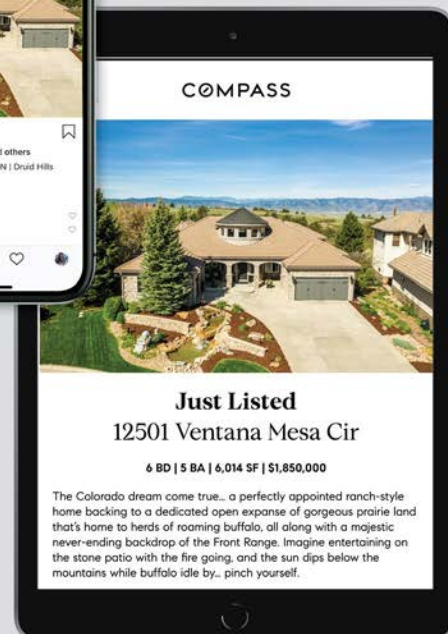
FLYER



POSTCARD



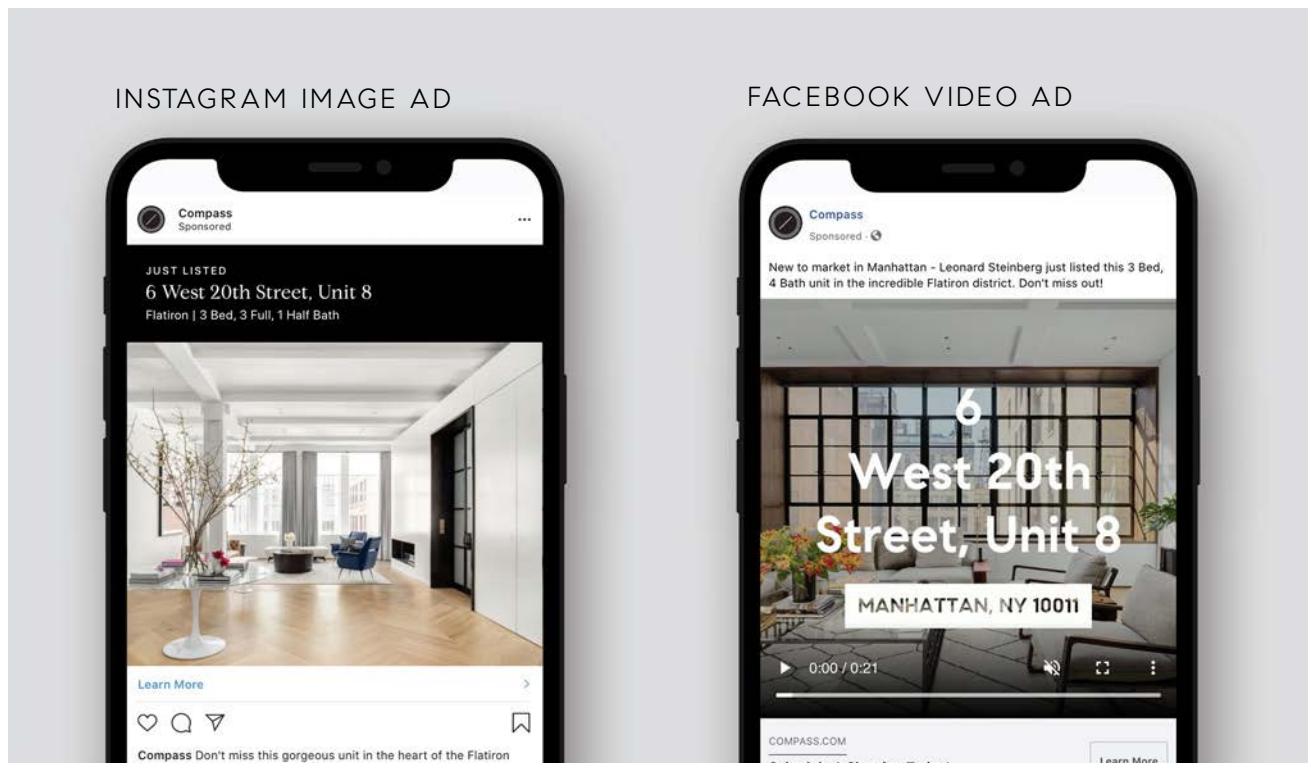
SOCIAL MEDIA



EMAIL BLAST

# 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\*\*



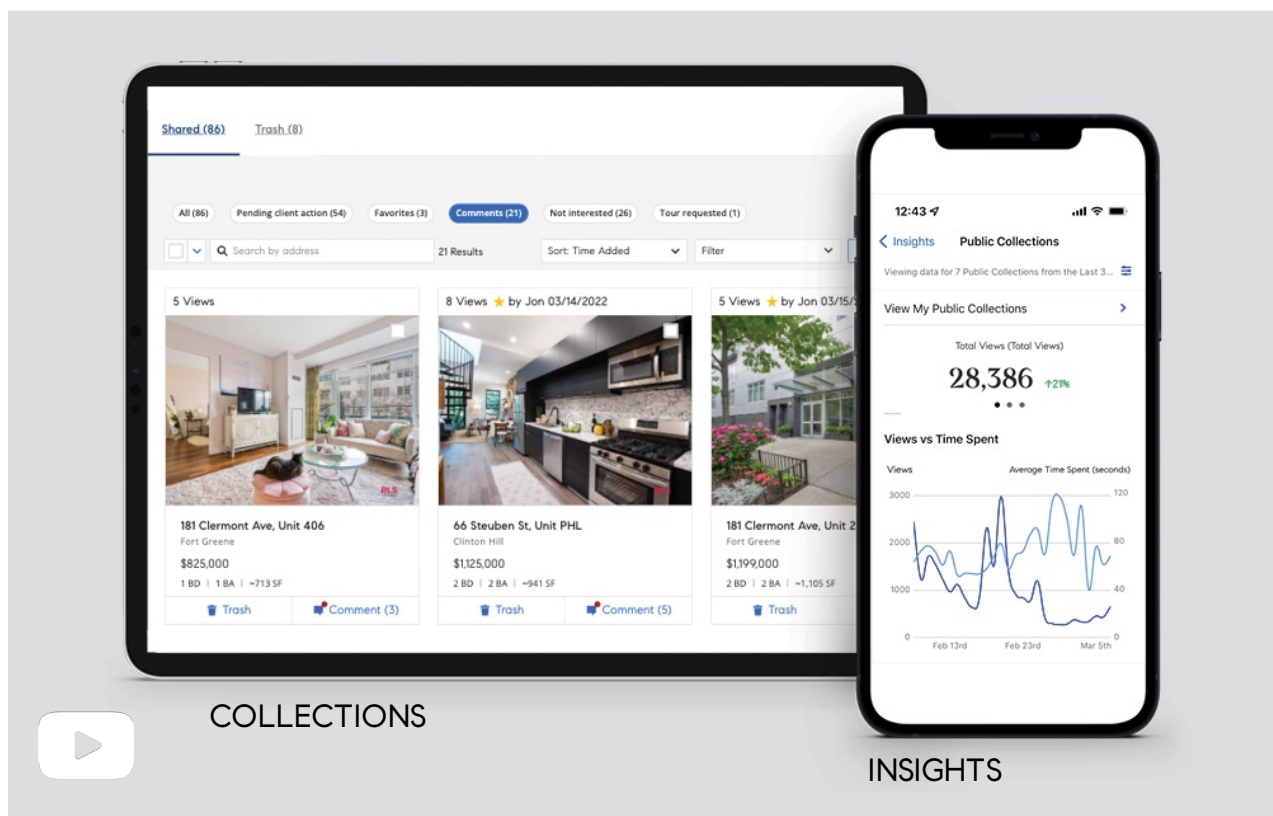
\*Zillow Group Consumer Housing Trends Report, 2019 survey data.

\*\*Compass Livestream: Virtual Open House vs In-Person Open House, 6.12.2020–8.31.2020.



# 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.

# Our Powerful Voice in the Press



150B+

2021 PR  
impressions\*

#1

National media  
coverage compared  
to top brokerages\*\*

\*Sourced via Meltwater, 11/2021–12/31/2021.

\*\*Sourced via Meltwater, 11/2021–12/31/2021, compared to Coldwell Banker, Keller Williams and Douglas Elliman.

# Belonging at Compass.

At Compass, we believe that everyone deserves to find their place in the world—a place where they feel like they belong, where they can be their authentic selves, and where they can thrive. To work towards this mission, we prioritize diversity and believe in a culture rooted in collaboration, growth, and mobility.

## Affinity Groups Promoting Diversity

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MOMS OF  
COMPASS



ASIAN AMERICAN  
PACIFIC ISLANDER  
AT COMPASS



BLACK AT  
COMPASS



WOMEN OF  
COMPASS



VETERANS  
AT COMPASS



AGENTS  
OF COLOR



LATINX AT  
COMPASS



DISABILITIES  
AT COMPASS



OUT AT  
COMPASS

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### Championing greater representation

Our recruitment and retention strategies, such as internship, sponsorship and mentorship programs, further our goal of creating greater representation across the company.

