

ONLY ON COMPASS

# Selling On Your Terms Starts Here

## The Compass 3-Phased Marketing Strategy Is Still Here — And More Valuable Than Ever

Selling your home is one of the most important decisions you'll ever make. You deserve to be in control, to choose how and when your home is marketed, based on your needs and your timeline.

We've designed this strategy in three phases.

A build-up of demand and excitement that positions your home for a successful launch on the MLS and 3rd party portal sites. You can choose to utilize the third phase at any time you'd like.

## A Strategy That Works for You

Not all home-selling methods keep your best interests in mind. The traditional approach can lead to accumulating days on market, public price reductions, and missed buyer opportunities from the start.

**The Compass 3-Phased Marketing Strategy** is a smarter, more flexible alternative tailored around your needs — so that we can help you sell for the best possible price and terms.



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PHASE 1 ●

## Validate Pricing

Start by pre-marketing your home as a **Compass Private Exclusive** within our network of top Compass agents and their serious clients. Gather honest feedback on pricing and make adjustments before going public — without being exposed to negative metrics that impact your home's value.

PHASE 2 ●

## Generate Early Demand

Publicly launch your home on compass.com as a **Compass Coming Soon** to build buyer anticipation and interest. All inquiries will come directly to me — rather than other agents who may prioritize their listings.

PHASE 3 ●

## Launch Your Listing On All Public Websites

Backed by a validated pricing strategy and early demand, feel confident knowing your home is positioned for the strongest possible result when it goes live on all public websites.

## Ready to Take Control of Your Home Sale?