



Seller's Guide

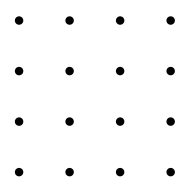
The Collective San Diego

2023



COMPASS

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WHY LIST WITH THE COLLECTIVE?

First, we do things a bit differently and take our collaborative approach to the next level in everything we do. You get two sets of eyes and almost 35 years of collective experience working for you. In today's market, with rates fluctuating daily, and an unpredictable economic environment, our experience lends the most creative advice and solutions to support you - creating a seamless real estate transaction.

Get in touch to see how we can best support your needs and opportunities, go over pricing specific to your home and the market, and determine the best time to get you the most money for your home.



CREATIVE STRATEGY

- 01 We will leverage the unique aspects of your property to craft a compelling story of the home.
- 02 Our key messaging will focus primarily on the special architectural elements of the property, the abundance of indoor and outdoor entertainment spaces, and the desirable location.
- 03 We will convey the unique value of your property with high quality photography, videography, and narrative storytelling across print and digital marketing.



Homes priced right sell quicker and for more money. We'll partner with you and use the Compass CMA (Comparable Market Analysis) tool for a look at the current market. We'll determine a price based on live market data to ensure your home attracts buyers at launch, and maintains momentum in the market.

**STRATEGICALLY
PRICING
your PROPERTY.**



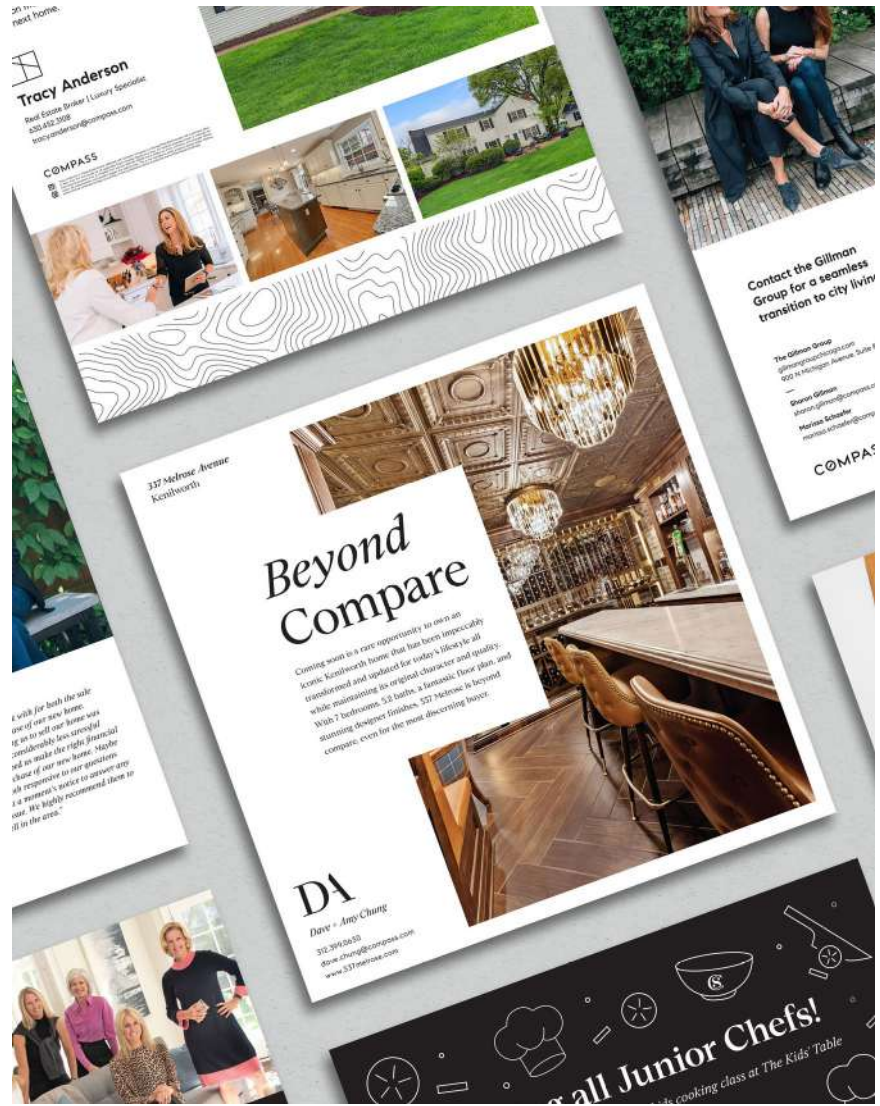
A PICTURE SPEAKS *a* THOUSAND WORDS.

