

A full-page background image of a mountain landscape at sunset. The scene features several jagged, rocky mountain peaks with patches of snow, bathed in the warm, golden light of the setting sun. The sky is a deep blue with a few wispy clouds. In the foreground, a calm body of water reflects the mountains and the sky. A line of green trees and shrubs sits between the water and the mountains. A thin white vertical line runs through the center of the image, passing through the text.

COMPASS

# Jackson Hole



NOW, MORE THAN EVER,  
THE EXPERTISE OF A  
REAL ESTATE PROFESSIONAL  
MATTERS IN THE SALE  
OF YOUR HOME







WORK WITH COMPASS,  
THE #1 INDEPENDENT  
REAL ESTATE BROKERAGE  
IN THE COUNTRY

# We understand what it takes to sell your home.

Hi, I'm Robert, Founder & CEO of Compass. I started this company because my own mother is an agent — and I wanted to create a company that treats its agents as well as they treat clients like you.

I saw how hard my mom worked to make her clients' dreams come true and it filled me with an appreciation for the importance of home and the difference a talented, ethical professional can make in your real estate experience.

Our goal is to invite only the most well-respected and skilled agents to join Compass and then provide them with what my mom never had: a powerful technology platform, the highest levels of support, and a vast array of gorgeous marketing tools to reach the most qualified buyers — all to help serve *you* better.

**Our mission is to help everyone find their place in the world and we would be honored to help you embark on your next chapter.**

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin". The signature is written in a cursive, slightly stylized font.

Robert Reffkin, Founder & CEO



A network of top real estate  
agents ready to bring you  
your buyer.

\$150B+

2020 Sales volume

350+

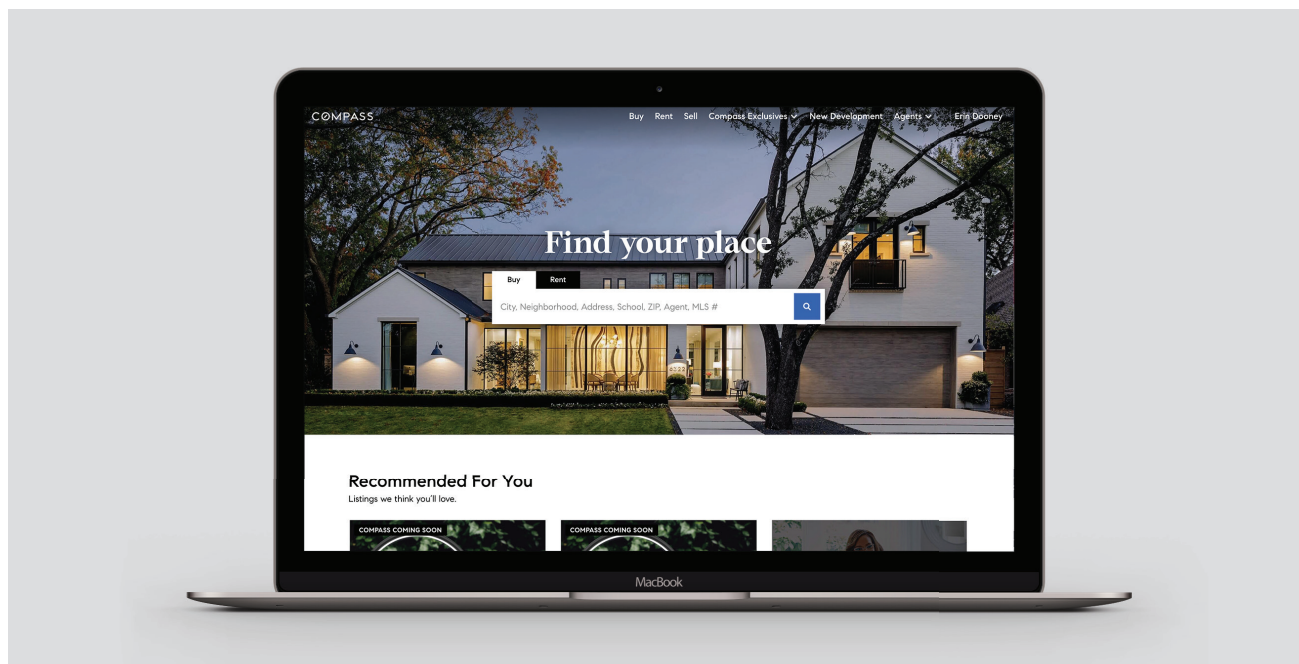
Offices

19K+

Agents



# Everyone gets a first impression... Compass gets billions.



## 250M+

Annual website  
and social media  
impressions\*

### Digital Reach

Our digital  
footprint  
attracts potential  
buyers to  
your listing.

## 1.4M+

Annual unique  
international users  
on compass.com\*\*

### International Reach

Our website drives  
international buyers  
to homes like yours  
through curated  
presentation and  
artificial intelligence.

## 105B+

2020 PR  
Impressions\*\*\*

### Media Reach

Our in-house media  
team works with top  
publications to share  
compelling narratives  
about your home with  
your target buyer.

