

3 Stage Listing Strategy

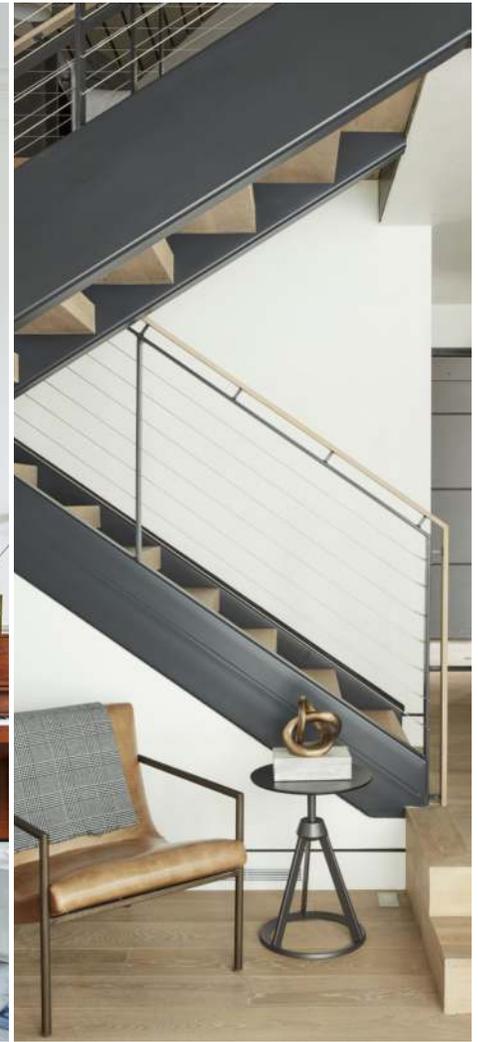
A proven plan for marketing
your listing to build buyer anticipation



1. PRIVATE EXCLUSIVE



2. COMING SOON



3. LIVE LISTING

COMPASS

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Pre-Marketing Your Listing

Pre-marketing is a proven strategy to build anticipation, drive demand and help sellers get to the best offer faster. Compass offers a unique platform that gives your listing valuable exposure to both agents and consumers before it officially hits the market and begins accruing critical ‘Days on Market.’

To achieve the best possible results for the selling process, we recommend a three stage marketing plan that leverages our private internal network of top agents, public pre-marketing of your listing as a Coming Soon on compass.com and the MLS, as well as an official marketing campaign when the listing is fully ready to launch.

By leveraging three stages of marketing at Compass, we can ensure that we accomplish the goal of getting you the best possible sales outcome.

3 STAGE MARKETING PLAN

Stage 1

Private Exclusive

Stage 2

Compass and MLS
“Coming Soon”

Stage 3

Live Listing

Defining Each Stage

STAGE 1 Private Exclusive

A Private Exclusive listing is an off-market home that can be shared by a Compass agent directly with their colleagues and their buyers. Property details aren't disseminated widely and won't appear on public home search websites.

Listing the home as a Private Exclusive allows you to control what information is shared about the home — while still getting exposure to top agents at Compass.

COMPASS PRIVATE EXCLUSIVES

STAGE 2 Compass & MLS "Coming Soon"

Listing the property early as a "Coming Soon" on compass.com gives buyers and their agents a heads up that the home is about to hit the market. Drive interest with exclusive marketing and gain insights before officially launching.

The home will be consumer searchable exclusively on compass.com for one business day before it's entered into the public MLS system as a Coming Soon property. The listing price will be public at this stage.

COMPASS COMING SOON

STAGE 3 Live Listing

Go "Active" in the MLS system already in the best possible position to sell your property fast. This stage includes a robust public marketing campaign.

Stage 1: Private Exclusive

ACTION PLAN

- Agree on a listing price and goal sales price that we would be thrilled with if achieved at this stage.
- Sign all listing contracts and paperwork including any Coming Soon and Private Exclusive waivers.
- Launch the listing on compass.com as a Private Exclusive.
- Use the hidden price feature to hide the list price in this stage, however we will set a “reserve price” — to be disclosed when agents or clients inquire about pricing. In addition, any preferred and required terms will be discussed and also disclosed (for example, desired settlement date).

6 items that I can do to privately market your listing:

- Email to individual clients and add into their Private Collections
- Post on Workplace (exposure to top agents at Compass)
- Email blast other Compass agents
- Hold a preview or feedback tour with Compass agents that is not advertised publicly
- Discuss during our Compass office sales meetings
- Show the property

Pro Tip

Organize your Compass CRM database so you can focus your email campaign to target potential buyers and buyer representatives.



Non-exhaustive list of public marketing that is restricted during this stage:

- Post on social media
- Mass email blasts to consumers
- Place in a public collection
- Place a sign at the listing

Stage 1: Private Exclusive

Review Feedback and Adjust

- Test the price using the hidden price feature. If you do not get positive feedback on the price, we can lower it before going public.
- Discover any flaws or challenges the property has and address through Compass Concierge before we go public.
- Leverage this time period, instead of waiting until the home is sell-ready, to get the word out about the listing.

