Seller's Guide



Your Guide to a Streamlined, Successful Sale

COMPASS ONE

One Place for Home

One platform to perfect
your listing strategy

One place to collaborate
throughout the entire process

From the #1 brokerage
in the U.S.

So you have one less thing
to worry about

COMPASS ONE

Source: #1 based on 2022, 2023 and 2024 closed sales volume. RealTrends Verified

About Billy Wiegner

Step into the world of real estate with Billy Wiegner, a man whose heart is as big as his expertise. Billy isn't your ordinary realtor; he's a whirlwind of energy and creativity, with a knack for turning real estate dreams into reality. Since diving into the industry in 2012, he's become the go-to guy for over a thousand clients, thanks to his diverse expertise spanning inspections, insurance, and mortgages.

Raised in Pensacola, Florida, Billy's warm, southern charm shines through in every interaction. At his core, Billy is driven by a personal mission to excel as a husband and father, drawing inspiration from his family's strength and unity. His approach to real estate is similarly influenced by these values, as he strives to create a legacy of integrity and excellence.

Billy's philosophy is rooted in simplicity and sincerity. He believes in building genuine connections and changing lives through real estate, rather than just completing transactions. This approach, combined with his wealth of knowledge, makes Billy not just your agent, but a lifelong friend in your real estate journey.

"We aren't here for the transactions. We are here to change lives." – Billy Wiegner



LVLADVISORS ™

Billy Wiegner

Broker Assoc.

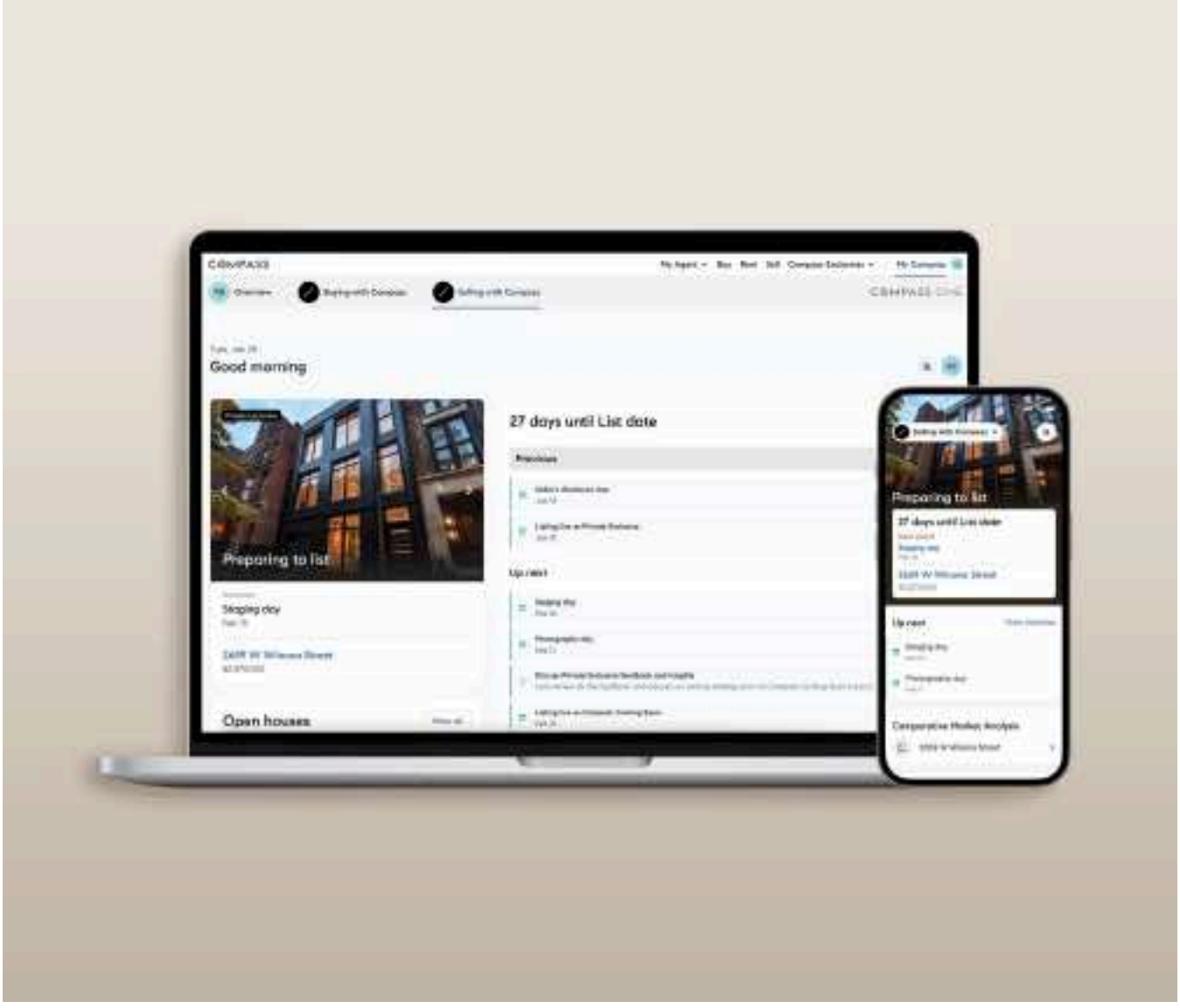
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One Unified Dashboard to Streamline Your Sale

