

# 5 Steps to a successful home sale

From staging to signing, discover how  
Compass streamlines the seller experience.

COMPASS



At Compass, we strive to deliver a modern, seamless sale. From fronting the cost of home improvements to using our tools to target the right buyers, every facet of our five-step sale strategy is designed to sell your home faster and for more money.

## 1 Preparing your home for sale

Exclusive to our clients, Compass Concierge fronts the cost of services to prepare your property for market. Whether it's staging, painting, moving and storage costs, cosmetic renovations, or landscaping, your Compass agent will work with you to assess every opportunity to elevate your home's value and improve your seller experience.

## 2 Testing the market

Compass Coming Soon affords prospective buyers a glimpse of your home before it officially comes on the market. Listing your property first on Compass Coming Soon can build anticipation among potential buyers, drive up its value, and shorten the sales timeline once it goes live.

## 3 Marketing your property

Once updates are complete, we'll create beautiful custom marketing collateral to showcase your home's most compelling features. Additionally, we have access to the industry's finest photography, videography, and copywriting vendors who can bring your listing to life.





## 4 Dig deep with real estate technology

With the Compass Network tool, we can identify active brokers who have sold similar homes in the area and invite them to exclusive broker's open houses. Additionally, we can utilize the Compass Insights dashboard to understand which marketing efforts are working, and reach out to new prospects using the Compass CRM.



## 5 An easy closing is a Compass closing

Once your listing has successfully sold, we will work with our in-house transaction team to complete all final steps and ensure that any Concierge costs are deducted in a seamless fashion.

## The result?

A swift and seamless sale that delivers the greatest return possible on your investment.

COMPASS

At Compass, we empower our agents with data-driven technology to deliver a modern seller experience.

Since launching in 2012, we've assembled a robust team of experts — agents, software engineers, strategists, and marketers — to simplify the process of buying and selling a home. Now a top-five brokerage in cities nationwide, we're delivering on our promise from coast to coast.



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