

Maximize your home's value with the Compass 3-Phased Marketing Strategy

COMPASS

PHASE 1 / LAUNCH AS A COMPASS PRIVATE EXCLUSIVE

Validate Pricing

Unlike traditional brokerages that immediately launch your listing to the public — exposing it to negative metrics like days on market and price drop history — Compass gives you a strategic head start. We showcase your home to a private audience first, allowing us to gather honest feedback on pricing with time to make adjustments before going public.

- Showcase your home to our nationwide network of top agents and their serious clients.
- Begin to generate buyer interest without risking public days on market or price drops that impact your home's value.
- You may secure a buyer willing to pay a premium for certainty and a less stressful transaction.

PHASE 2 / LAUNCH AS A COMPASS COMING SOON

Generate Early Demand

Publicly launch your property as a Compass Coming Soon exclusively on Compass.com. This allows you to build buyer anticipation and interest, while staying protected from days on market and price drop history.

- Receive key engagement insights on how agents and their buyers are interacting with your listing – data that is lost once it goes live on other public websites.
- Ensure all inquiries come directly to me rather than other agents who may prioritize their own listings and are unfamiliar with your home. Plus, listing as a Coming Soon on our website can help boost your ranking on Google.
- During this phase, you have greater control over your data, as photos of your home and personal information do not stay on the Internet.

PHASE 3 / LAUNCH ON ALL PUBLIC WEBSITES

Sell Better

Go live on all public websites with the right price and maximum demand gained by pre-marketing.

- Backed by a validated pricing strategy and early buyer demand, your home is positioned for an efficient, lucrative sale — delivering the best possible outcome when it goes live on all public websites.