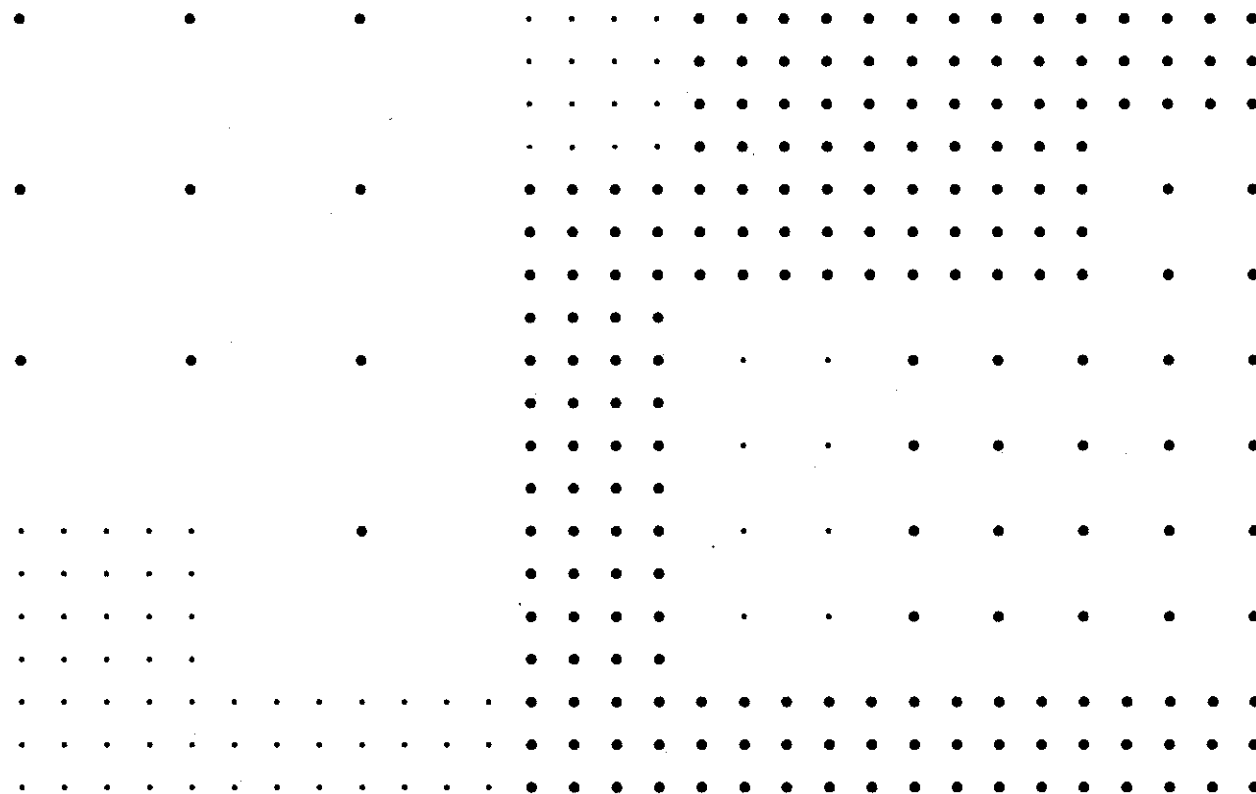
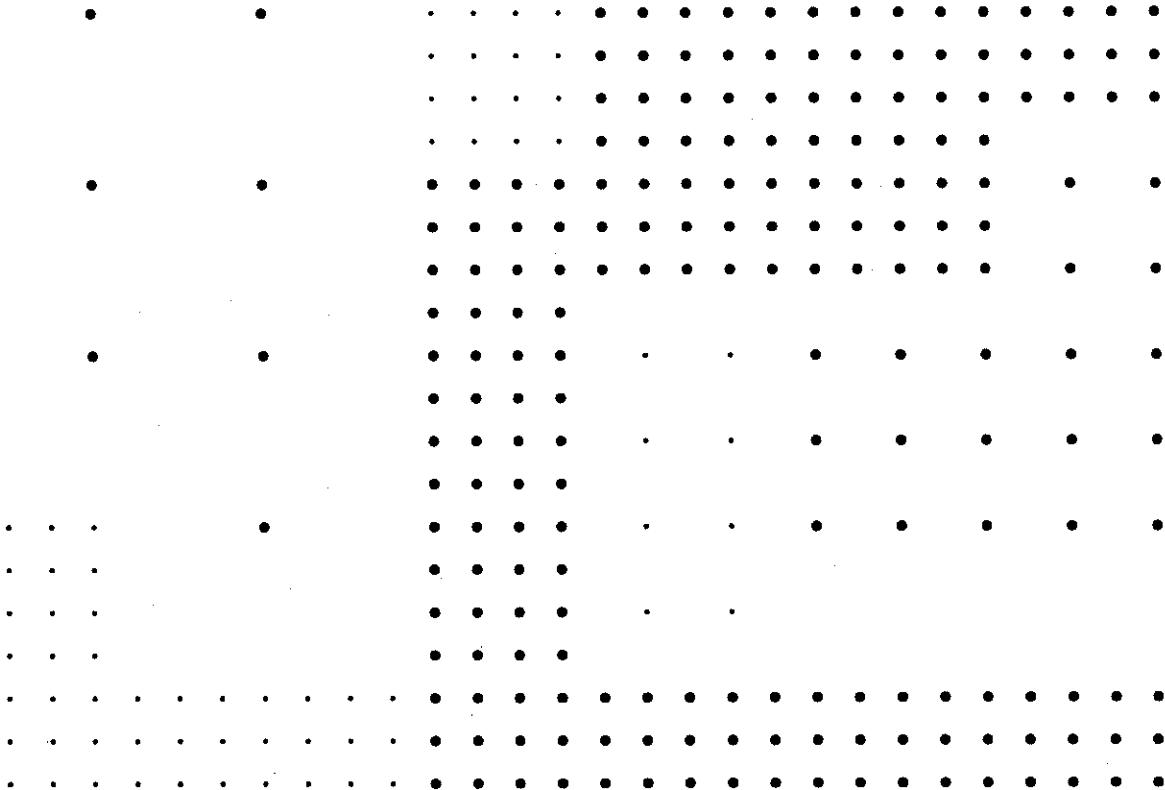
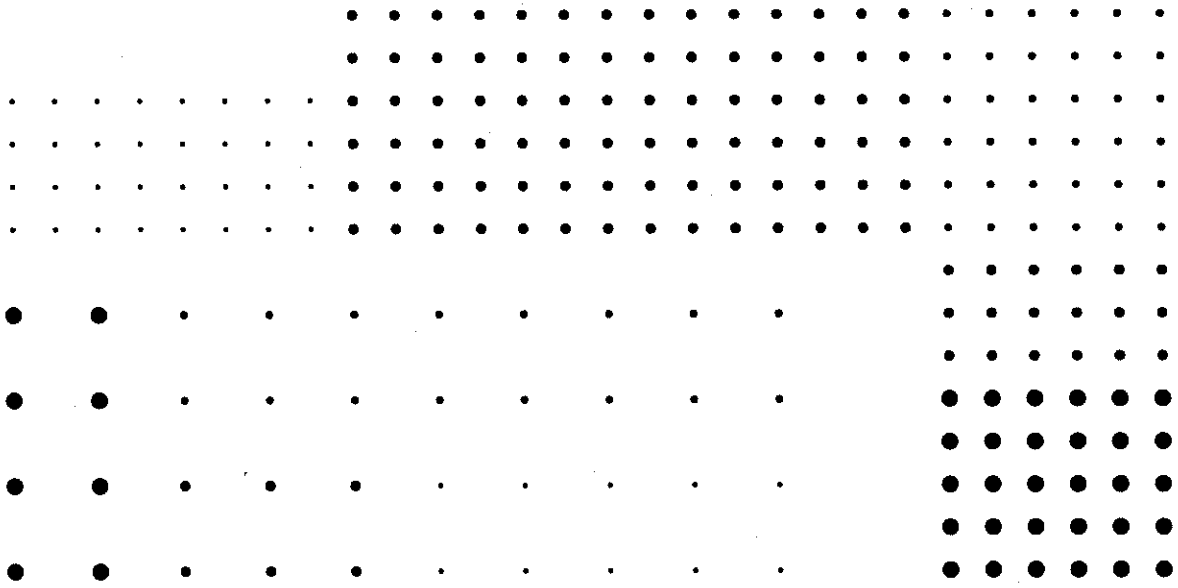
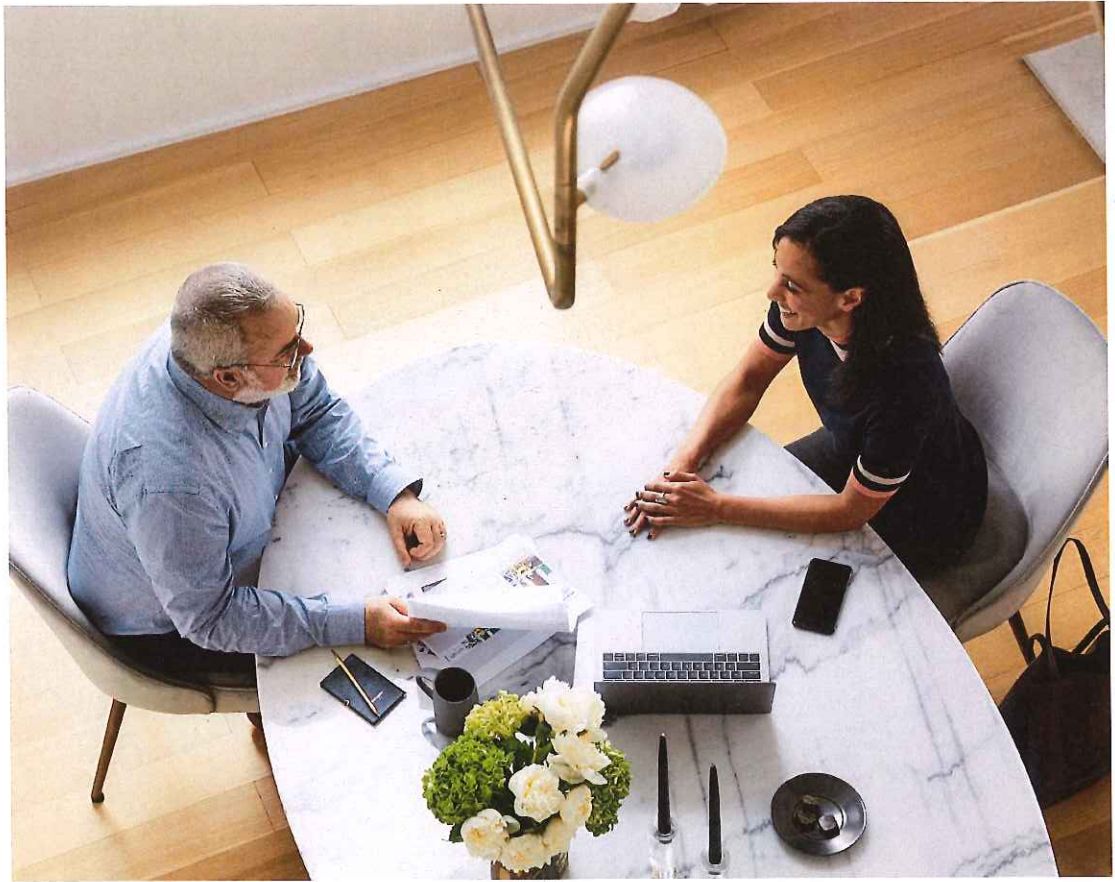