\*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

\*\*Sourced via Google Analytics, 11.2020–12.31.2020.

\*\*\*Sourced via Meltwater, 11.2020–12.31.2020.



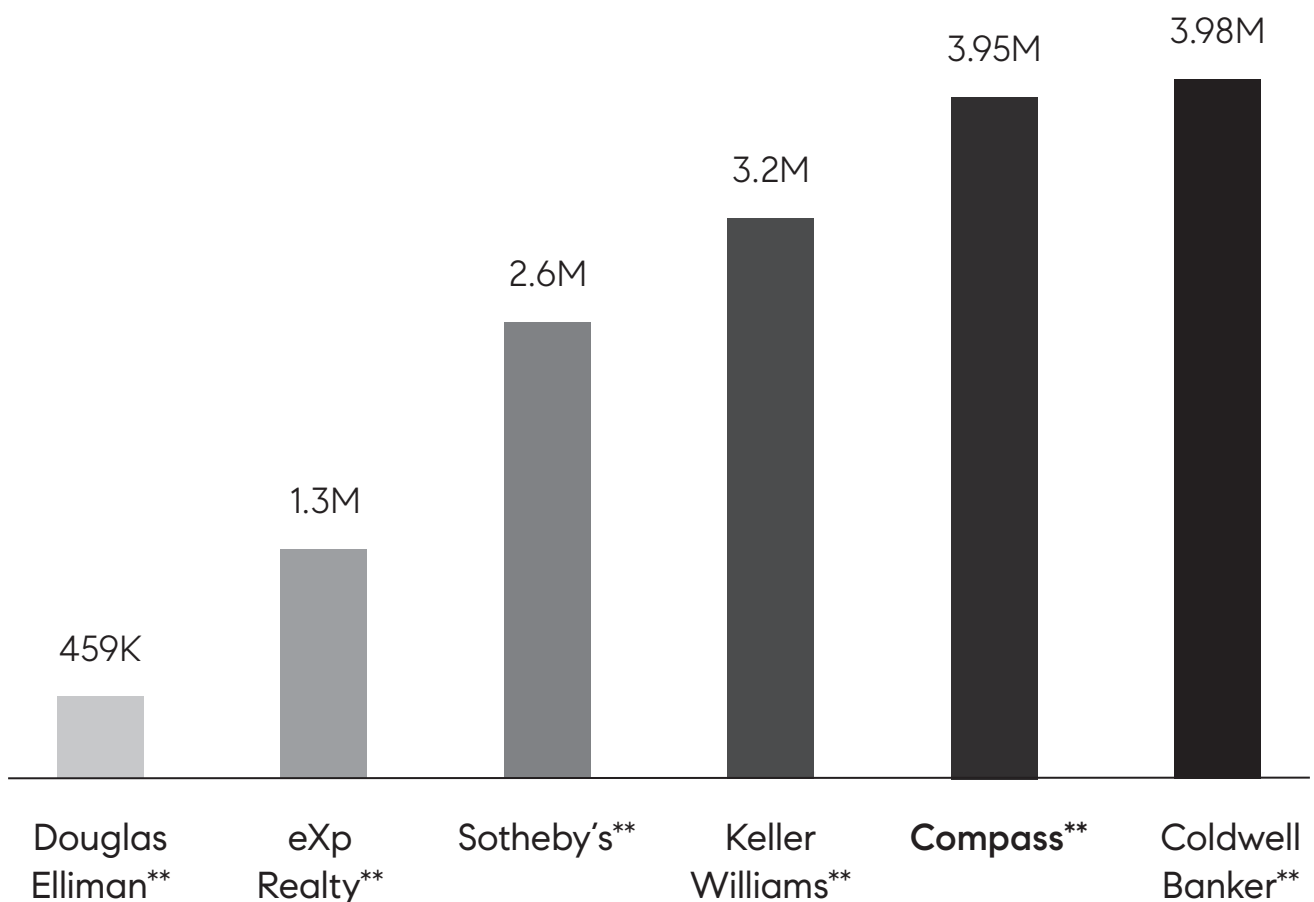
# Your Buyer Follows Compass

# #1

Real estate website in 2019 + 2020,  
*Webby Awards People's Voice Winner\**

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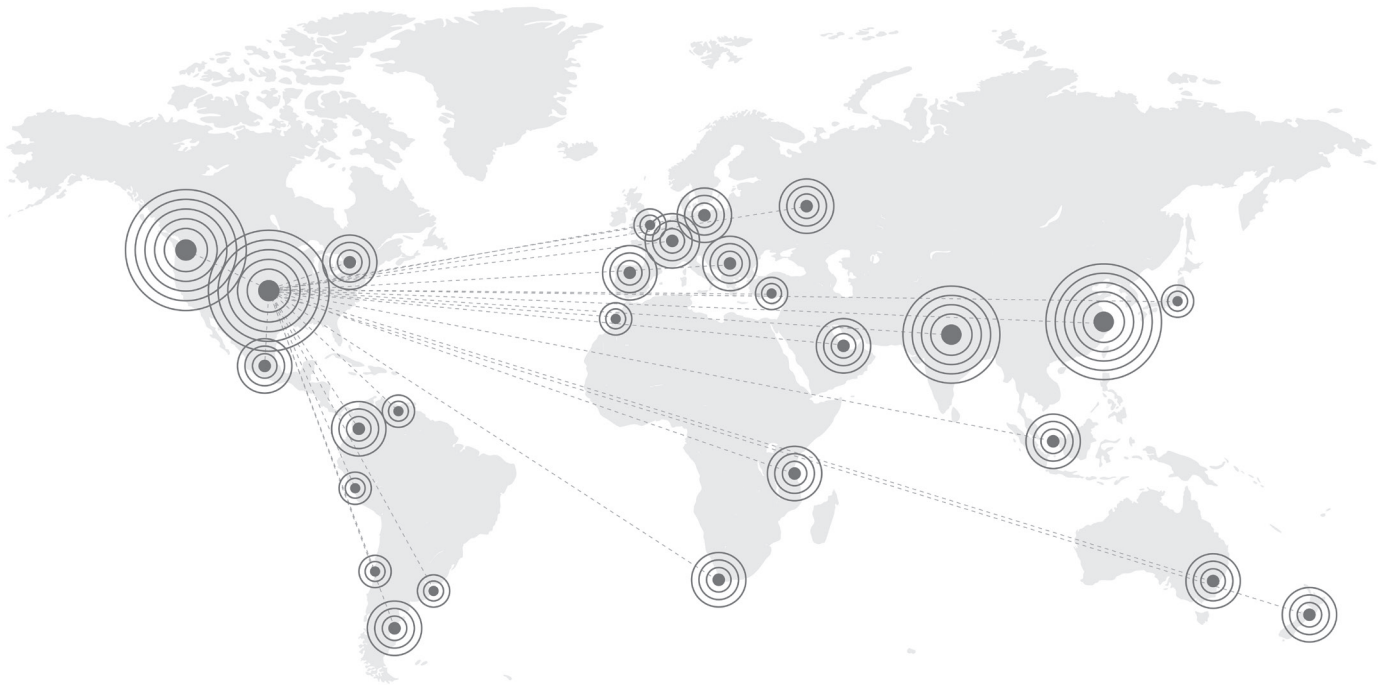
## Monthly Website Visitors



\*The Webby Awards  
2019 (winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass).  
2020 (winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass).  
\*\* Website traffic sourced via SimilarWeb, 12.1.2020–12.31.2020.

# Sharing Your Home Globally

Instantaneously reach millions of potential international buyers on a vast network of trusted sites.



# 165M+

Annual international buyers reached\*

# 60+

Countries your home syndicates to\*

# 100+

International portals your home syndicates to\*



# Morgan Stanley and Compass Marketing Partnership

We connect high-net-worth individuals to your property.

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Compass has partnered with  
Morgan Stanley to showcase your listing to

# 140K+

Morgan Stanley Reserved clients.\*

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**Morgan Stanley's Reserved client network consists of:**

- More than 140,000 global clients currently enrolled in the program\*
- Clients with over \$2M invested with Morgan Stanley on average\*
- Clients that have spent almost \$800M through the Reserved program\*
- Affluent and international clients, many of whom have vacation homes in addition to their primary residence

Explore the world of Reserved  
Living & Giving at [msreserved.com](https://msreserved.com)

Morgan Stanley | COMPASS

\*Sensei Marketing Data as of 2020 YE

