

# Maximize The Value of Your Home

**Compass Concierge** is the hassle-free way to sell your home faster and for a higher price. From staging to renovation, our exclusive Concierge program transforms your home with zero upfront costs and no interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

## Key services include

- Fresh paint
- Strategic staging
- Updated HVAC
- Updated plumbing
- Cosmetic renovations
- Decorating
- Landscaping
- Custom closets
- Moving support
- Storage support
- Roofing repair
- Upgraded electrical
- Structural fencing

# Pre-Marketing Your Home

Drive buyer interest and buzz with **Compass Coming Soon**, which affords prospective buyers a glimpse of your home before it officially comes on the market.



BEFORE



AFTER

**EARLY TO LIST MEANS EARLY TO SELL**  
Listing your property first on Compass Coming Soon can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

**GET TWICE THE EXPOSURE**  
Coming Soon creates two separate opportunities to launch your property: first on Compass.com, and then later when the listing goes live on the MLS and aggregate sites.

**GET FEEDBACK, FAST**  
Testing the market with Coming Soon helps your listing to perform even better, once it opens to the public. You gain invaluable insights on pricing, photos, and positioning.

# LIV Partners Guide to Selling your Home

COMPASS



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 **LIV**  
PARTNERS



# Seller Timeline

## 01 Setting the Stage

From applying a fresh coat of paint to rearranging furniture, V Partners will work with you to ensure the property is visually ready for showing. Your V Partners will prepare to market your property. Preparations might include scheduling a professional photoshoot, commissioning an illustrative floor plan, organizing professional staging, and writing a listing description.

## 02 Coming Soon

V Partners will network and market the property before "going live" to drive interest among prospective buyers and their agents.

## 03 Going Live

For the duration of the selling process, your property will be showcased on Compass.com and shared across our 100+ partner sites.

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## 04 Spreading the Word

V Partners will develop and execute a marketing plan. The Compass marketing team produces beautiful print collaterals to strategically showcase your property. Eye-catching property signs are produced and placed outside your property.

## 05 Making Connections

V Partners continuously averages professional contacts to find ideal buyers, brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

## 06 Building a Strategy

V Partners conducts an assessment of the market response within the first few days of your listing. Feedback from agents and buyers is aggregated, and the listing strategy can be revised if necessary.



## 07 Measuring Success

V Partners provides frequent updates and continuous traffic metrics.

## 08 Optimizing the Offer

Following an offer, V Partners contacts all interested parties, reviews the offer terms, and communicates a counteroffer options with you. The contract is negotiated and accepted, and the transaction summary is circulated to all parties.

## 09 Negotiating the Details

V Partners observes and records all contingency periods throughout the pre-contract stage. A property appraisal and home inspection take place, and any further negotiations are managed. All financial and supplemental information is collected and submitted to the managing agent.

## 10 Completing the Close

A date is set with the closing company; meanwhile, V Partners will provide resources for repairs, moving details, and transfer of utilities. V Partners will arrange the final walk-through and finalize the closing, at which time the keys are handed over to the buyer.

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# Key Terms

**APPRAISAL**  
Assessment of the property's market value, typically done for the purpose of obtaining a Mortgage.

**LOAN OFFICER**  
The loan officer represents a financial institution and provides a loan to the buyer.

**PRE-OFFER INSPECTION**  
A pre-offer inspection is an inspection of the home before you make an offer. It's a way to make your offer stronger in a competitive market.

**PRIVATE ATTORNEY**  
You can seek outside legal counsel on the contract. In our area, most buyers don't hire their own legal counsel, however you are always welcome to do so.

**APPRAISER**  
The lender will hire an appraiser to place a value on the property before approving your loan.

**EARNEST MONEY DEPOSIT (EMD)**  
A good faith deposit the buyer makes with an offer to show that you are serious about buying the property. In exchange, the seller agrees to stop marketing the property.

**INSPECTION**  
An expert conducts a formal review of the property to find visible issues that need to be repaired. You can make your offer contingent on an inspection or conduct a pre-offer inspection to make your offer stronger.

**INSPECTION CONTINGENCY**  
You can make your offer contingent on a home inspection. If the inspection uncovers issues, we can determine the best way to move forward.

**COMMON CHARGE**  
Monthly maintenance fee paid by condo owners. Property taxes are not included in the common charge.

**CONTRACT DEPOSIT**  
A percentage of the agreed-upon purchase price paid by the buyer at the time of signing the contract.

**CO-OP SHAREHOLDER**  
Owner of a co-op unit, since what they are actually purchasing are shares of stock in the co-op corporation.

**DEBT-TO-INCOME RATIO**  
The percentage of an individual's monthly gross income relative to the amount of debt owed.

**ESCROW DEPOSIT**  
Deposit of funds to be transferred upon completion of the deal.

**FINANCIAL STATEMENT**  
A formal record of a year's financial assets, debts, and abilities.

**FLIP TAX**  
A tax levied by a co-op and paid by the seller when a sale is made. They are designed to generate funds for the co-op's cash reserve.

**MAINTENANCE FEE**  
Fees paid by co-op shareholders that contribute to building operations.

**SETTLEMENT COMPANY**  
The settlement company, also called a title company, ensures the contract is fair to all parties and manages the money throughout the process. Working with V Partners, the buyer hires the settlement company, which is paid through the closing costs.

**SPECIFIC TESTS**  
Tests like radon and termite require separate contingencies in your offer. V Partners can walk you through your options.

**WALKTHROUGH**  
The buyer reviews the house just before closing to make sure everything is in the same condition and that all home inspection items are fixed.

**LIEN SEARCH**  
A background check on the property and the seller to ensure there are no outstanding debts or claims upon the property.

**POST-CLOSING**  
The amount of cash the buyer must have on hand after deducting the down-payment and closing costs.

**PRE-APPROVED**  
Advanced approval from a bank or other lending institution for a home mortgage.

**PRE-QUALIFIED**  
Potential buyers provide an overview financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for.