How to sell your home for the price you want



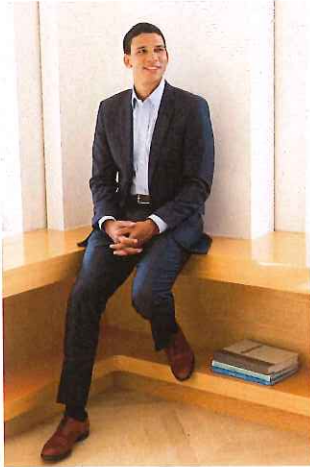




Our mission is to help everyone
find their place in the world.



COMPASS



A message from our founder

My earliest inspiration for Compass came from someone I greatly admire who is now an agent at Compass: my mother. Growing up, it inspired me to see how hard she worked and how much she cared about the people she served.

Today, the thousands of incredible entrepreneurs who make up our coast-to-coast community of real estate agents continue to inspire me and guide our vision for an industry reimaged at Compass.

We invite only the most talented, highest-integrity professionals in the country to join Compass and then we give them what my mother never had: the same incredibly high level of support, care, and expertise that they provide to sellers like you.

Partnering with top technology, business, and marketing leaders, we've developed a fleet of these world-class entrepreneurs to ensure every step of your experience is seamless. As you'll find in the pages that follow, we've made it our mission to invest in our agents so that they can invest in you, from granting buyers an exclusive first look at your home to empowering you with interest-free loans to make improvements to your property for a faster, more lucrative sale.

Like you, I understand the importance of choosing an advisor with the utmost integrity and skill. Buying or selling a home is often the most important financial decision a person will make in their lifetime; it can help make the future you imagine for yourself and your family possible. But it's also about finding a property, a neighborhood, a community that makes you feel like you truly belong — which is why at Compass, we know that the key to selling your home is to help its next owner fall in love with it, the same way you did.

The agents of Compass inspire me daily, but the community we've built together is wholly inspired by you. I want to thank you for providing this opportunity to the agent in front of you, and by extension, to all of us at Compass. Your trust is something we don't take lightly and I am personally committed to providing every resource at our disposal to achieve your goals. Our mission is to help everyone find their place in the world and we're honored to help you embark on your next chapter, wherever it may lead.

Sincerely,

Robert Reffkin

Robert Reffkin
Founder & CEO





About

How my expertise will optimize
your seller experience



Pota Perimenis

415 407-2595

I have one philosophy in my business: Do what's right for my clients. I am in the top 3% of all San Francisco Realtors, helping hundreds of clients find the perfect home or sell for the highest price since. I love real estate. It's what I do well and I'm passionate about it! The property you buy or sell today represents an investment in your future. The right agent can make all the difference. You can count on me to get the job done. I will get you where you want to be on time, while providing the best real estate experience possible. My track record speaks for itself. Most of my business is from repeat clients or client referrals because clients have had such a successful and enjoyable experience working with me. My clients are clients for life.