Clients with \$1 million+ in assets and liabilities at Morgan Stanley are eligible to enroll in the Reserved Living & Giving program. Clients with \$10 million+ in assets and liabilities qualify for our highest tier, Signature Access, which offers additional benefits tailored to our most affluent clients including world class concierge services in Art Advisory, Private Health Advisory, Cybersecurity, and bespoke travel services. Morgan Stanley Reserved Living & Giving is a tiered complimentary loyalty program that rewards Morgan Stanley's most valued clients. Morgan Stanley Smith Barney LLC reserves the right to change or terminate the Reserved or Signature Access program or partner offers at any time and without notice. Reserved and Signature Access program participant qualifications are reviewed periodically to confirm that they continue to qualify for this program. Not all offers are available to nonresident clients. Signature Access, the highest tier of the Reserved Living & Giving program, is part of Morgan Stanley Lifestyle Advisory. This tier features products and services that are provided by third-party service providers, not Morgan Stanley Smith Barney LLC ("Morgan Stanley"). Morgan Stanley may not receive a referral fee or have any control concerning the delivery of such products or services. Please perform a thorough due diligence and make your own independent decision.

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# REALM™

POWERED BY HUMAN CONNECTION

REALM is a collection of the most accomplished real estate professionals ever assembled. Every member of REALM has access to other trusted real estate professionals, whose vetted clients match your property. Members have the opportunity to collaborate with the elite network of agents REALM has built, to ensure your property receives the highest level of exposure and professional service.