Amidst the excitement of starting a new chapter, parting ways with your home can introduce complexity and stress for even the most experienced seller.

The Compass One platform offers 24/7 transparency, confidence, and peace of mind to sellers like you throughout the entire process. With one access point for planning, coordination, and documentation, you'll be informed and empowered every step of the way.



A More Transparent Seller Experience

Selling your home involves many steps, people, and moving parts. The difference between a stressful sale and a seamless one comes down to having the right tools at hand.

Compass One creates order amid the chaos, fostering collaboration, communication, and calm — before, during, and after the sale.

Collaborate with ease

Communicate with me directly in one shared space, ensuring a transparent process from start to finish.

Keep up to date

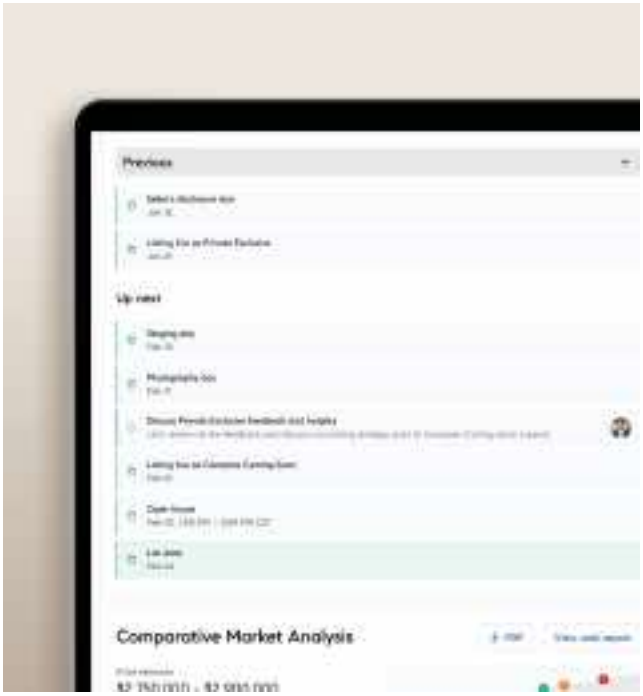
View your timeline for a comprehensive overview of upcoming steps, recent updates, and pending tasks. You'll know where we stand, what's next, and have full visibility into how I'm moving your transaction forward.

Know your team

Access contact information for all parties involved in your transaction, including members of my team and closing parties like title and escrow.

Stay organized

Easily reference your signed documents, forms, and other relevant paperwork — all accessible from one place.



Gain insights

Monitor the market and track your listing's traffic and engagement metrics, helping us make data-driven decisions and adjust pricing and positioning as needed.

Guiding You Every Step of the Way

1

Let's Talk

We'll start by meeting to discuss your plans and goals, review trends in the current marketplace, assess your property's qualities, and onboard you onto the Compass One platform. I will analyze comparable property sales, assess the competition, and present a pricing strategy designed to achieve the best possible result.

2

Setting the Stage

From hiring painters to configuring furniture, I'll ensure that the property is visually ready for showing; this includes scheduling a professional photo shoot, commissioning an illustrative floor plan, and preparing a listing description. At this time, we will also sit down and complete the Seller Disclosure documents that will be necessary for the transaction.



3

Pre-Market Your Home

As a Compass client, you have the option to avoid accumulating public days on market while building buyer demand and validating your listing price. Launching as a Compass Private Exclusive ensures your home is only visible to our agents and their buyers. This provides us with invaluable time to track buyer engagement with your listing and refine our pricing and positioning strategy for the best possible sale outcome.