Stats

Top3%

SF Realtors

250+

Transactions
to date

30+

Collective years
in real estate

Testimonials

"Pota was a pleasure to work with, managed the whole process for us and gave us invaluable advice and insights throughout. Even after we completed Pota continues to be a useful person to know - giving us a ton of useful advice! Thanks Pota!"

S. Maynard



"I'm delighted to have had such a positive experience, and also of course am thrilled with the outcome."

M. Campbell





Representing Your Home

How I'll seamlessly manage every
facet of your sale

Your Transaction Timeline

Backed by a proven process, Compass listings spend 19 fewer days on market than the industry average. A swifter sale means a more seamless seller experience and greater value for you.



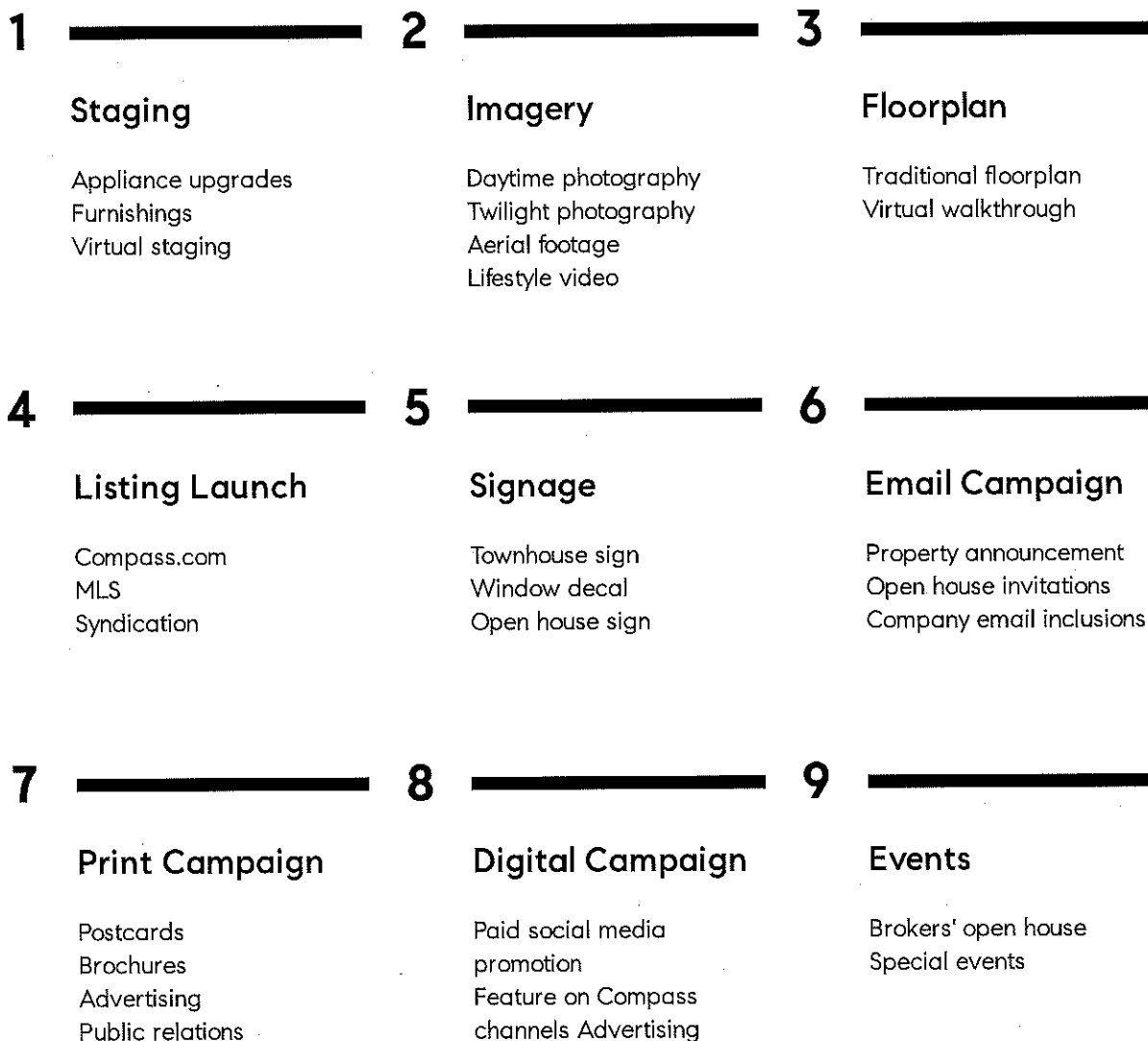


Representing Your Home

Marketing Your Property

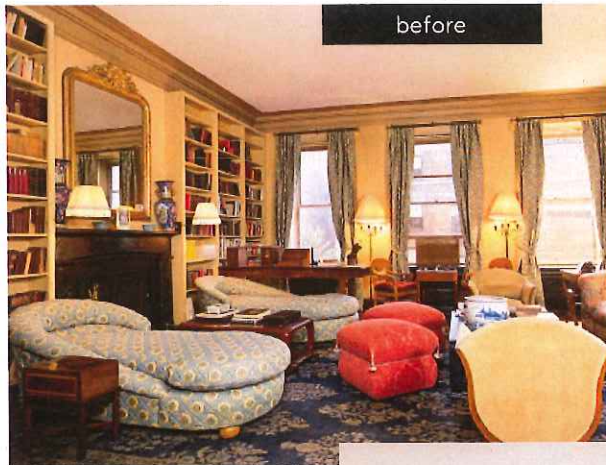
Your Marketing Timeline

Working with our in-house marketing and advertising agency, I will target the right audience across the most effective channels through cohesive branding — all to elevate the style and story of your home.

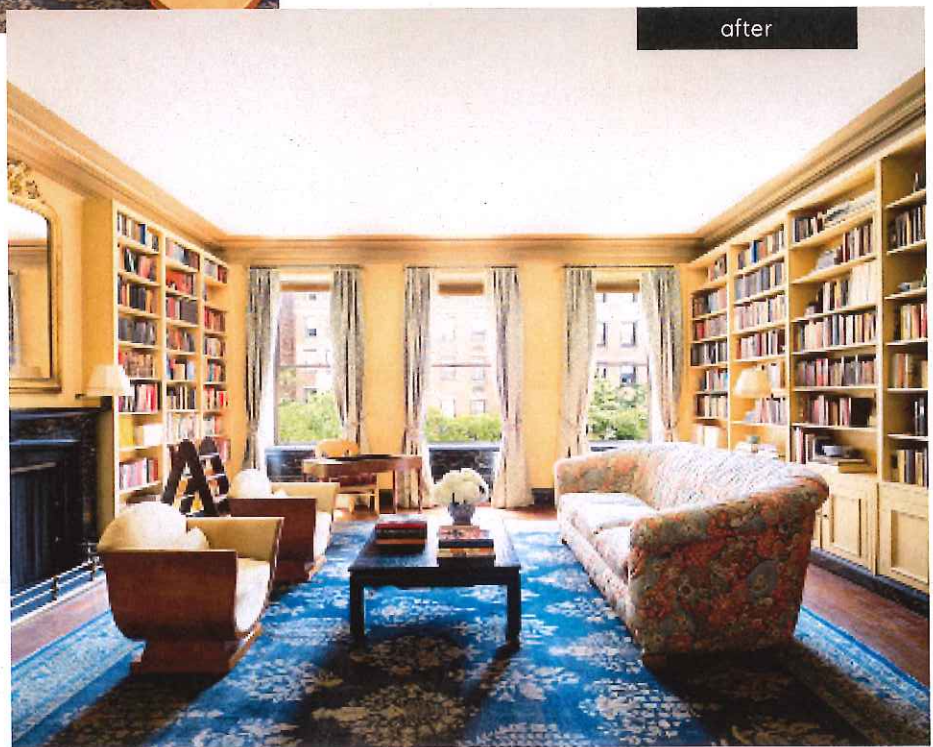


Staging

When prospective buyers evaluate a home, they seek a space that they can make their own. A few simple shifts can dramatically impact your listing's perceived appeal.



before



after

Easily increase your property's market value with home improvement services.

