



# Seller's Guide

New York City



# How to Sell a Home

New York City



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## 01

### Setting the Stage

From applying a fresh coat of paint to rearranging furniture, your agent ensures that the property is visually ready for showing. Your agent will schedule a professional photo shoot, commission an illustrative floor plan, and prepare a listing description.

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## 02

### Going Live

The listing is broadcast on *compass.com* and sent across our 100+ partner sites for the duration of the selling process.

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## 03

### Spreading the Word

Your Compass agent will develop and execute on an intelligent & effective paid marketing plan inclusive of beautiful collateral to strategically showcase your property. Eye-catching property signs will also be produced and placed outside your property if applicable.



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## 04

### Making Connections

Your agent continuously leverages professional contacts and the Compass Network Tool to find ideal buyer brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

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## 05

### Test the Market

Your agent conducts an assessment of the market response within the first 30 days of your listing going live. Feedback from agents and buyers is aggregated, and the listing strategy revised if needed.

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## 06

### Measuring Success

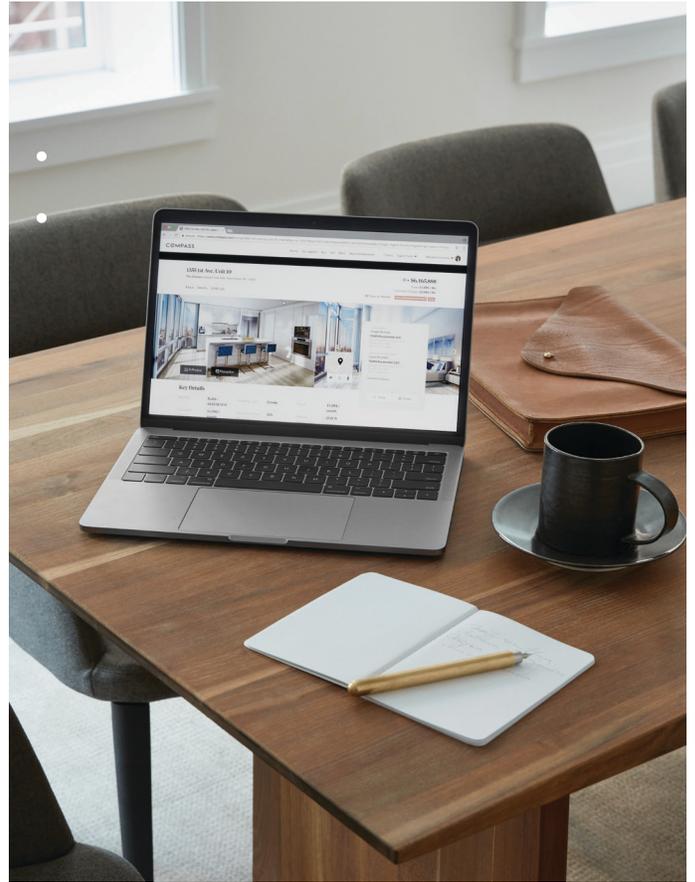
Your agent provides ongoing updates and metrics.

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## 07

### Optimizing the Offer

Following an offer, your agent contacts all interested parties, reviews the offer terms, and raises all counter-offer options with you. An offer is negotiated and accepted, the transaction summary is circulated, and the contract is then reviewed, negotiated if needed, and signed by all parties.



## 08

### Finalizing the Details

Your agent notes and observes all contingency periods throughout the in-contract stage. All financial and supplemental information is collated and submitted to the managing agent if applicable.

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## 09

### Completing the Close

The property appraisal and home inspection takes place. The closing date is set with the attorney. Your agent arranges the final walk-through and closing, at which time the keys are handed over to the buyer.

# Tools and Services to Help You Sell Your Home

At Compass, we strive to deliver a modern, seamless sale. From providing a sophisticated search experience to targeting the prospective buyers, every one of our tools and services are designed to help your agents sell your home as quickly and for as much money as possible.

## Compass Concierge

With Compass Concierge, your agent can help you sell your home faster and for a higher price. From staging to renovation, Concierge transforms your home with zero upfront costs and no interest.

## Compass Network Tool

The Compass Network Tool is a powerful resource to analyze your property across 350+ parameters to determine similar sold listings, identify the brokers who already have buyers in that area, and correspond with ideal prospective buyers. Your Compass agent can use the Network tool to reach out to agents with listings in-contract or recently sold to find out if they have any leads for your similar listing.

## Coming Soon

Listing your home as a Compass Coming Soon allows you to launch your listing twice, drive more interest, and sell faster at a higher price.

## Compass Collections

Collections lets you and your agent compare properties similar to yours—their size, neighborhood, amenities—in a visual workspace. Monitor market activity in real time, stay in constant contact with each other, and invite other collaborators to join in on the discussion throughout.