## RELATIONSHIP TECHNOLOGY

- Unlimited Clients & Client Profiles
- Enhanced Client Information
- Unlimited Listings
- Unlimited Qualified Buyer Matches
- Access to REALM Marketing Intelligence
- Data Feed Integration
- Prioritized Support

## CLIENT REACH

- Access to 2.7 million HNW and UHNW WealthX Dossiers
- Global client network through trusted advisors
- Custom generated buyer client marketing profile
- Networking Forums to spotlight individual properties and high-potential buyers

## CONCIERGE LEVEL SUPPORT

- Enhancing client-agent relationships
- Ensuring properties get the highest level of exposure
- Guiding agents on networking and relationship opportunities

REALM is a collection of the most accomplished real estate professionals ever assembled.







LET'S TAKE A LOOK  
AT OUR PLAN TO  
SELL YOUR HOME

# Our Step-by-Step Plan

## What to Expect

As your trusted advisor, I'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

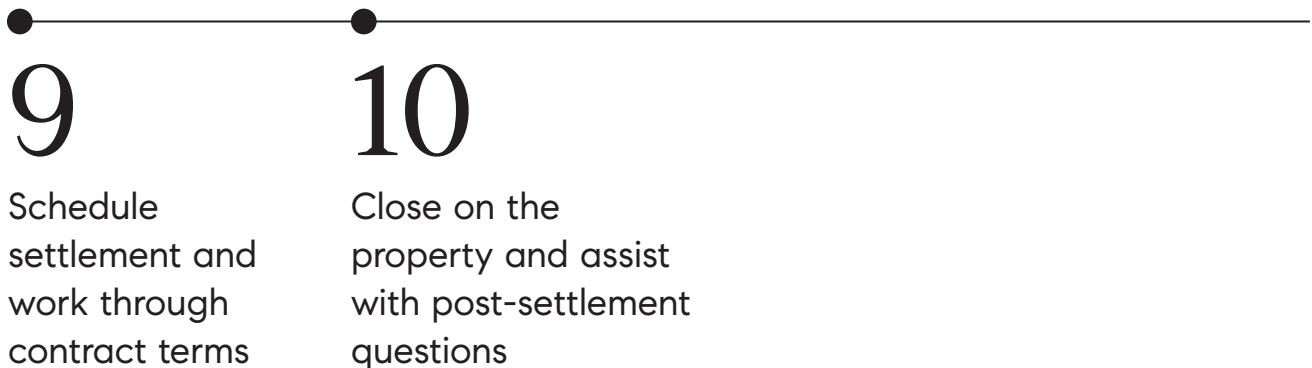
### PRE-MARKET



### ON-MARKET



### CLOSING



# Getting Your Home Ready to Sell

Your home only has one chance to make a great first impression and we are here to guide you every step of the way. Together, we can focus on identifying and making improvements that will enhance the marketability of your home and stage it to appeal to potential buyers.

Data from the latest Cost vs. Value report from Remodeling Magazine and the National Association of Realtors® estimates a:

## 80%

Return on investment for minor kitchen upgrades\*

BEFORE



BEFORE



## 106%

Return on investment for new wood floors\*\*

AFTER | KITCHEN UPGRADES



AFTER | NEW WOOD FLOORING



\*2019 Cost vs. Value Report, Remodeling Magazine ([remodeling.hw.net/cost-vs-value/2019](https://remodeling.hw.net/cost-vs-value/2019)).

\*\*2019 Modeling Impact Report, National Association of Realtors® ([cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf](https://cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf)).



# Compass Concierge is the hassle-free way to sell your home faster and for a higher price.

From staging to renovation, we can leverage our exclusive Concierge program to prepare your home for the market with zero upfront costs or interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

## How it Works

1. Determine a budget and updates together, then apply for Concierge funds
2. Immediately receive your Concierge Card or request cash
3. Work with trusted vendors to complete home improvements
4. Repay at closing!\*

# 55%

Of Concierge listings sell within 60 days, compared to 33% of MLS listings\*\*

**Learn more at**  
**[compass.com/concierge](https://compass.com/concierge)**



Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Concierge Capital loans are provided by Notable Finance, LLC, NMLS# 1824748 and are made or arranged pursuant to a California Finance Lenders Law license. Loan eligibility is not guaranteed and all loans are subject to credit approval and underwriting by Notable. Compass is not a lender and is not providing loans as part of the Compass Concierge program.

\*Repayment can occur at any of the following times: Closing, when our listing agreement terminates, or when 12 months pass from your Concierge approval date.

\*\*Based on data from 5.2020–12.2020. MLS listings include all listings in markets where Compass currently operates. Data is sourced from regional MLSs and aggregated to create a comprehensive national dataset.

# Compass Concierge at Work

## A Concierge Case Study



BEFORE

1

Day on  
market

3x

Return on \$13K  
Concierge funds



AFTER

"My client was able to do over \$13,000 in renovations and we sold the home just a couple days after completion! My seller is grateful to have had Concierge as a cushion and to be able to have sold her home for top dollar during these unprecedented times."