Exclusive to Compass, our Concierge program fronts the cost of services that can increase the value of your home. From staging, to painting, to cosmetic renovations, there will be no payment collected until your home sells.

No upfront costs, no interest charged – ever.



Before



After

Compass Concierge

-
-
-
-

Services may include:

- deep-cleaning
- cosmetic renovations
- decluttering
- landscaping
- interior + exterior painting
- staging
- pest control
- custom closet work
- fencing
- seller-side inspections + evaluations
- moving + storage
- roofing repair
- water heating
- electrical work
- HVAC
- plumbing repair
- sewer lateral inspections + remediation

compass.com/concierge

Photography

Proponents of powerful imagery, Compass invests in visual editors, creative producers, and the industry's most respected photographers to capture your home's finest selling points.



Our photographers' work has appeared in such publications as:

dwell

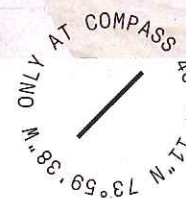
The New York Times

AD
JUST HOW YOU WANT IT

THE WALL STREET JOURNAL

THE DECOR

TOWN&COUNTRY



Pre-Marketing Your Home

Drive buyer interest and buzz with Compass Coming Soon, which affords prospective buyers a glimpse of your home before it officially comes on the market.

Sell your home faster

Listing your property first on Compass Coming Soon can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

Get twice the exposure

Coming Soon creates two separate opportunities to launch your property: First on Compass.com, and then later when the listing goes live on the MLS and aggregate sites.

Get feedback, fast

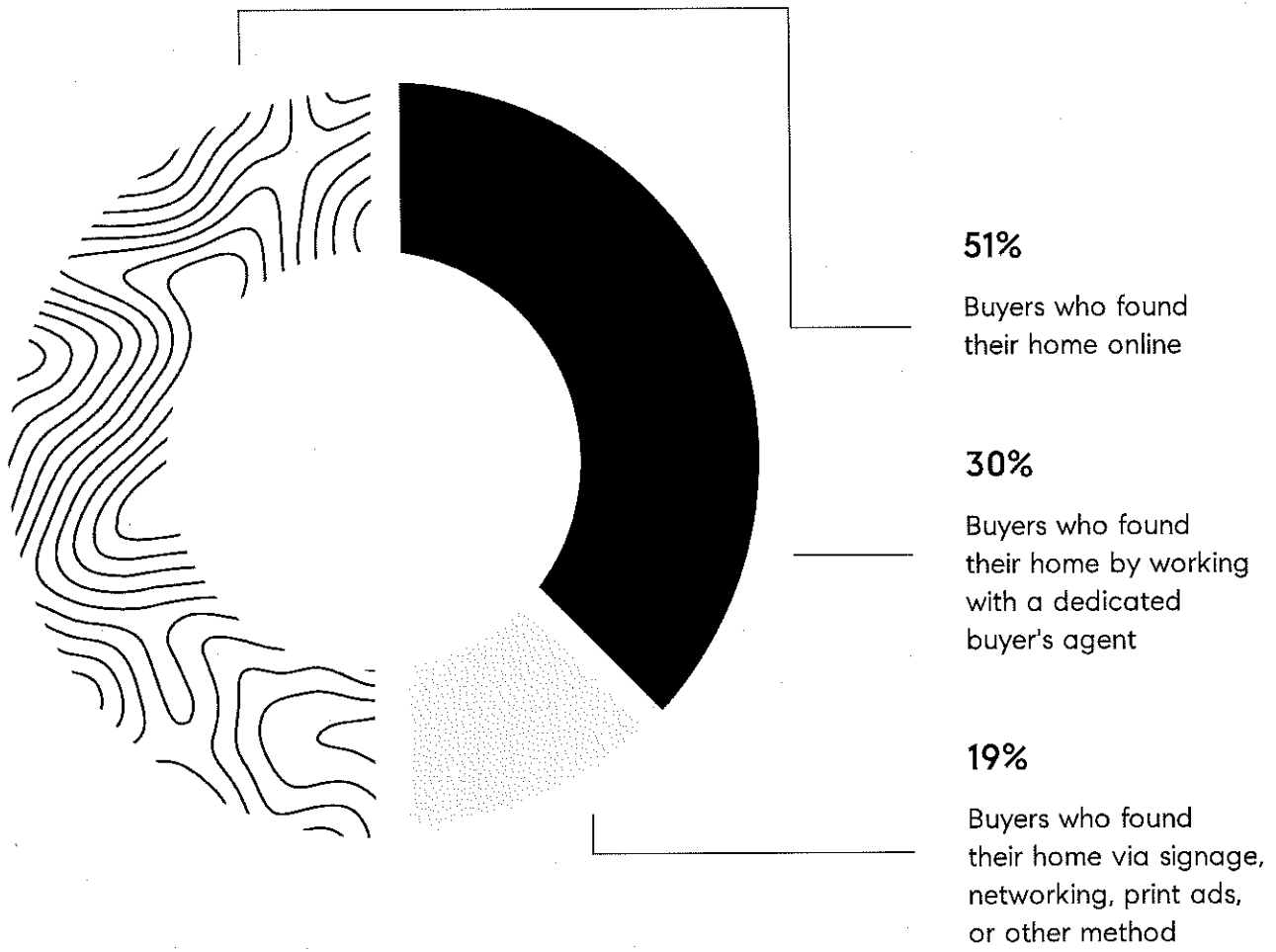
Testing the market with Coming Soon helps your listing to perform even better, once it opens to the public. You'll gain invaluable insights on pricing, photos, and positioning.



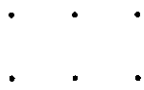
Compass is a licensed real estate broker. All material herein is for informational purposes only, was compiled from sources deemed reliable but is subject to errors and omissions. Compass makes no representation or guarantee that Coming Soon are available in your region, or that its use will result in the benefits described herein. This is not intended to solicit property already listed. Equal Housing Opportunity.

Sourcing Your Buyer

The next owner of your home could be searching for properties anywhere. That's why I'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.

