

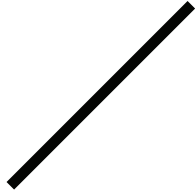


Seller's Guide

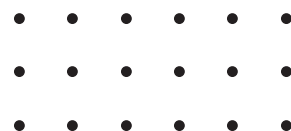
a step-by-step guide

-
-
-
-
-
-





Selling your home can be emotionally challenging and time consuming, especially if you're not prepared. Perhaps you bought a house thinking it would be your forever home, but you ultimately outgrew it. Maybe you're going through a job transfer and would like to shorten the commute. Maybe you're nearing retirement and you're ready to downsize. Whatever the reason, as you prepare to put your home up for sale, you no doubt have a lot of questions. This guide exists to help you understand the selling process from meeting with an agent to closing the deal.



Selling your Home

a step-by-step guide



1 Let's Talk

Meet with your Compass agent to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. Your Compass agent will analyze comparable property sales, assess the competition, work with you to determine pricing strategy, and outline a strategic plan to achieve the best possible result for you as a seller.

2 Setting the Stage

From applying a fresh coat of paint to rearranging furniture, your agent ensures that your property is visually ready for showing.

Using only the best and thoroughly vetted local vendors, we will schedule a professional photoshoot and prepare a detailed listing description to showcase your property in its best light.

At this time you should also sit down with your agent and complete the Seller Disclosure documents that will be necessary for the transaction.

3 Spread the Word

To prepare for a successful launch, your agent will develop and execute an intelligent and effective marketing plan to make sure your property is reaching targeted potential buyers.

Leveraging our in house marketing specialists and tools, our Compass marketing and design team works with your agent to produce beautiful print and digital collateral that supports the marketing strategy.

4 Making Connections

Your agent continuously leverages professional contacts and the Compass Network Tool to find ideal buyer brokers. Using our proprietary software your Compass agent can connect with agents who have, or have had similar properties for sale, and network with them to search for Buyers that were looking in your neighborhood and/or price range.



5 On the Market

Once your property is live in the MLS, it is ready to show to brokers and buyers. The listing is broadcast on Compass.com and sent across our 100+ partner sites for the duration of the selling process. All scheduled marketing pieces are launched, including social, print, email and website communication.

8 In Contract

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.

6 Communication

You and your Compass agent will establish the best method and frequency of communicating as the process unfolds. Your agent will provide you with regular feedback and will keep you updated with continuous traffic metrics and information from the market.

9 Closing

Your Compass agent will monitor and coordinate all details necessary to get you to the finish line. Once the buyer has performed their inspection, removed their contingencies, and the loan (if any) is ready to fund, your agent will arrange the final walk-through. At this time payment will be made and the keys will be handed over to the buyer.

7 Negotiations

Once we receive an offer, your agent will contact you to review the terms of the offer and analyze the pros and cons. Together you will decide how to respond to the Buyer in one of several ways: by accepting the offer, rejecting the offer, or making a counter offer.

10 The Future

Consider your agent and Compass an ongoing resource for the future.

Whether you're ready to sell, buy, or looking for answers, let Compass guide you!



Compass Tools



Compass Homes App

Download at iTunes

Your guide to finding a home you'll love, Compass Homes combines best-in-class technology with exceptional agents to make your search smart and seamless.

Compass Markets App

Download at iTunes

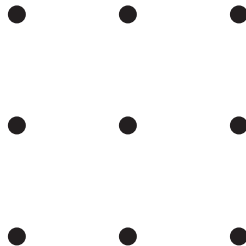
Knowledge is power. Being able to access the smartest and most relevant real estate data at just the right time is critical to home sellers and buyers. With Compass Markets, homeowners and agents can build market-specific reports and get real-time information on the go to provide answers to real estate's most difficult questions.

Compass Collections

Login at compass.com

Compass Collections creates a visual online space that allows agents, clients, and extended networks to collaborate and stay organized throughout the home-finding process. Everyone involved in the Collection can participate in a search by adding new listings, leaving comments, and seeing real time communication of the pros and cons of each individual home.

Glossary



Inspection A professional visual inspection of a home's construction, condition and internal systems prior to purchase. Home inspections follow state regulations and are meant to allow buyers to make an informed purchasing decision.

Closing This has different meanings in different states. In some states a real estate transaction is not consider "closed" until the documents record at the local recorders office. In others, the "closing" is a meeting where all of the documents are signed and money changes hands.

Appraisal A written justification of the price paid for a property, primarily based on an analysis of comparable sales of similar homes nearby.

Contingency A condition that must be met before a contract is legally binding. For example, home purchasers often include a contingency that specifies that the contract is not binding until the purchaser obtains a satisfactory home inspection report from a qualified home inspector.

MLS MLS stands for Multiple Listing Service. The MLS