MELANIE KATZ | AGENT | BOCA RATON



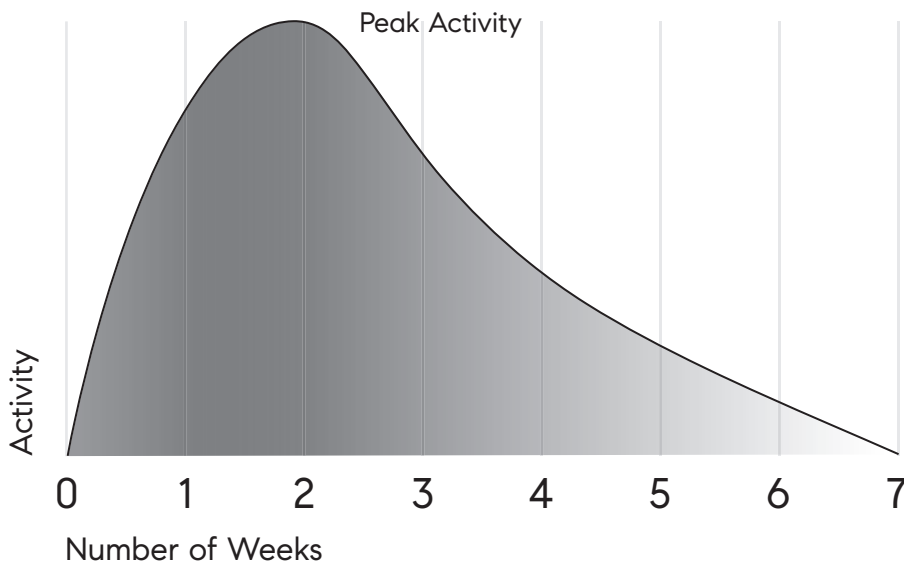
# The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home. Compass uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.



# Pricing Your Property to Maximize Buyer Activity

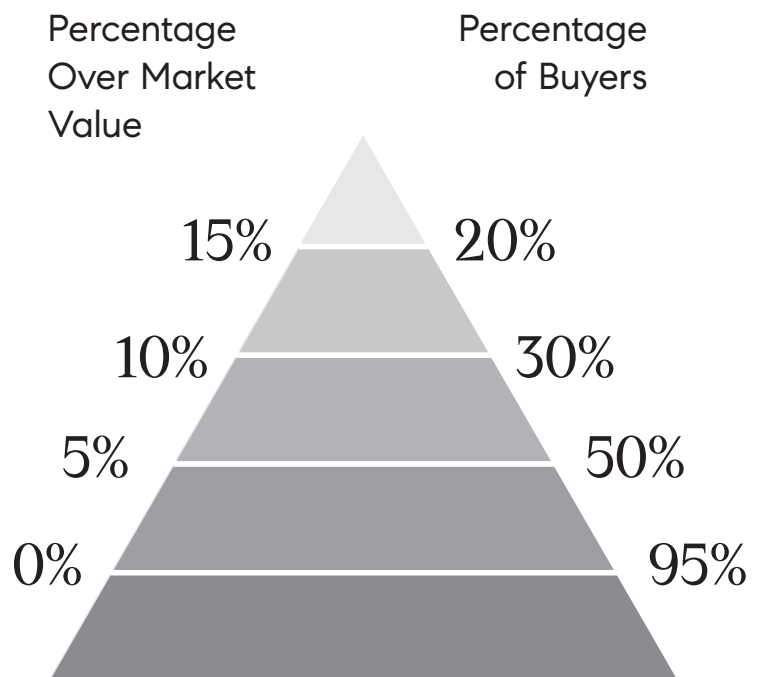
## Timing of Buyer Activity



A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize your home's position in the market.

## Attracting Buyers Using Competitive Pricing

Using competitive analysis, market research, and Compass' suite of AI-powered tools, we recommend a price for your property to generate the most activity and offers early on before buyers move on to newer listings.



If the asking price is too high, then the property appeals to fewer buyers.

# Our Exclusive Pre-Marketing Advantage

## Private Exclusive

A Private Exclusive listing is an off-market home that can be shared by a Compass agent with their Compass colleagues directly. Property details aren't disseminated and won't appear on public home search websites. Listing your home as a Private Exclusive allows you to control what information is shared — while still getting exposure to top agents at Compass.

[compass.com/private-exclusives](https://compass.com/private-exclusives)



## Coming Soon

Coming Soon gives us two separate opportunities to launch your property. We can list your home on compass.com before going live on aggregate sites to build anticipation among potential buyers, while pressure-testing our pricing strategy — all without accruing days on market.

[compass.com/coming-soon](https://compass.com/coming-soon)

# 2–3x

More views by consumers and agents\*

# 7%

Fewer days on market vs. listings that go straight to active\*\*

# ~19%

More traffic at an open house\*\*\*

Compass Coming Soon and Private Exclusives are subject to local MLS restrictions and not available in all markets. Local policy definitions may restrict how Private Exclusive listings can be shared between agents, even within the same brokerage. Where the programs are available, pre-marketing and listing strategies are independently determined by the client. Compass does not recommend one particular strategy or guarantee results.