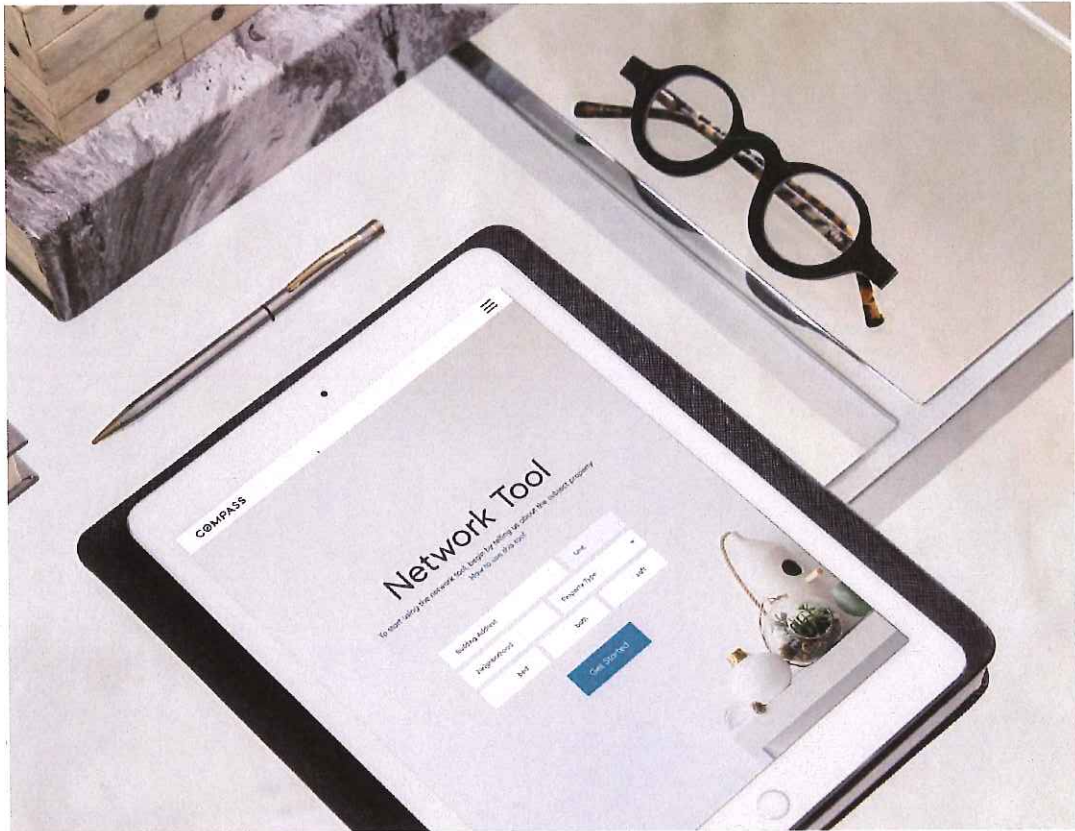


Source:
National Association of Realtors, 2018



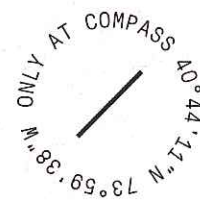
Networking Capabilities

Aided by state-of-the-art Compass technology, I'm strategically connected to the market's entire brokerage community.



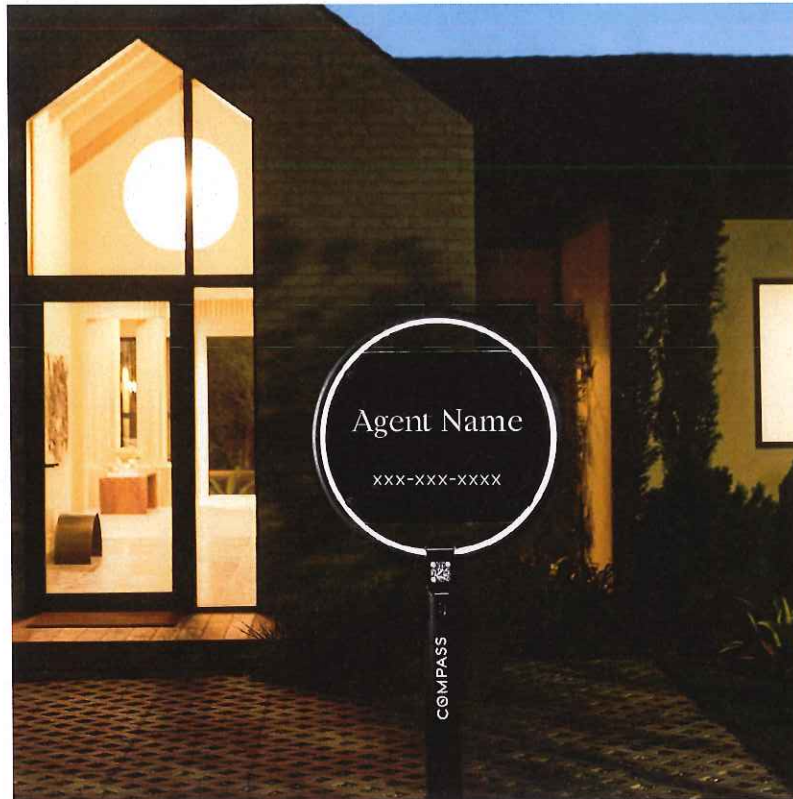
Unprecedented reach

- • Using the Network tool, I can
- • analyze your property across 350+
- • parameters to determine similar sold
- • listings, identify the right brokers, and
- • correspond with ideal prospective
- • buyers through a series of email
- • campaigns and targeted outreach.



Innovative Signage

Illuminating and interactive, our reimagined real estate sign engages prospective buyers and surfaces the most resonant information regarding your listing.

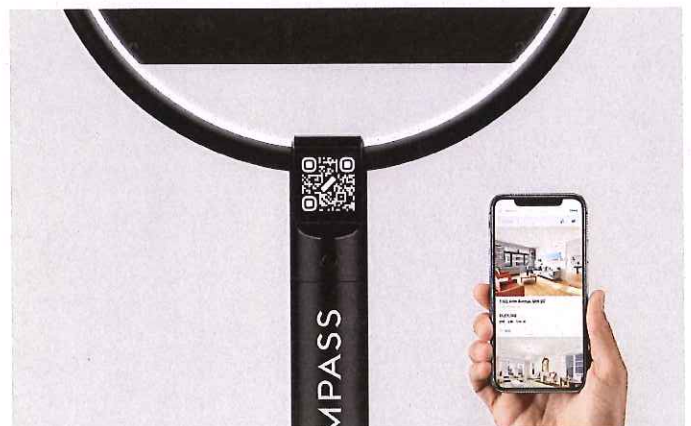


Motion and proximity sensors prompt a soft glow when activated to provide listing details with better visibility.

In-range Compass app users will receive a push notification with your listing details; non-users can simply scan the QR code to find out more.



Thanks to a partnership with Waze, your home could be featured as a desirable property for sale when Waze users are in range.



Open House Events

There's no better way for buyers to experience a home's merits than in person. Our seamless, well-conceived open houses invite them to truly connect with the space.



