

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.

Create Early Demand

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

Drive Buyer and Seller Excitement

By creating visibility for your home early on, you can start engaging your network. 2.4x more potential buyers will attend the open house of a Compass Coming Soon listing.

Get More Exposure

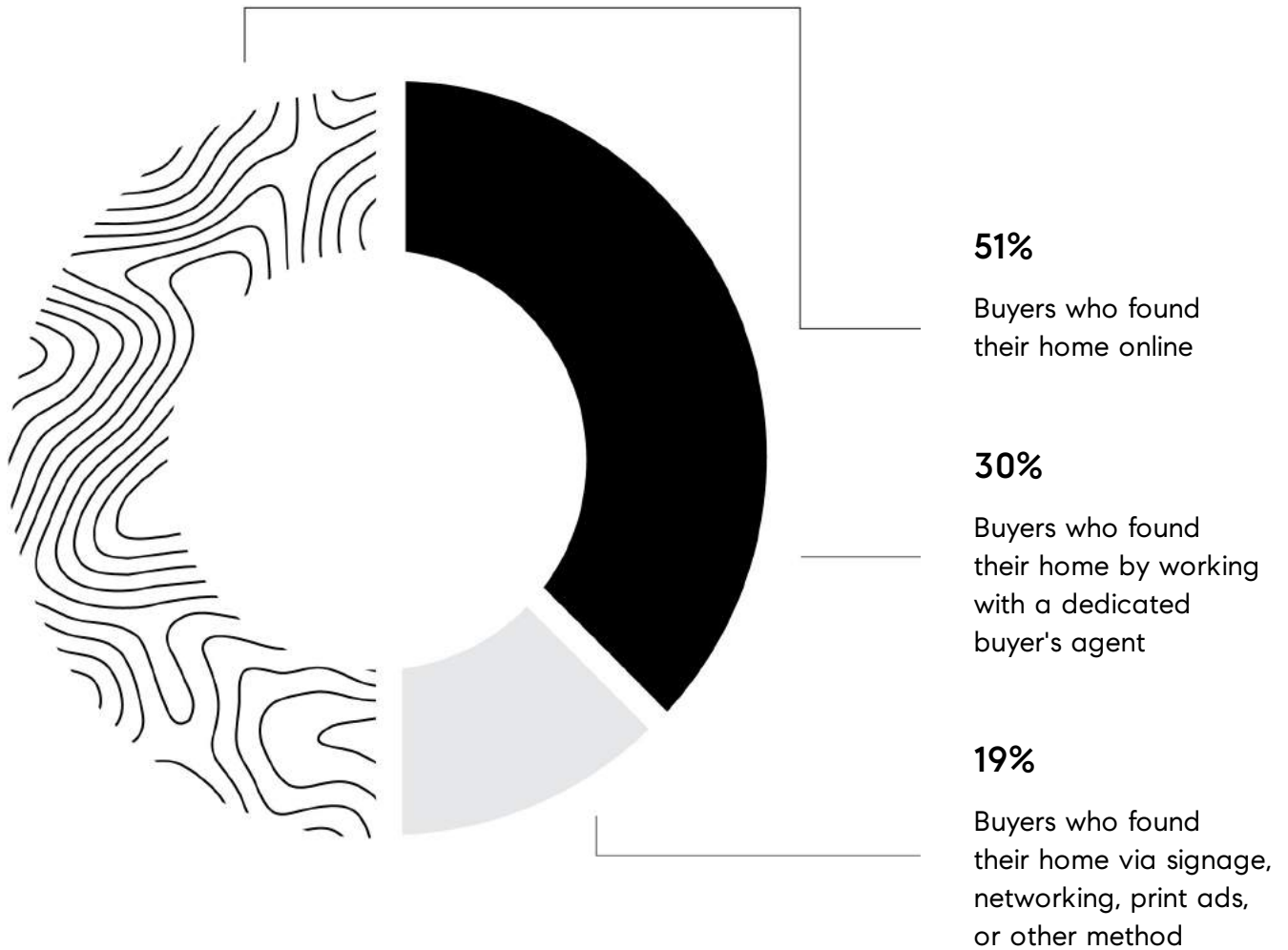
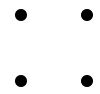
Tap into our Google search advertising to build momentum. We reach prospective buyers precisely when they're searching to help maximize traffic.



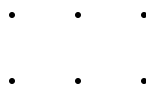
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Sourcing Your Buyer

The next owner of your home could be searching for properties anywhere. That's why I'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.