Data refers to a comparison between MLS and Compass Coming Soon listings vs. listings that go straight to active.  
\*Viewership sourced via Compass.com 1/2020–8/2020.  
\*\*Days on market sourced via Compass.com 1/2020–7/2020.  
\*\*\*Open house traffic sourced via Compass.com 1/2020–9/2020.



# Leveraging Our Agent Network to Sell Your Home

As part of a network of the nation's top producing agents, I am strategically positioned to connect your home with qualified potential buyers everyday.

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## Compass Network Tool

Compass has developed an industry-first network tool that analyzes your property to identify and connect us with agents that have sold similar homes in your area.

## Workplace

Workplace is a national Compass platform where we can promote new listings and chat with Compass agents nationwide.

# A Multi-Channel Marketing Approach, Designed to Stand Out

From brochures and postcards to social media and emails, our marketing collateral effectively communicates your property's story and attracts more potential buyers.



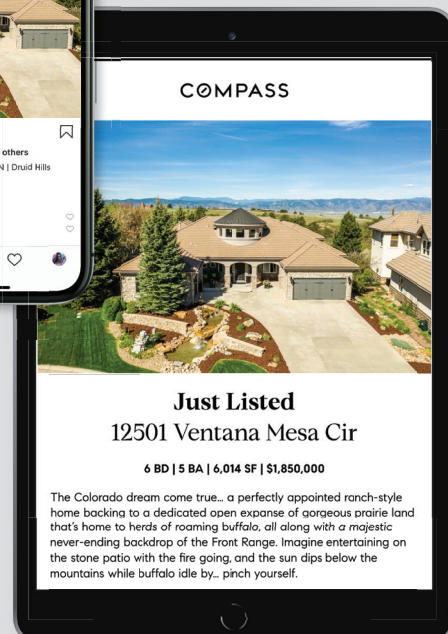
FLYER



POSTCARD



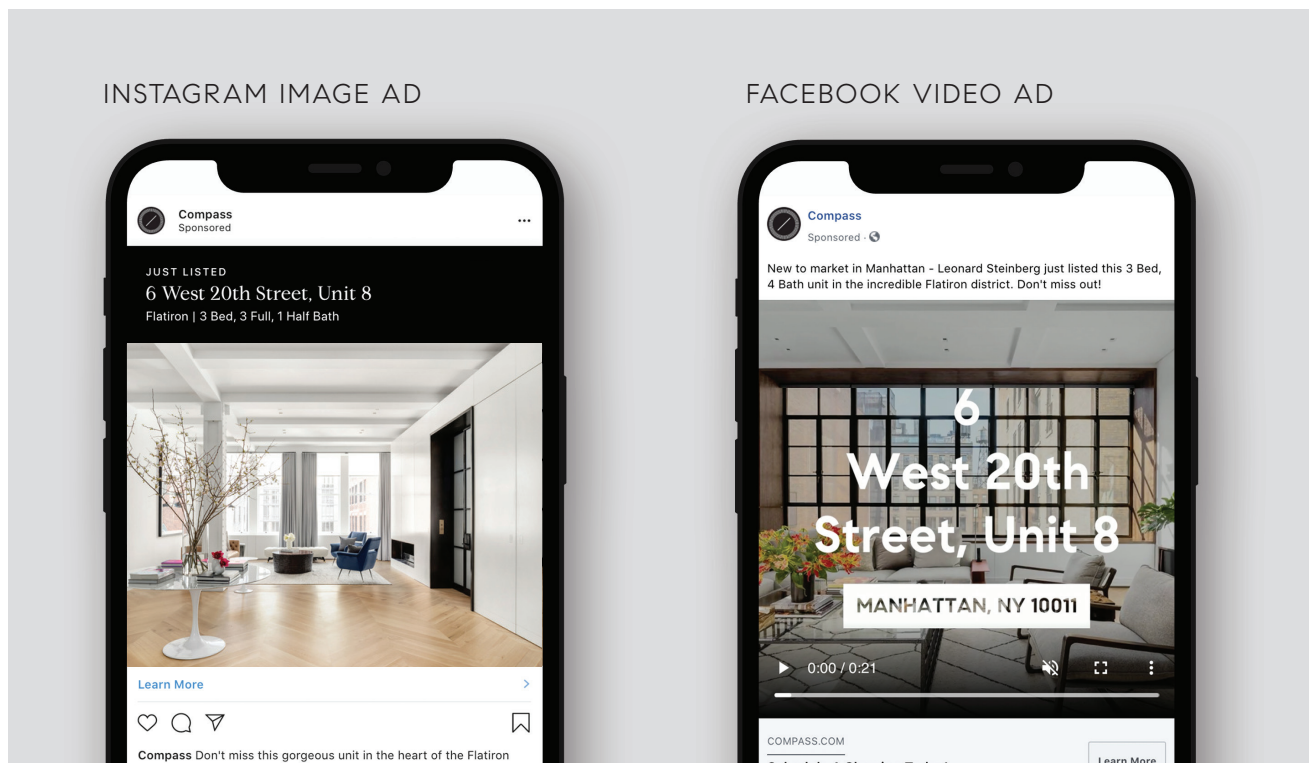
SOCIAL MEDIA



EMAIL BLAST

# Reach more prospective buyers with intelligent digital advertising.

By leveraging Compass' digital advertising tools and partnerships across social media and advertising throughout your listing process, we can generate demand to sell your home faster, and we meet potential buyers where they are, online.