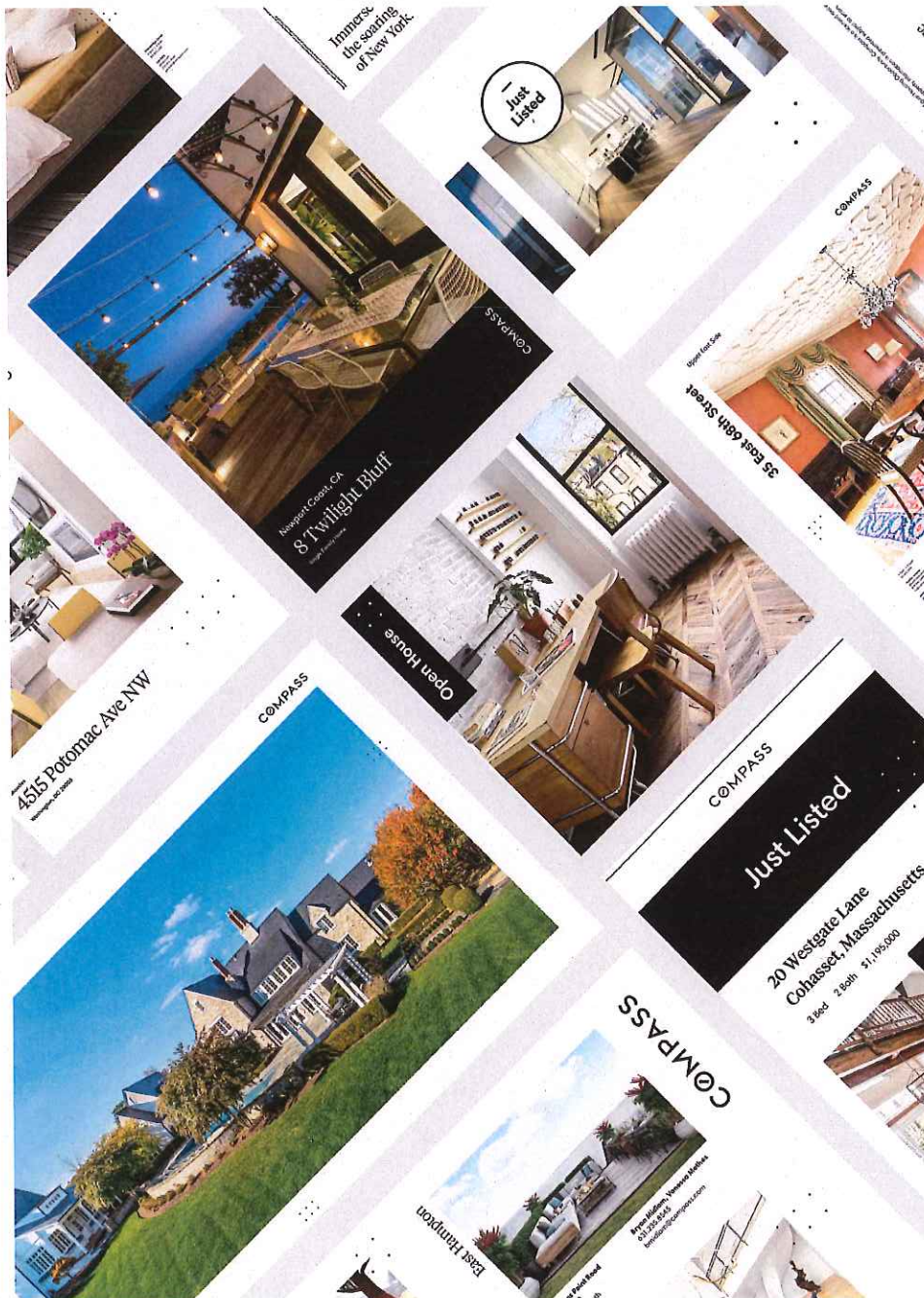
45%

The percentage of buyers who attend open houses over the course of their search process



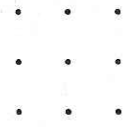
Print Materials

Every single Compass marketing piece — from multipage brochures to custom mailers to open house handouts — creates a cohesive story around your property and elevates it to luxury status.



Formats

- Postcards
- Notecards
- Bi-folds
- Mailing Brochures
- Tri-folds
- Gate-folds



Digital Presence

At the forefront of modern marketing, Compass takes a multi-pronged approach to the digital promotion of your property.



MANSION GLOBAL
ONLY THE EXCEPTIONAL



The New York Times

THE WALL STREET JOURNAL

Trulia

Zillow

COMPASS

1.9M+

Average monthly page views on Compass.com, where your property's critical selling points are presented via an intuitive, searchable platform

15K

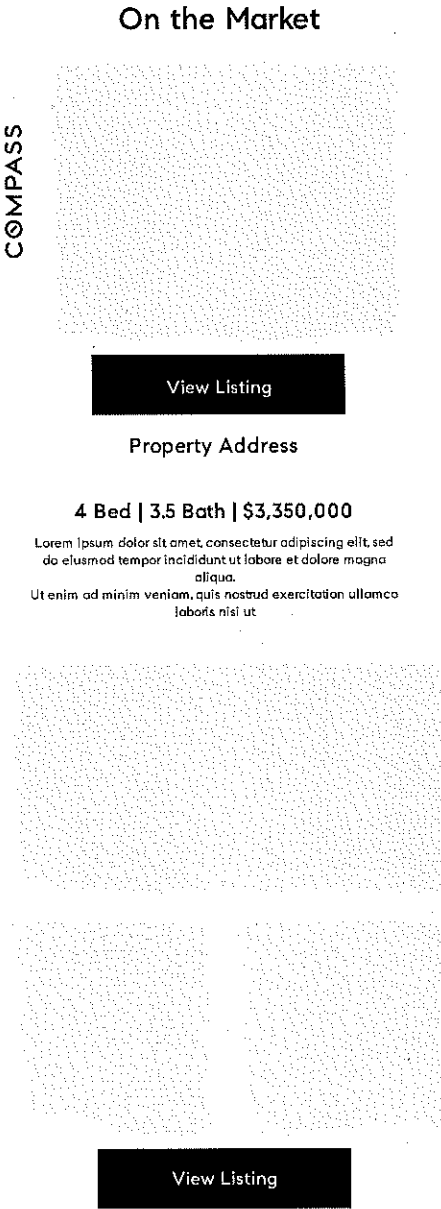
Luxury agents worldwide who receive our monthly Compass Connect newsletter featuring our highest-end exclusives

800+

Partner websites to which your listing is automatically syndicated for maximum digital coverage

Email Marketing

Communication plays a critical role in the swift and successful sale of your home. Compass pairs well-designed email design with data-driven targeting to ensure your listing arrives in precisely the right hands.



Eye-catching design

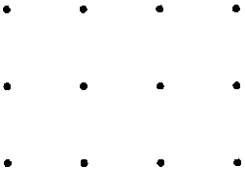
Our crisp, clean aesthetic beautifully frames your images and listing details.

Intelligent targeting

A variety of layouts lends itself to both consumer-facing and broker-facing messaging.