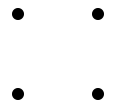
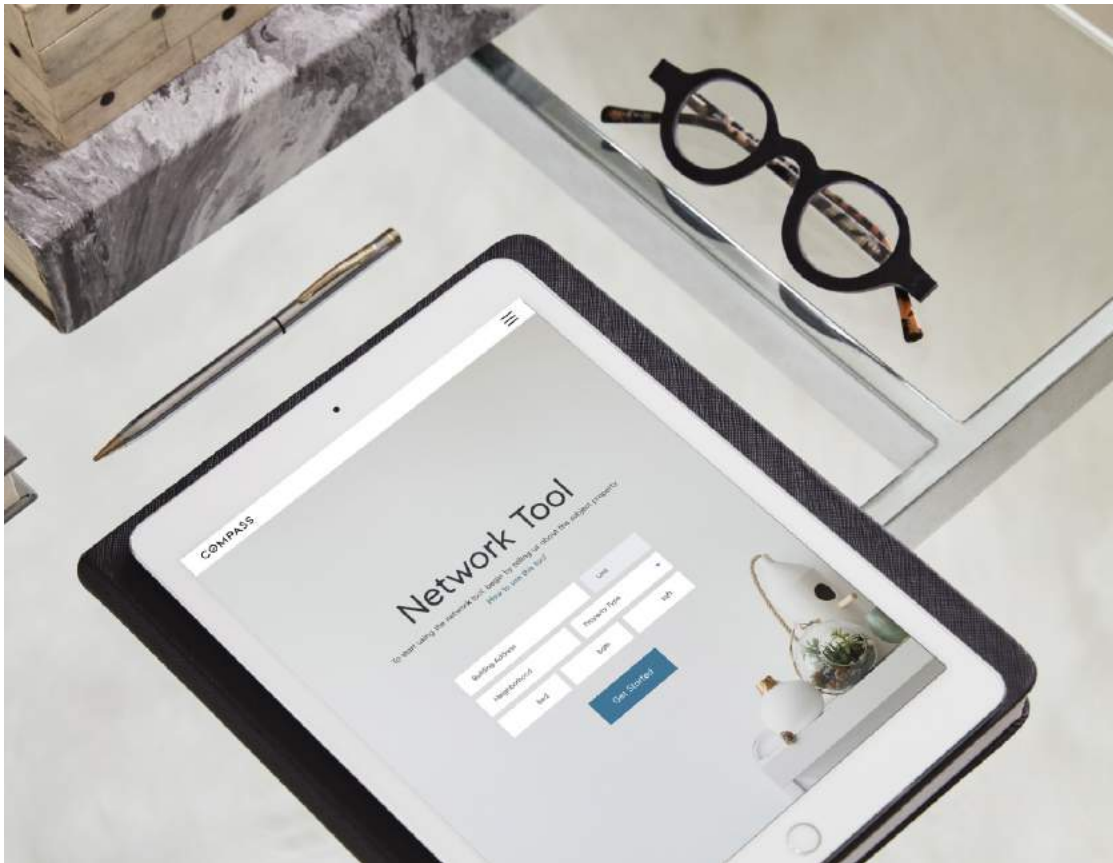


Source:
National Association of Realtors, 2018



Networking Capabilities

Aided by state-of-the-art Compass technology, I'm strategically connected to the market's entire brokerage community.



