



New York City



THE GOLAN TEAM

COMPASS

# Seller's Guide

New York City is one of the most diverse and competitive real estate markets in the world, and we understand that making the decision to sell a home here can be a particularly overwhelming experience. Achieving the optimal return on your investment requires planning and preparedness.



01

## Setting the stage

From applying a fresh coat of paint to rearranging furniture, your agent ensures that the property is visually ready for showing. Your agent will schedule a professional photo shoot, commission an illustrative floor plan, and prepare a listing description.

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## Going live

The listing is broadcast on Compass.com and sent across our 100+ partner sites for the duration of the selling process.

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## Spreading the word

The Compass marketing team produces beautiful print collateral to strategically showcase your property. Your agent develops and executes an intelligent, effective paid marketing plan in relevant publications. Eye-catching property signs are produced and placed outside your property.

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## Making connections

Your agent continuously leverages professional contacts and the Compass Network Tool to find ideal buyer brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

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## Building a strategy

Your agent conducts an assessment of the market response within the first 30 days of your listing going live. Feedback from agents and buyers is aggregated, and the listing strategy revised if needed.

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## Measuring success

Your agent provides bi-weekly 1:1 updates and provides continuous traffic metrics.



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## Optimizing the offer

Following an offer, your agent contacts all interested parties, reviews the offer terms, and raises all counter-offer options with you. The contract is negotiated and accepted, and the transaction summary is circulated to all parties.

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## Finalizing the details

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.

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## Completing the close

The property appraisal and home inspection takes place. The closing date is set with the attorney. Your agent arranges the final walk-through and closing, at which time the keys are handed over to the buyer.





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 — engineers, analysts, strategists, and marketers — to simplify the process and enlighten buyers. Now a top-five brokerage in cities nationwide, we're delivering on our promise from coast to coast.



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