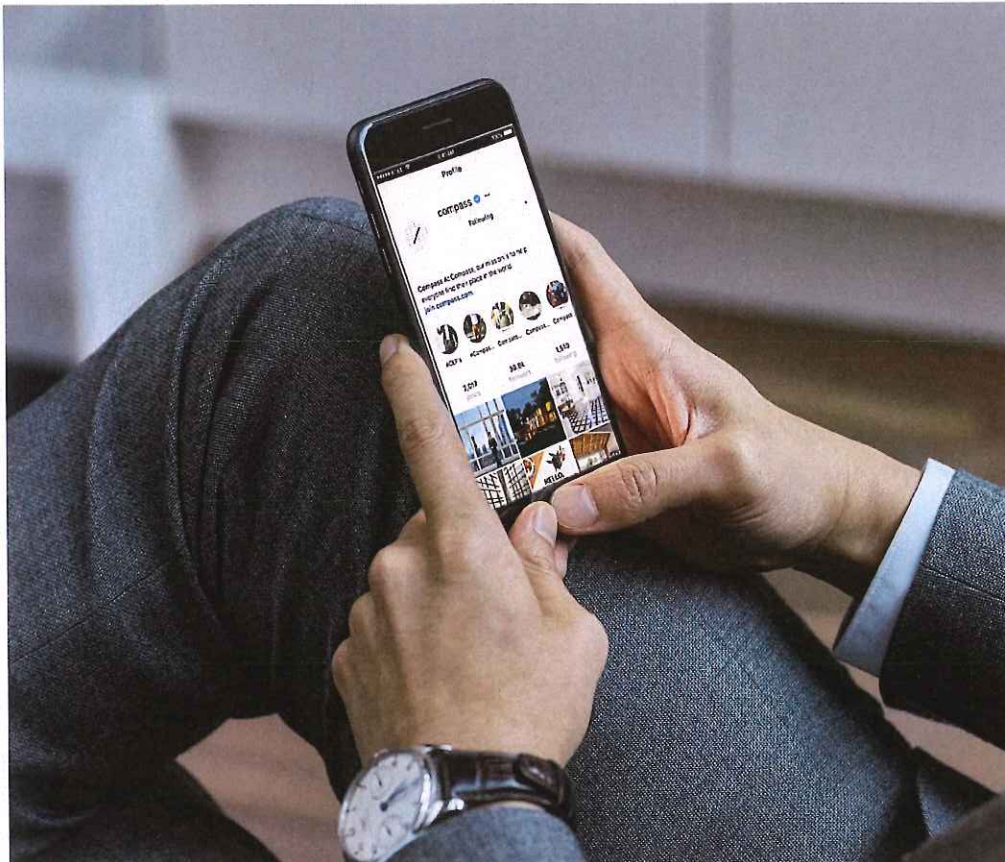
Mobile optimization

With so many buyers viewing email on their phone, our scrolls are designed for both platforms.



Social Media

We engage brokers and buyers every day across five dynamic platforms. With this suite of promotional opportunities, your home will be spotlighted in a real-time, relatable, and quantifiable way.



7M+

Instagram impressions in 2018

2M+

Views on Compass YouTube channel

160K+

Our following across all social media platforms

• •
• •

Unmatched Resources

Supported by a dedicated, in-house social media team, I'm able to stay on the leading edge of social media strategy.

Strategic Audiences

I have access to an exclusive list of social media stars, putting your home in front of their influential followers.

Dynamic Storytelling

With listing promotion accounting for 75% of our company's social content, we highlight our exclusives with a mix of interior images, press mentions, listing videos, and client features.

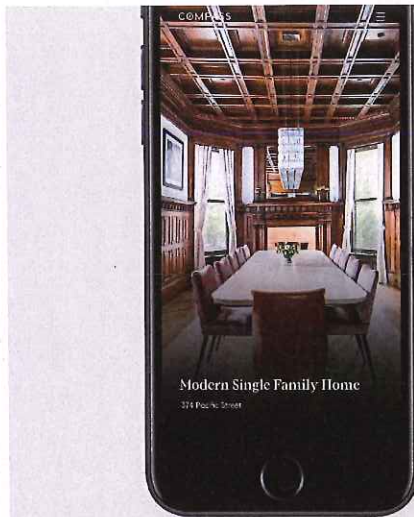
Your Media Plan

Your property deserves an advertising strategy as unique as it is. Employing print, digital, and social channels, here's how we'll effectively reach your prospective buyer base.

Type	Description	Notes
Print	Magazine Title	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Print	Wall Street Journal	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Print	New York Times	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Print	Timeout Magazine	With 65% of its readership generating \$250,000+ in HHI, we'll be able to reach qualified buyers with confidence.
Digital	Wired	This site's traffic has climbed 100% YoY, representing high visibility at a great value.
Social	Instagram	As a primarily visual platform, Instagram will allow me to show off your home's most compelling features.

Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.

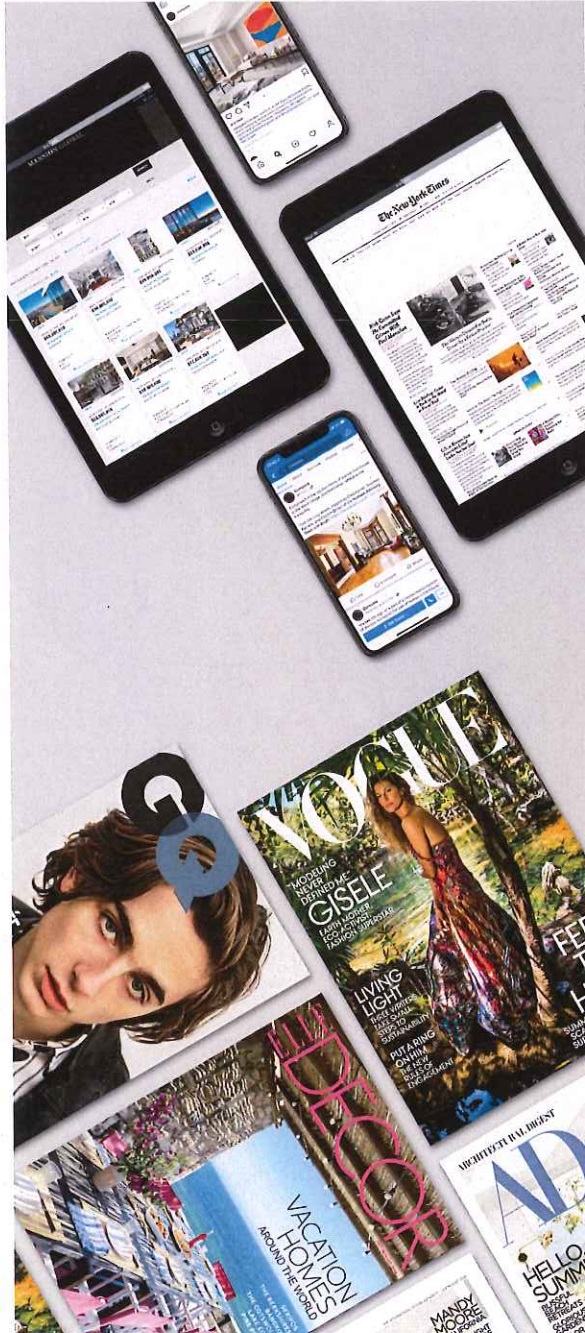


"This limestone mansion is certainly one of our city's most spectacular homes."



National Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.