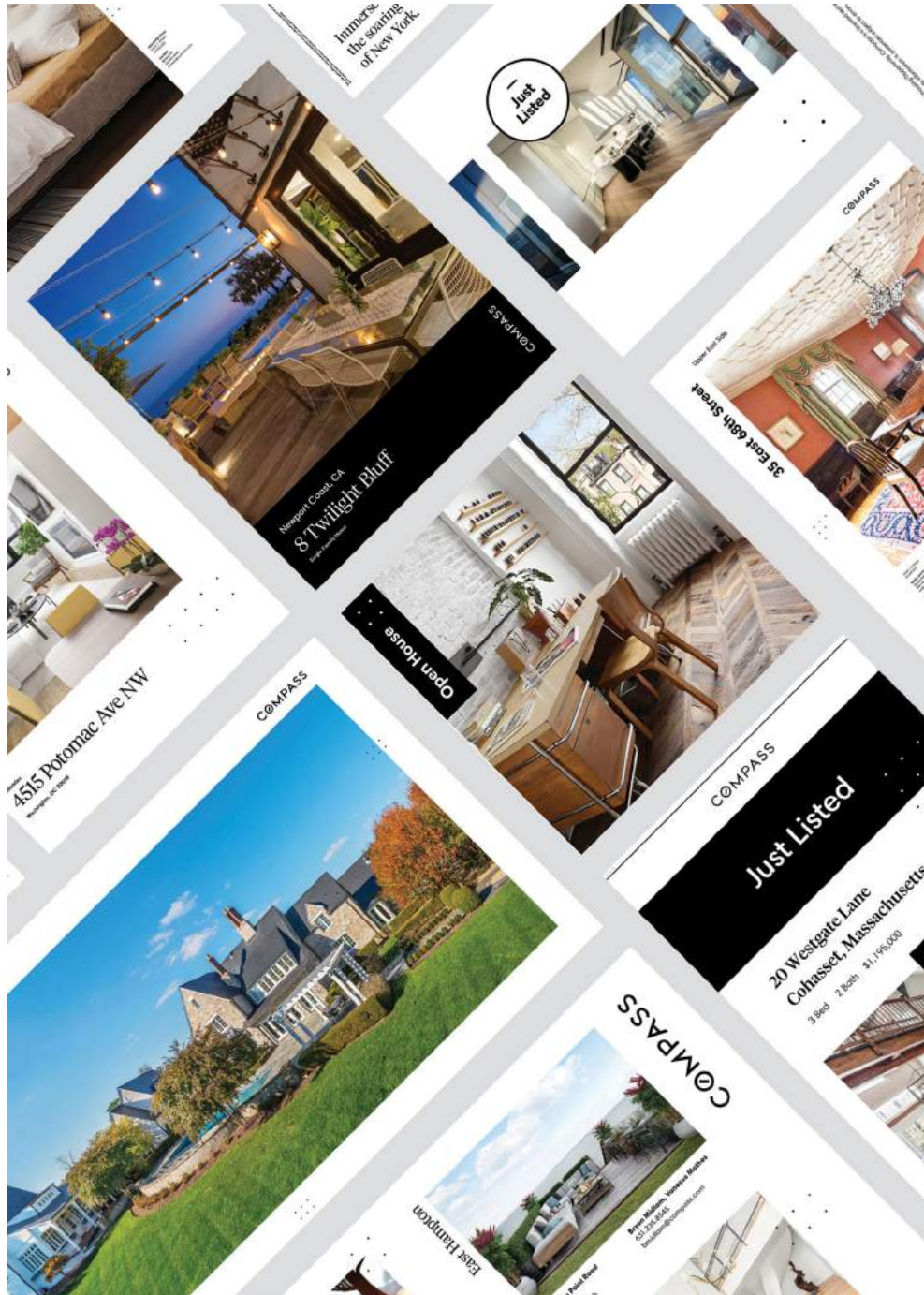
Unprecedented reach

- • Using the Network tool, I can analyze your property across 350+ parameters to determine similar sold listings, identify the right brokers, and correspond with ideal prospective buyers through a series of email campaigns and targeted outreach.
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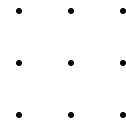
Print Materials

Every single Compass marketing piece — from multipage brochures to custom mailers to open house handouts — creates a cohesive story around your property and elevates it to luxury status.



Formats

- Postcards
- Notecards
- Bi-folds
- Mailing Brochures
- Tri-folds
- Gate-folds



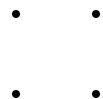
Open House Events

There's no better way for buyers to experience a home's merits than in person. Our seamless, well-conceived open houses invite them to truly connect with the space.



45%

The percentage of buyers who attend open houses over the course of their search process



Digital Presence

At the forefront of modern marketing, Compass takes a multi-pronged approach to the digital promotion of your property.



MANSION GLOBAL.
ONLY THE EXCEPTIONAL



The New York Times

THE WALL STREET JOURNAL.

Ytrulia

Zillow

COMPASS

1.9M+

Average monthly page views on Compass.com, where your property's critical selling points are presented via an intuitive, searchable platform

800+


Partner websites to which your listing is automatically syndicated for maximum digital coverage

Email Marketing

Communication plays a critical role in the swift and successful sale of your home. Compass pairs well-designed email design with data-driven targeting to ensure your listing arrives in precisely the right hands.

On the Market

COMPASS






[View Listing](#)

5030 Brook Hollow Court

3 Bed | 2.5 Bath | \$599,000

Here lies tranquil living, studded among the trees, on a quiet street in one of Concord's finest living communities—Live Oak



[View Listing](#)

Eye-catching design

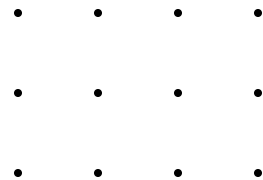
Our crisp, clean aesthetic beautifully frames your images and listing details.

Intelligent targeting

A variety of layouts lends itself to both consumer-facing and broker-facing messaging.

