

Maximize Your Home's Value With the Compass 3-Phased Marketing Strategy

Launch your home not once, but three times to secure the best results for your home sale.



COMPASS REAL ESTATE

PHASE 1

Compass Private Exclusive

Just like many companies test products with a smaller audience before launch, listing your home as a Private Exclusive allows you to test price, gain critical insights, generate early demand, and extend your marketing runway — all before going public.

- Make your listing available to a network of thousands of top agents and their millions of clients.
- Begin to create urgency and generate buyer interest without accumulating days on market or damaging public price drops.
- Sometimes you'll find a buyer that will pay a premium for certainty and reduced stress.

PHASE 2

Compass Coming Soon

Publicly launch your property on Compass.com, showcasing it to all agents and consumers on the internet without displaying days on market or price drop history. Signal to the market that increased competition for the listing will be coming soon when it's launched on all other sites.

- Receive key engagement insights from your agent about how agents and their buyers are viewing, commenting, and sharing your listing on Compass.com — data that is lost when listings go into other platforms.
- Improve the chance of ranking higher on Google while increasing the likelihood that serious buyers contact us directly, instead of an agent who may not be familiar with your home.
- In this phase, have more control over your data so photos of your home and personal information don't stay on the Internet.

PHASE 3

Go Live on All Platforms

Go 'Active' on MLS & third-party sites with benefit of price discovery from Phases 1 & 2.

- Armed with feedback from agents and buyers, we strategically launch your home on the public market to help ensure maximum demand and confidence to achieve the best outcome for you. Now that your home is launched, it will accrue days on market and visible price drop history.