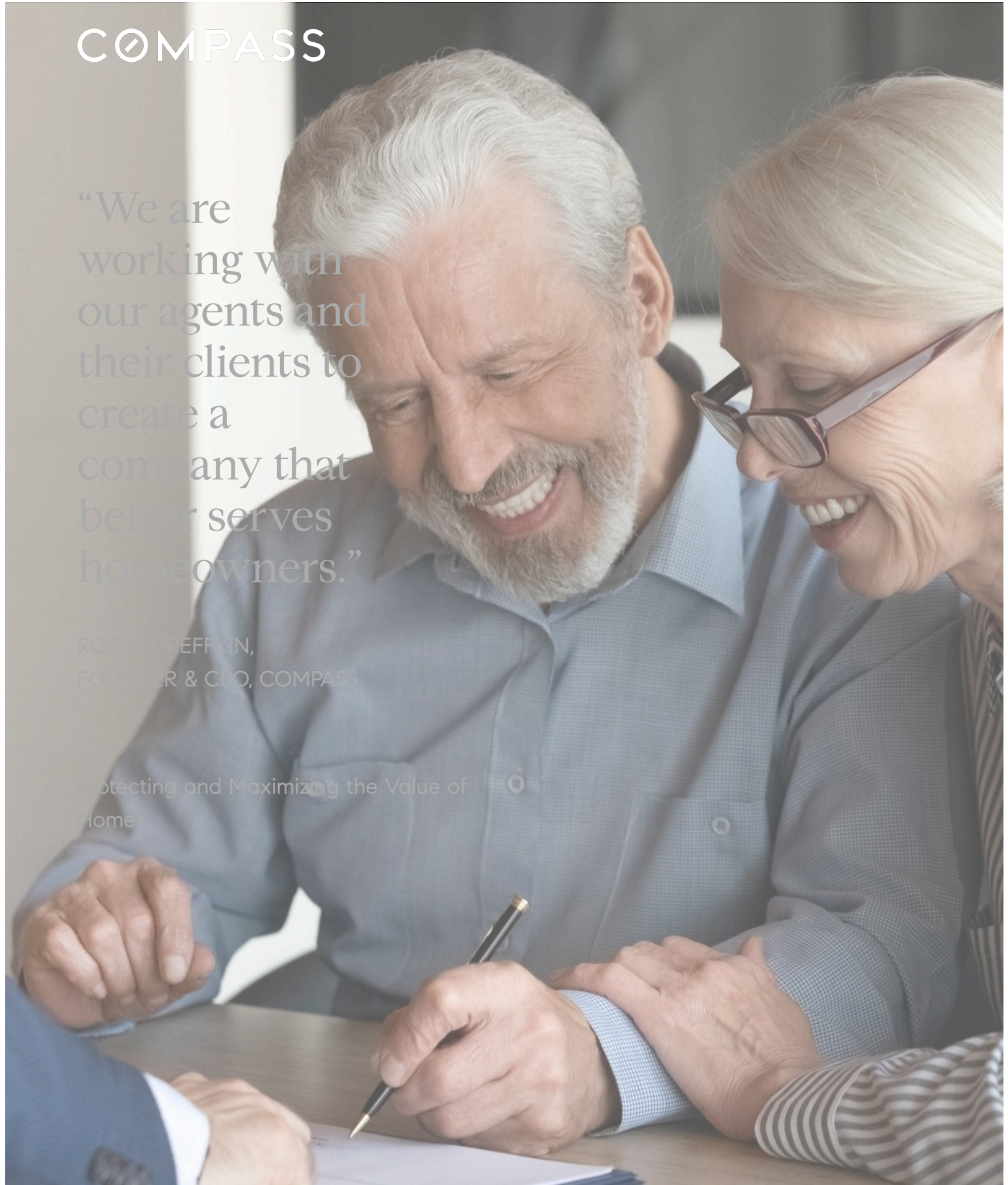


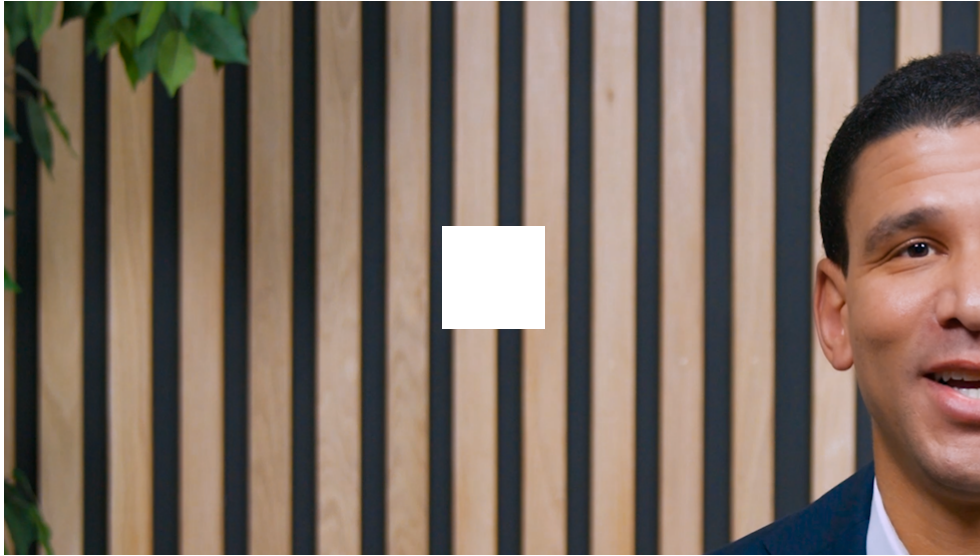
COMPASS

“We are working with our agents and their clients to create a company that better serves homeowners.”