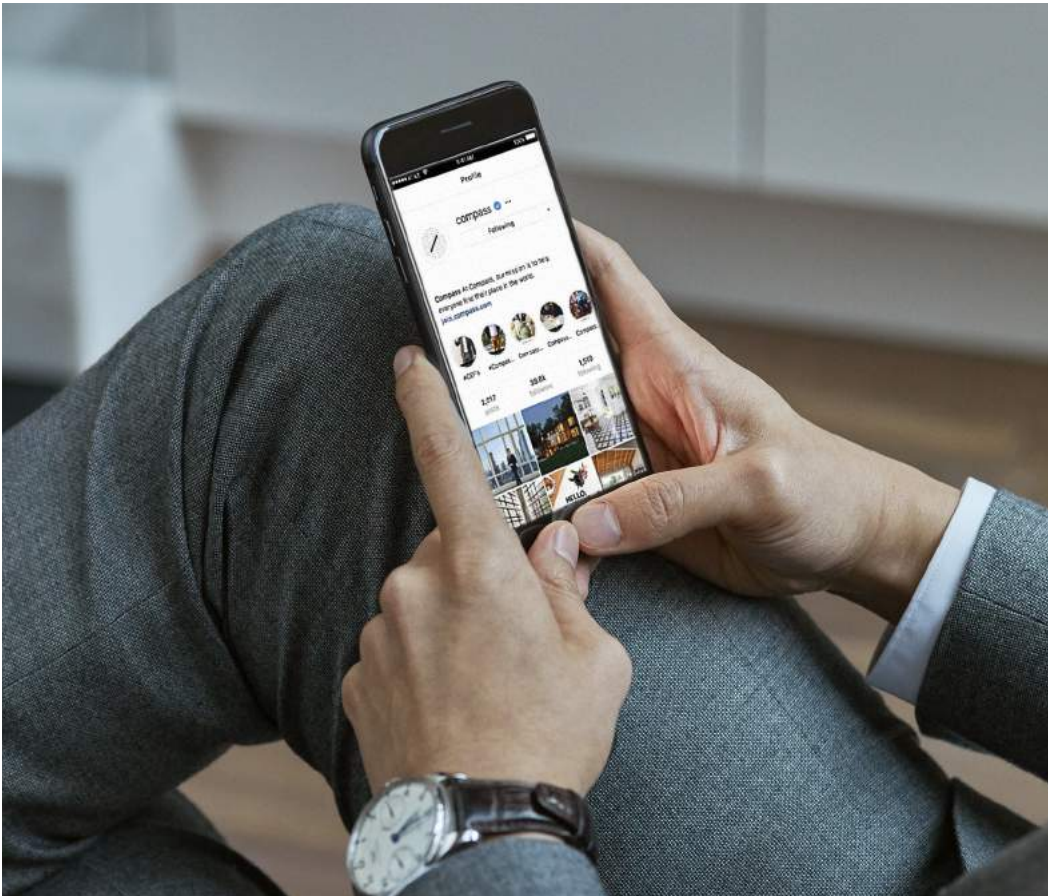
Mobile optimization

With so many buyers viewing email on their phone, our scrolls are designed for both platforms.



Social Media

We engage brokers and buyers every day across five dynamic platforms. With this suite of promotional opportunities, your home will be spotlighted in a real-time, relatable, and quantifiable way.



7M+

Instagram impressions in 2018

2M+

Views on Compass YouTube channel

160K+

Our following across all social media platforms



Unmatched Resources

Supported by a dedicated, in-house social media team, I'm able to stay on the leading edge of social media strategy.

Strategic Audiences

I have access to an exclusive list of social media stars, putting your home in front of their influential followers.

Dynamic Storytelling

With listing promotion accounting for 75% of our company's social content, we highlight our exclusives with a mix of interior images, press mentions, listing videos, and client features.

Social Presence

In addition to community and industry connections, my network extends to the digital sphere. By investing in stunning images, serviceable tips, and intelligent targeting, I've cultivated a thriving social media following — all the better to broadcast your listing.