## Proprietary Targeting

Compass helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.

## Optimized Performance

Compass tracks and measures the results of every campaign which allows for continued optimization.



# Engaging Open Houses

Whether it be in-person or a dynamic virtual tour, open houses are one of the most important ways buyers connect with your home.



## 59%

Of homebuyers attend an open house during the home shopping process\*

## 45%

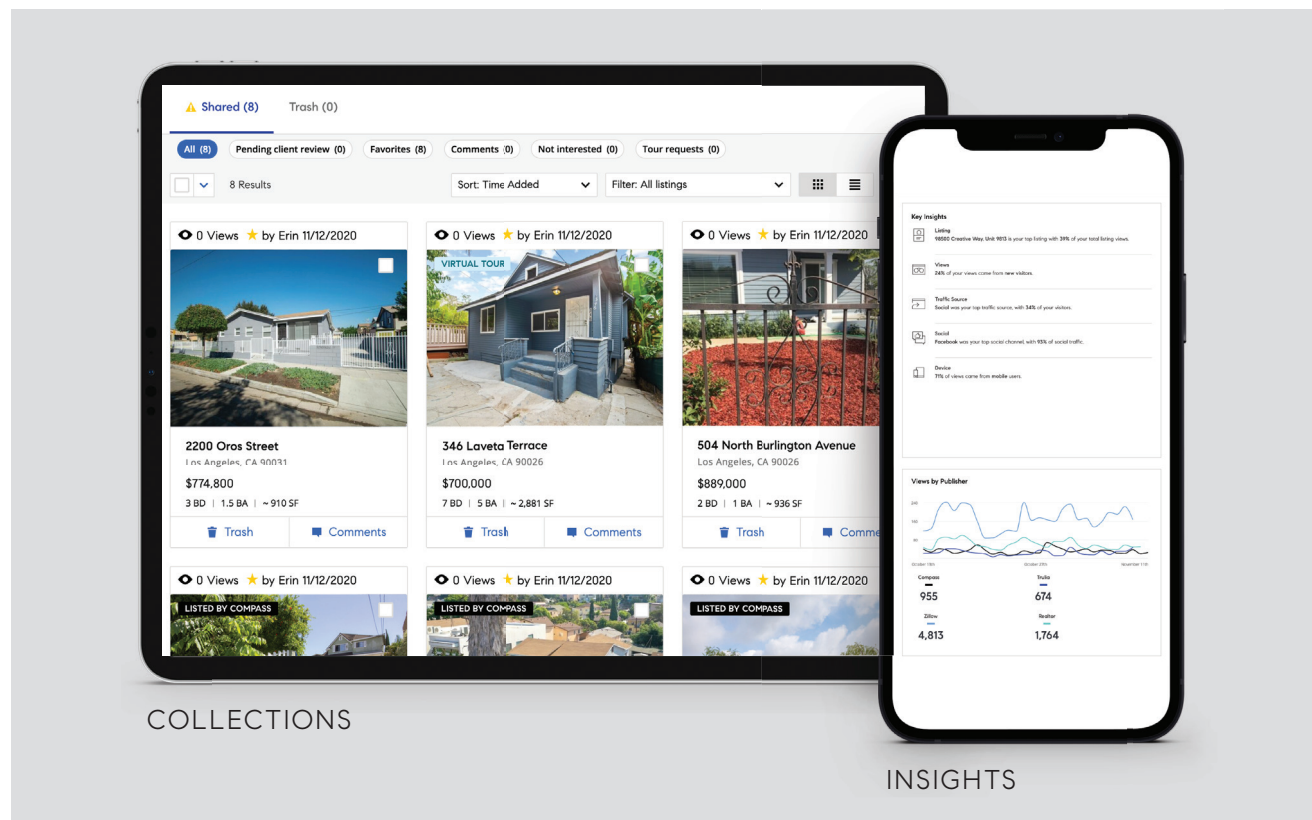
Of open houses have been virtual since the launch of our virtual open house tool\*\*



\*Zillow Group Consumer Housing Trends Report, 2019 survey data.  
\*\*Compass Livestream: Virtual Open House vs In-Person Open House.  
6.1.2020–8.31.2020.

# Assessing Our Strategy and Monitoring the Market

Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.



## Collections

Collections allows us to have a collaborative conversation on your home selling process with instant updates on comparable listings and access to insider knowledge previously only available to the agent community.

## Insights

Insights is a detailed, custom dashboard that allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.