### Expanding equitable opportunity

Through initiatives such as Home Buying Seminars, the 15% Pledge campaign, and Virtual Career Fairs, we're taking action to support underserved communities through impactful engagement.

### Recognition for our efforts

Compass had the honor of being featured in Hired's "Inspiring Partners" 2021 Impact Report for our "broad array of initiatives... to advance real, needed change."

[compass.com/diversity-inclusion](https://compass.com/diversity-inclusion)

# 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\*

## \$3.8M

Donated to strengthen our communities to date\*

## 3,300+

Organizations supported\*



[compass.com/compass-cares](https://compass.com/compass-cares)

\*Data is from Jan 2021 through Dec 2021 for all Compass markets.

# Your Listing Launch



## Pre-Market

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

## On-Market

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- 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.

# A Custom Marketing Plan For Your Home.

We'll craft a marketing plan with strategies and tactics specific to your home, designed to garner maximum exposure.

- 1 Targeted buyer audience analysis and marketing tactics.

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- 2 Content Strategy that pairs custom narrative storytelling with impactful visuals.

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- 3 A multi-phased launch plan that markets your home like a blockbuster movie.

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- 4 Exclusive Compass programs and offerings that will optimize your sale experience.

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- 5 An outline of key milestones you can expect as we bring your home to market.

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