 @MarcoVaticano

 @MarcoVaticano

<900 Followers

200+ Views on Daily Story

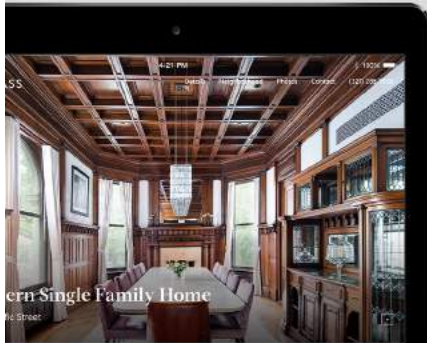
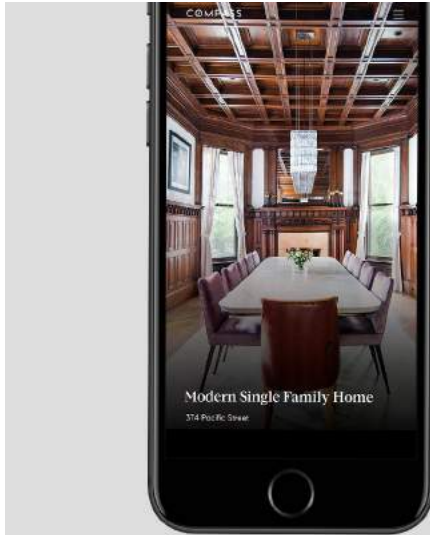
Lifestyle Brand that resonates with local sellers and buyers



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Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.

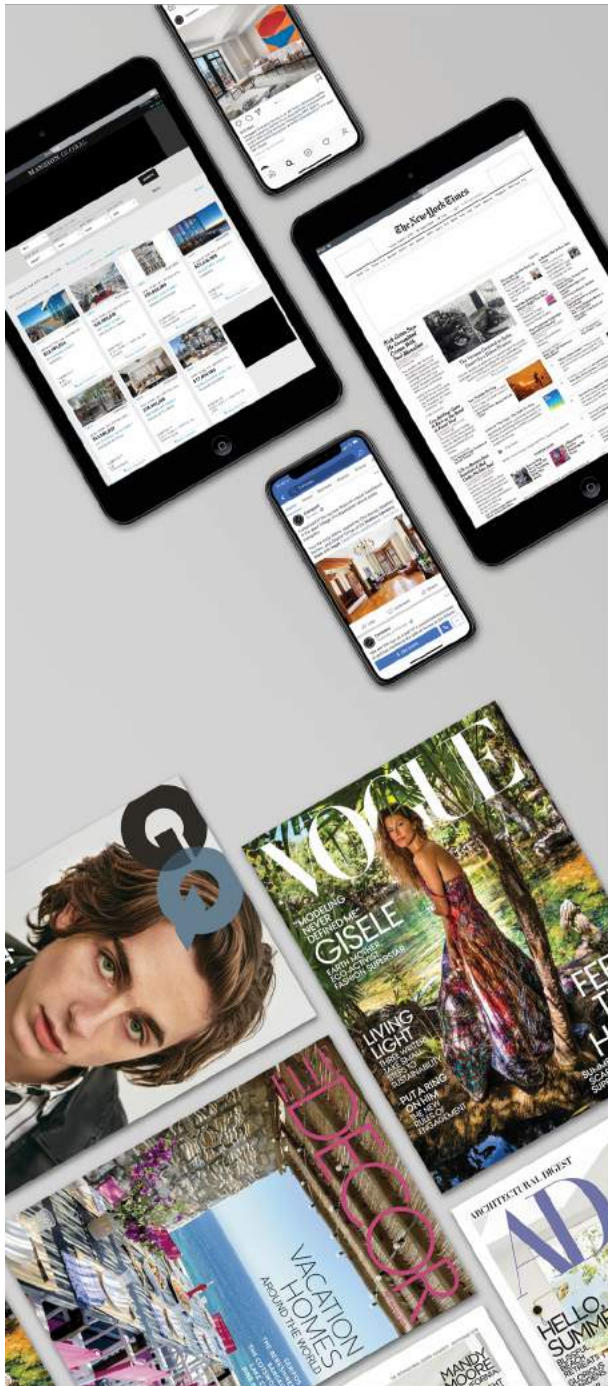


"This limestone mansion is certainly one of our city's most spectacular homes."



National Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.



Digital

Facebook

1.4B
Daily active users
worldwide

\$4.3B
Average quarterly
advertising revenue
(US & Canada)

Instagram

77.6M
US users

1B
Monthly active users

The New York Times

119M
Unique readers worldwide

97M
US readers

\$95K
Median HHI

Mansion Global

2.3M
Unique monthly users

\$418K
Median HHI

50%
Visitors who plan to buy/build
a home in the next year

Print

Architectural Digest

4.5M+
Unique readers worldwide

\$46B+
Total audience spend on home

\$106K+
Median HHI

Vogue

11.9M+
Print readership

1.2M+
Circulation

6.7M
HHI \$100K+

Elle Decor

559K+
Circulation

\$100K+
Median HHI

44%
\$200K+ Median HHI

GQ

7M
Circulation

18M
Total Reach

6M
\$100K+ HHI