# Placing your property where your buyers are searching.

Once your home is listed on the MLS, it will be syndicated to some of the top real estate platforms domestically and in 60+ countries globally. This will allow us to get maximum exposure for your home.

Top Domestic Syndication Platforms, Including

**Zillow**      **The Wall Street Journal**      **MansionGlobal**      **Trulia**

Countries We Syndicate to Internationally\*

<i>Argentina</i>	<i>Greece</i>	<i>Myanmar</i>	<i>Spain</i>
<i>Australia</i>	<i>Hong Kong</i>	<i>Netherlands</i>	<i>Switzerland</i>
<i>Belgium</i>	<i>India</i>	<i>New Caledonia</i>	<i>Tanzania</i>
<i>Bulgaria</i>	<i>Indonesia</i>	<i>Panama</i>	<i>Thailand</i>
<i>Cambodia</i>	<i>Ireland</i>	<i>Papua New Guinea</i>	<i>Tunisia</i>
<i>Canada</i>	<i>Italy</i>	<i>Peru</i>	<i>Turkey</i>
<i>Chile</i>	<i>Japan</i>	<i>Philippines</i>	<i>United Arab Emirates</i>
<i>China</i>	<i>Kazakhstan</i>	<i>Poland</i>	<i>United Kingdom</i>
<i>Columbia</i>	<i>Laos</i>	<i>Portugal</i>	<i>United States</i>
<i>Czechia</i>	<i>Latvia</i>	<i>Qatar</i>	<i>Uruguay</i>
<i>Denmark</i>	<i>Luxembourg</i>	<i>Romania</i>	<i>Venezuela</i>
<i>Estonia</i>	<i>Macau</i>	<i>Senegal</i>	<i>Vietnam</i>
<i>Fiji</i>	<i>Malaysia</i>	<i>Serbia</i>	
<i>France</i>	<i>Mexico</i>	<i>Singapore</i>	
<i>French Polynesia</i>	<i>Monaco</i>	<i>Slovakia</i>	
<i>Germany</i>	<i>Morocco</i>	<i>South Africa</i>	

# Our Powerful Voice in the Press



105B+

2020 PR  
impressions\*

#1

National media  
coverage compared  
to top brokerages\*\*

\*Sourced via Meltwater, 11.2020–12.31.2020.

\*\*Sourced via Meltwater, 11.2020–12.31.2020, compared to Coldwell Banker, Keller Williams and Douglas Elliman.

# Unlock more buyers for your home with Compass Bridge Loan Services.

“A lot of people are locked into their current situations — they own a home and have a family and are not comfortable selling before they buy. There could be 10–15% of the marketplace that would like to move if they could. BLS opens up conversations with those buyers — which wasn’t an option before!”

ERIC GELMAN | COMPASS AGENT



## 67%

Of potential buyers for your home likely need to sell their own home in order to buy\*

Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. With BLS, I can help browsing homeowners access their equity to become more serious buyers when they see a home like yours on the market.

[compass.com/bridge-loan-services](https://compass.com/bridge-loan-services)

Compass is not a lender, does not provide bridge loans and has no influence on underwriting or lending decisions made by the third party lenders.  
\*National Association of Realtors, 2019.

# Giving Back to Our Communities

Compass Cares empowers agents to support meaningful causes right where it counts most—in your neighborhood.

## 100%

Of transactions contribute to a donation in your community\*

## \$2.5M

Donated to strengthen our communities to date\*

## 2,500+

Organizations supported\*



[compass.com/compass-cares](https://compass.com/compass-cares)

\*2020 YTD statistics since the launch of Compass Cares in 2018.



# Your Listing Launch



## Pre-Market

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- Home Preparation
- Photography
- Pricing
- Pre-List Marketing
- Leveraging Our Exclusive Agent Network

## On-Market

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- Media Plan
- Open Houses
- Assessing Our Strategy and Monitoring the Market



# No one does virtual marketing like us.

We have unparalleled technology to market the sale of your home virtually through evolving times.



## Virtual Open House

Using dynamic, guided video, we showcase the key features of your property to our target clientele, wherever they are.



## Private Interactive Home Tour

We'll take buyers on a virtual journey through your home to highlight the unique features. Our interested buyers can easily provide direct feedback through live video or text.



## Virtual Neighborhood Tour

Our buyers and their loved ones can explore all that the surrounding community has to offer with snapshots of key attributes of the neighborhood.



## Digital Listing Brochure

Pages will turn, videos will play, and home features will come to life with interactive brochures to create an immersive experience for even the most discerning of buyers.



## Video Mail

More opens lead to more closings. We embed live video into our email marketing to engage clients in a modern and compelling way.



## Live Postcard

We utilize animated emails to showcase the most attractive elements of your property. This helps grab the attention of buyers at every stage of their home search.



## Digital Marketing & Insights

We'll run and actively optimize Facebook and Instagram ad campaigns to promote your property to high intent buyers.



## Enhanced 3D Staging

We've partnered with the nation's leading virtual staging firm to provide touch-free staging in order to show your home in its best light virtually.

YOUR HEALTH AND SAFETY  
IS OUR #1 PRIORITY.