4

Broadening your Reach

Using insights gleaned from the Private Exclusives phase, we will launch your property again as a Compass Coming Soon on our site, incrementally increasing buyer exposure while still avoiding the negative impact of public days on market and price drops. In the final launch phase, we'll broadcast your listing on all other sites, ensuring maximum visibility for the duration of the sale process.

*Compass Coming Soon is not available in every market

5

Spreading the Word

The Compass marketing team will produce beautiful print collateral to strategically showcase your property, all of which will be shared with you for approval on your Compass One dashboard. I will build out an intelligent, effective paid marketing plan in relevant publications and produce eye-catching property signs for placement outside your property.



6

Making Connections

I will continuously leverage my professional contacts and the Compass Network Tool to find ideal buyer brokers, and open houses will be hosted for both brokers and clients on an ongoing basis.

7

Building a Strategy

I'll conduct an assessment of the market response within the first 30 days of your listing going live. Feedback from agents and buyers will be aggregated, and the listing strategy can be revised if needed.



8

Negotiations

Once we receive an offer, we will review the terms and analyze the pros and cons. Together, we will decide how to respond to the buyer in one of several ways: by accepting the offer, rejecting it, or making a counter offer.

9

Escrow

Once a contract has been signed by all parties, an escrow will be opened and the buyer's contingency period — as defined in the contract — will begin. I will share all details with you on Compass One and help ensure that you are in compliance with your responsibilities, while also tracking progress made on the buyer's side.

10

Closing

In the final stretch, I will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed their inspections, removed their contingencies, and the loan (if any) is ready to fund, I will arrange the final walkthrough. At or near this time the escrow will close, payment will be made, and the keys will be handed over to the buyer.

Key Terms

Appraisal

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

Assessed Value

Value placed upon property for property tax purposes by the Tax Collector.

Closing Costs

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, title insurance and escrow fees.

Closing Statement

The statement which lists the financial settlement between Buyer and Seller, and the costs each must pay.

Contingency

Certain criteria that have to be met in order to finalize the sale.

Conventional Mortgage

A mortgage or Deed of Trust not obtained under a government insured program such as FHA or VA.

Credit

Money given to a buyer from a seller through escrow at closing.

Escrow

A neutral third party that handles the transfer of any money during the sale of a home from initial deposit to final funding and closing.

Earnest Money Deposit

Buyers in California usually deposit 3% of the purchase price to show that the buyer is serious about purchasing the home. It is usually refundable in the event a contingency in the sales contract cannot be met.

Fixed Rate Mortgage

A loan on which the interest rate and monthly payment do not change.

Home Warranty

A policy that covers certain repairs (e.g. plumbing/heating) of a newly purchased home for a period of time, typically one-year.

Preliminary Title Report

A report showing the condition of title before a sale or loan transaction. After completion of the transaction, a new title insurance policy will be issued.

Title Insurance

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.

Recording Fees

Money paid to the lender for recording a home sale with the local authorities, thereby making it part of the public records.

Listing with Compass: A Smoother, More Rewarding Home Sale

Strategically position your listing for success, stay informed every step of the way from your Compass One dashboard, and sell your home quicker and for a higher price.

#1

U.S. Residential Brokerage for 3 Years Running

$186B+

Annual Value of Homes Transacted

178K+

Homes Transacted by Compass Per Year

34K

Top-ranked Agents Nationwide



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.

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, and generate early demand — all before going public.

- Make your listing available to a nationwide network of 34,000 top agents and their millions of clients.
- Create urgency and buyer interest without adding public days on market or risking price drops.
- In some cases, you can find a buyer willing to pay a premium for certainty and reduced stress.

Phase 2

Compass Coming Soon

Publicly launch your property on Compass.com, showcasing it to agents and consumers while staying protected from public days on market and price drop history. Signal to the market that increased competition for your home will be coming soon when it goes live on other platforms.

*Compass Coming Soon is only available in select markets

- Gain 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, maintain more control over your data, preventing photos of your home and personal information from staying on the Internet.

Phase 3

Go Live on All Platforms

Go 'Active' on third-party sites with valuable pricing insights gleaned from Phases 1 and 2.

- Armed with feedback from agents and buyers, we strategically launch your home on the public market to drive maximum demand and build confidence in achieving the best sale outcome.
- Once your home is live, it will begin accruing days on market and visible price history.

Curious whether a phased marketing approach could be right for your sale? Let's discuss!

ONE

Buying in the future?
I'll be there to help



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