Items to Note

The home will only appear on compass.com at this stage

The home will only be visible and searchable to the Compass agent network at this stage

The general public cannot view the home at this stage



Stage 2: Coming Soon

ACTION PLAN

Step 1

Enable your Coming Soon listing to be consumer searchable on compass.com

This allows me to:

- Publicly market the listing
- Email blast consumers and agents from other brokerages
- Place a sign at the listing
- Place in a Public Collection
- And so much more!

Let's take advantage of the weekend!

Post the Coming Soon on compass.com on Friday and have the weekend to publicly market the home before putting it into the MLS on Monday.

- Test the market with tools like hidden price
- Finalize fast Concierge projects
- Create compelling photography
- Make final adjustments before showing the broader market

In Summary

The home will be only visible on compass.com for the first business day. Once inputted on to the MLS with "Coming Soon" status the listing will be visible to agents outside of Compass and potential buyers. For best exposure launching on compass.com on a Friday and pre-marketing all weekend before entering on the MLS as a "Coming Soon" on Monday.



Important to Note

The home will only appear on compass.com at this stage

The home will only be visible and searchable to the Compass agent network at this stage

The general public cannot view the home at this stage

Stage 2: Coming Soon

Step 2

Enable the Coming Soon listing to be within 24 business hours, the property must be placed on the MLS as a Coming Soon or Active listing. This allows you to:

- Publicly market the listing
 - Email contacts in your CRM
 - Place in a Public Collection
 - And all other available marketing avenues and outlets!
-

Step 3

Public Marketing (do one, some, or all!)

- Install a sign with a Coming Soon rider.
- Post on social media accounts as a Coming Soon. Provide information about public listing date and first showings.
- Identify your potential buyers and target them using paid social media ads.
- Send Coming Soon postcards to neighbors and any SOI with an invitation to an exclusive, invite-only open house.
- This postcard will also include a digital link back to the Compass Coming Soon Listing. (Note: we are the only brokerage that can do this because of our platform)
- Email your SOI the Coming Soon Listing.
- Email blast to agents that have sold a home in the same zip code or township within the past year using our network tool.
- Use our insights tool to adjust our targeted marketing campaign.
- Using our network tool, call the top 20 agents in your area to alert them to the listing and when it will be live with the goal of hitting any potential buyers they may be working with.
- Leverage the national Compass network of agents with the following activities: Workplace post, email referral network to top 21 markets in the country, submit listing to Compass Catch — daily email blast of new listings that goes to all 15,000 Compass agents.

Stage 3: Active Listing

Set your listing to “Active” status in the MLS system, already in the best possible position to sell the property fast.

CONTINUED PUBLIC MARKETING OPTIONS FOR ACTIVE LISTINGS

- Hold a locally focused Open House right before the first public open house. This can be advertised to the listing neighborhood with a postcard invite, and any sphere of influence people. The goal will be to leverage them to invite anyone they know looking to get into the neighborhood and get the non-interested buyers/neighbors questions answered.
- Hold all showings until after the first open house, which should take place on the Saturday or Sunday after going active in the MLS!
- Upload and enhance the listing in all public marketing sites — Zillow, Redfin, Trulia, Realtor.com.
- Hold a Broker’s Open House the week after going Active to invite the entire brokerage community into the property and expose it to their buyers!
- Continued social media posts, stories and boosted ads.

Important to Note

The previous content is a proposed plan that explains the unique position Compass is in to sell the home.

All items above can be changed, adjusted and enhanced as needed to best suit the property.



Marketing Your Listing — From Private to Public

ADDRESS

STAGE 1 — Private Exclusive

- List property as a Private Exclusive on Compass.com
- Complete Concierge Project, photos, virtual tours etc.
- Announce property on Workplace and Sales Meeting
- Compass Agents share listing with buyers with Agency Agreement in place
Internal showings only — No public marketing — No time limits — No DOM

STAGE 2 — Compass Coming Soon Launch (Weekender Strategy)

- List property on Compass Coming Soon (consumer facing) on Friday
- Request a Coming Soon Digital Ad Friday
- Create and share a Social Media post
- Create Coming Soon Email Blast building early excitement
- Put up Coming Soon Signage
- Announce listing on Workplace and Sales Meeting
- Submit Property to Compass Catch, Compass OC IG, Compass California IG
- View listing Insights, make final adjustments before posting to MLS Monday
No showings allowed — Can market for 1 business day — No DOM

STAGE 2 — MLS Coming Soon Launch

- List property on MLS Coming Soon, continuing to build SEO for your listing
- Continue to market property through social media, digital ads, email blasts, sign on the property etc.
- Continue to monitor listing Insights
No showings allowed — Can market for up to 21 calendar days — No DOM

STAGE 3 — MLS Active Launch

- Create ongoing Social Media Posts for Instagram & Facebook
- Run a 2 week Compass Digital Ad
- Create Just Listed Email Blast and send to curated list
- Create and send a Just Listed Postcard to farm of relevant neighborhoods
- Use Network Tool to connect with agents with experience selling similar properties
- Discuss new listing at Sales Meeting
- View Listing Insights to ensure we are driving the right results and pivoting when necessary
- Submit Property to Compass Catch, Compass OC IG, Compass California IG
- Partner with Marketing Advisor for further strategy and paid publication opportunities

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compass.com