We'll make sure your listing photos say the right message to buyers. Top photographers will capture your home in the best light to make the right impression.

High-quality marketing materials will attract high-quality buyers. We will drive interest with marketing materials that pair beautiful photography with compelling copy. Listing collateral can include custom brochures, mailers, digital ads, social posts, videos, and attention-grabbing signs.

We will create a consistent visual identity that emphasizes your home's value. The distinct aesthetic will carry throughout all print and digital materials.

Our collateral will be thoughtfully crafted and packaged before sending to high-value buyers.



MAKE *an* IMPRESSION
with ELEGANT
COLLATERAL.

REACH *the* RIGHT BUYERS.

Our custom approach to targeting starts with identifying the right buyers. Based on your property, we'll put tailored messaging in front of specific buyer audiences, using latest technology like geo-fencing. By doing so, we can maximize marketing exposure and impact.



MARKETING ACTIVITIES



PRE-LAUNCH

1. Execute photography and videography
2. Develop copywriting and property description
3. Define print and digital campaign strategy
4. Develop buyer profiles

LAUNCH

1. Set live on the MLS and launch showings
2. Begin organic media placements
3. Launch print and digital ads campaign
4. Conduct open house and private tours

PREPARE *for a* SUCCESSFUL LAUNCH.

Initial steps you can expect:

- 01 **Get the property visually ready.**
Arrange updates, renovations, and staging.
- 02 **Schedule listing photography and videographer.**
Execute interior and exterior photos and video shoot.
- 03 **Develop visual identity and tone.**
Create listing collateral messaging and designs.
- 04 **Tailor monthly advertising plans.**
Prepare full-funnel print and digital media tactics.

INSIGHTS *to* OPTIMIZE OUR MARKETING PLAN.



01

TECHNOLOGY AND SUPPORT

Our Compass data dashboard monitors and tracks marketing efforts with precise metrics. You can expect consistent email updates with these insights on how your listing is performing. We are able to measure the success of each initiative, share the results with you, and adjust efforts to maximize impact.

02

KEY METRICS

- Total Number of Views
- Views by City
- Organic Search Performance
- Traffic Source
- Average Time Spent/Page
- Click Through Rate
- Cost Per Click

LEVERAGE *our* NATIONAL NETWORK.

01

Compass Agent Community

Target promotional efforts to my personal and industry connections. We'll pinpoint top agents who have listed or sold similar properties in the area, as well as feeder markets.

02

Compass National and Regional Instagram

Feature your home as a post on the national and regional Compass Instagram accounts, reaching 165K+ followers.

03

Compass Workplace

Promote your home with monthly posts to an internal networking tool of 25K+ agents and employees.

04

Compass Catch

Showcase your home amongst the nation's most interesting properties in our daily newsletter circulated to 30K+ Compass agents, employees, and real-estate obsessed consumers.

05

Compass YouTube Channel

Publish your breathtaking listing video to the 10K+ subscribers of the Compass YouTube channel.



WE LOOK FORWARD TO WORKING WITH YOU!

We go above and beyond to help clients sell their home fast and for more money, providing guidance and advice throughout every step of the selling process. Together, we'll collaborate closely to find the right buyer within your ideal timeline. Working with us means you'll have a seamless experience and you will be well positioned to make your sale successful.



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