

Sellers



COMPASS RE

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# Greater Philadelphia

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Guide



How to Sell a Home:

# Greater Philadelphia

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Greater Philadelphia is one of the most dynamic real estate markets in the world, and we understand that making the decision to sell a home here can be a particularly overwhelming experience. Achieving the optimal return on your investment requires planning and preparedness.



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# 01

## Setting the Stage

Your Compass agent will give recommendations on how best to prepare your home for market, including the use of Compass Concierge, which can increase your home's market value through home improvement services. After such services are completed, your agent will schedule a professional photo shoot and prepare a listing strategy. Learn more at [compass.com/concierge](https://compass.com/concierge).

# 02

## Pre-Marketing Your Listing

With Compass Coming Soon, you can give a curated audience of potential buyers an early look at your property. With ample time to prepare, we can gather valuable feedback to drive demand and generate buzz prior to going live.

# 03

## Go Live

Your listing is added to the MLS and broadcast on Compass.com as well as our 100+ partner sites for the duration of the selling process.

# 04

## Spreading the Word

The agent will produce beautiful print collateral to strategically showcase your property. Your agent develops and executes an intelligent, effective paid marketing plan in relevant publications. Eye-catching property signs are produced and placed outside your property.

**Need a simple solution to bridge the gap between the home you have and the home you want?**  
**Get access to competitive rates and dedicated support from industry-leading lenders, with the exclusive option to get up to six months of your loan payments fronted when you sell your home with a Compass agent.**

Learn more at [compass.com/bridge-loan-services](https://compass.com/bridge-loan-services)

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# 05

## 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.

# 06

## Building a Strategy

Your agent conducts an assessment of the market response after the initial launch of your listing. Feedback from agents and buyers is aggregated, and the listing strategy revised if needed.

# 07

## Measuring Success

Your agent provides regular 1:1 updates and provides continuous traffic metrics.

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# 08

## Optimizing the Offer

Following an offer, your agent contacts all interested parties, reviews the offer terms, and raises all counter-offer options with you. The contract is negotiated and accepted, and the transaction summary is circulated to all parties.

# 09

## Finalizing the Details

Your agent notes and observes all contingency periods throughout the in-contract stage, advising should the inspections surface any conditions or repair requests.

# 10

## Completing the Close

The property appraisal and home inspection take 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.