ROBERT REFFKIN,
FOUNDER & CEO, COMPASS

Protecting and Maximizing the Value of
Home





Your Home. Your Choice.

For years, the traditional way of selling your home has been part of a system that has put sellers at a disadvantage. The most well-known real estate websites have built their business models at the expense of homeowners by showing negative insights on their listings, such as days on market, price drops, and home value estimates.

Your home is your most valuable financial asset. You deserve the best return so that you can buy your next home, feel secure in your retirement, or pay for your child's education. You shouldn't have to compromise your financial future

because the system isn't built for you.

At Compass, we're leveling the playing field by giving individual homeowners the same playbook and best practices real estate developers and professional homebuilders have benefited from for years. We're working with homeowners to build the smartest and safest place to list homes.

Compass Is Giving Homeowners the Same Advantages as Real Estate Developers and Professional Homebuilders

The marketing strategies that Compass supports are not novel or new. In fact, they have been used by the largest and most successful group of sellers in the industry—professional homebuilders and real estate developers.

They have a sophisticated playbook on how to sell homes and just like some homeowners, have properties

homes and just like some homeowners, have properties they want to advertise that aren't ready to be shown. Here are the key things they do:

Eliminate Days on Market & Price Drop History Risk

They extend their marketing runway by controlling when the property is put on the MLS, helping them minimize public days on market or price drop history. Excessive days on market and price-drop history can devalue their properties in the eyes of buyers.

Ensure Their Listing Agent Receives All Inquiries

They put the property on their website first, so all inbound buyer inquiries go directly to their listing agent, who knows the home best and, therefore, can serve the seller better.

Test Aspirational Pricing

They test an aspirational price or validate a pricing strategy privately before listing on the MLS.

Harness the Power of Pre-Marketing

They pre-market while staging and preparing the home to create interest and anticipation before it's ready to

and anticipation before its ready to launch.

Learn from Engagement Insights From the Listing Page

They learn from the data and analytics they get from their websites, including property page views, visits, and engagement insights.

Protect and Control Their Data

They control which websites their photos, address, and data appear on and protect their data.

The Compass 3-Phased Marketing Strategy

*Where Homeowners Choose to Market
First*



PHASE 1

Compass Private
Exclusive

Just like many companies test



• Make your listing available to a

products with a smaller audience before launch, listing your home as a Private Exclusive allows you to test price, gain critical insights, generate early demand, and extend your marketing runway – all before going public.

Find out more about Compass Private Exclusives [here](#).

nationwide network of 34,000 top agents and their millions of clients.

- Begin to create urgency and generate buyer interest without accumulating days on market or damaging public price drops.
- Sometimes you'll find a buyer that will pay a premium for certainty and reduced stress.



PHASE 2

Compass Coming Soon

Publicly launch your property on Compass.com, showcasing it to all agents and consumers on the internet without displaying days on market or price drop history. Signal to the market that increased competition for the listing will be coming soon when it's launched on all other sites.

Find out more about Compass Coming Soon [here](#).

- Receive key engagement insights from your agent about how agents and their buyers are viewing, commenting, and sharing your listing on Compass.com – data that is lost when listings go into other platforms.
- Improve the chance of ranking higher on Google while increasing the likelihood that serious buyers contact us directly, instead of an agent who may not be familiar with your

home.

- In this phase, have more control over your data so photos of your home and personal information don't stay on the Internet.



PHASE 3

Go Live on All Platforms

Go 'Active' on MLS & third-party sites with the benefit of price discovery from Phases 1 & 2.

Armed with feedback from agents and buyers, we strategically launch your home on the public market to help ensure maximum demand and confidence to achieve the best outcome for you. Now that your home is launched, it will accrue days on market and visible price drop history.

Your Home. Your Choice.

At Compass, we believe selling your home should be done on your terms, with control over how it's marketed and how your data is being used.

Find
An
Agent

Building the Smartest and Safest Place To List Your Home

*Select phases of this marketing plan are not possible in some markets where MLS and/or association rules restrict public marketing before a listing is input into the MLS. Check with your Broker of Record to ensure you are compliant with your local MLS requirements.

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[Notice of Reasonable Accommodations for Prospective Tenants](#)

Compass does not discriminate against voucher holders pursuant to applicable law and all lawful sources of income are accepted.