Digital

Facebook

1.4B
Daily active users
worldwide

\$4.3B
Average quarterly
advertising revenue
(US & Canada)

Instagram

77.6M
US users

1B
Monthly active users

The New York Times

119M
Unique readers worldwide

97M
US readers

\$95K
Median HHI

Mansion Global

2.3M
Unique monthly users

\$418K
Median HHI

50%
Visitors who plan to buy/build
a home in the next year

Print

Architectural Digest

4.5M+
Unique readers worldwide

\$46B+
Total audience spend on home

\$106K+
Median HHI

Elle Decor

559K+
Circulation

\$100K+
Median HHI

44%
\$200K+ Median HHI

Vogue

11.9M+
Print readership

1.2M+
Circulation

6.7M
HHI \$100K+

GQ

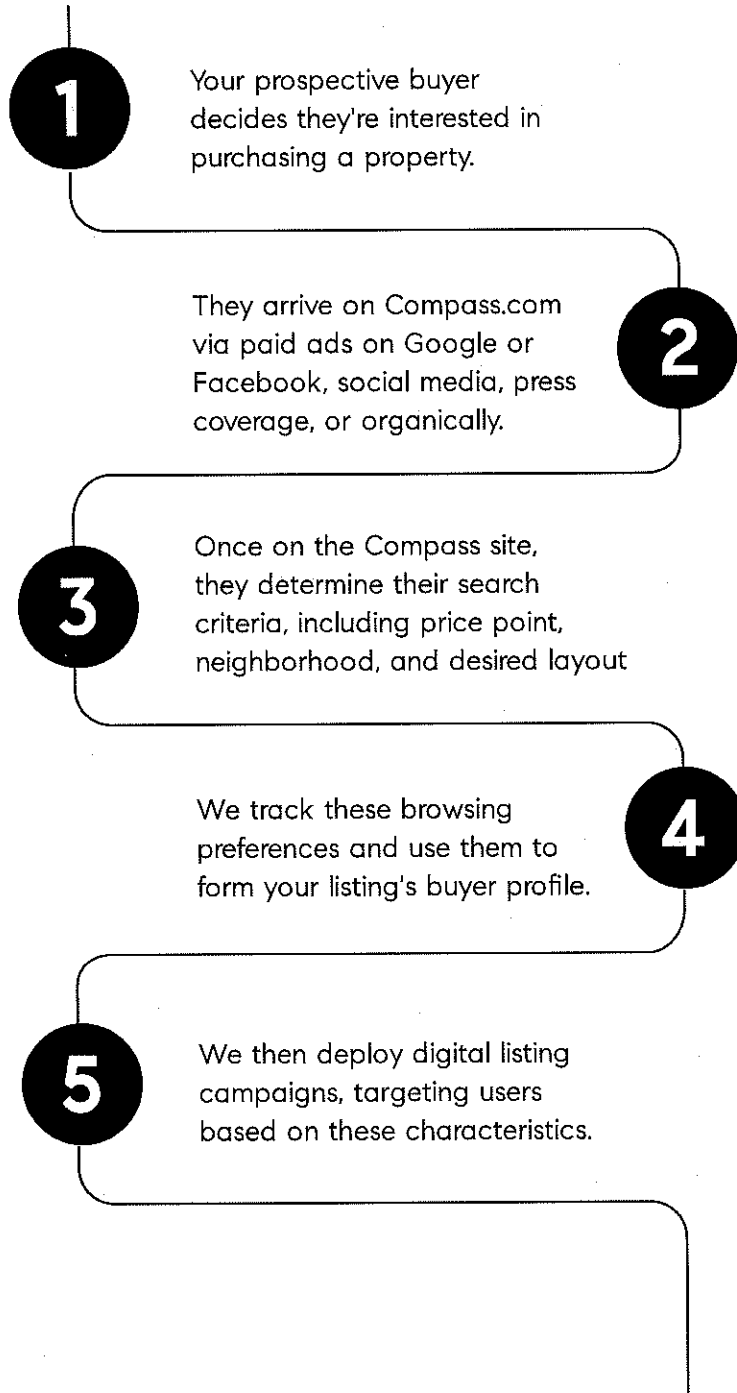
7M
Circulation

18M
Total Reach

6M
\$100K+ HHI

Driving Traffic to your Listing

We attract prospective buyers to Compass.com, then leverage their site activity and saved preferences to position your listing in front of the right audience.



Intelligent Digital Marketing

We can promote your listing on platforms like Facebook and Instagram, using data and industry experience to showcase your property to the right people at the right time.

Precise targeting

We find the most likely buyers for your property using exclusive data.



Optimized performance

We perform continuous testing to deliver the most successful ads.

In-Depth Analytics

We track and measure the results of every campaign for continued optimization.



Why paid advertising matters

- Reaches passive buyers
- Drives more private tour requests
- Brings more open house visitors
- Accelerates the transaction timeline
- Improves chances of competing offers
- Can drive a higher purchase price

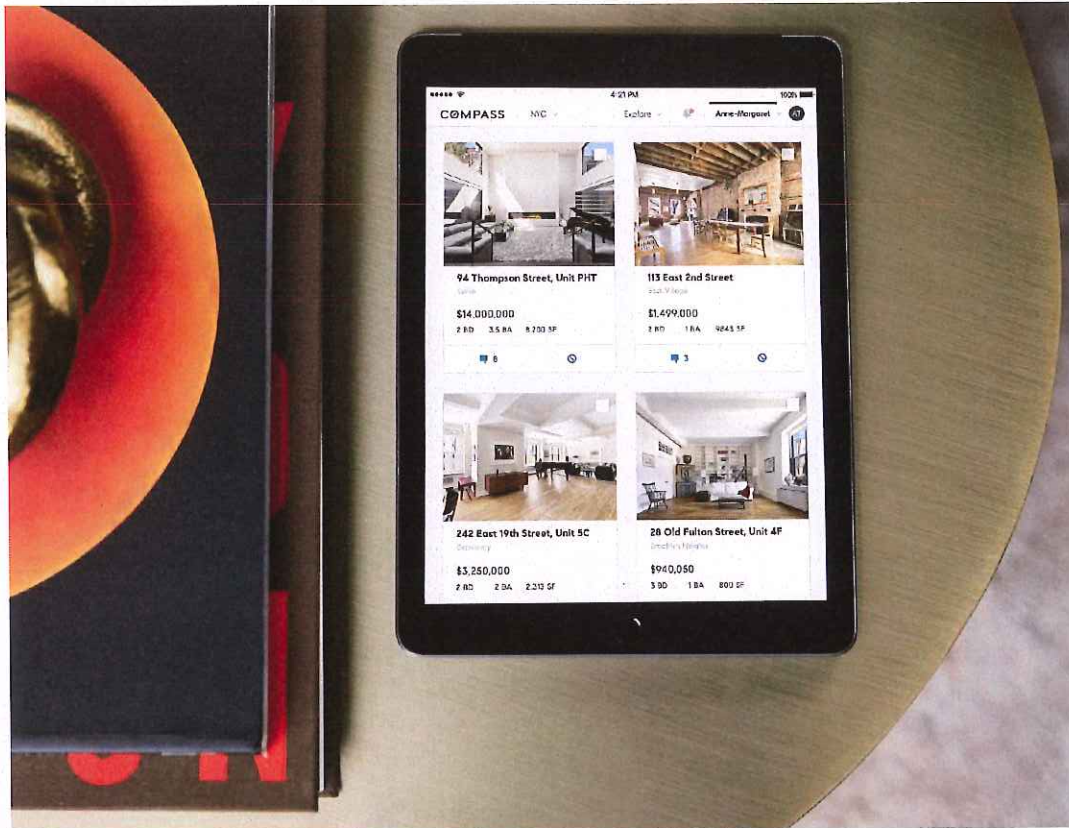


Representing Your Home

Seller Communication

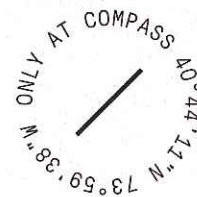
How will I monitor the market?

Called the Pinterest of real estate, Collections allows us to track the local landscape for the duration of your sale in a centralized, visual space.



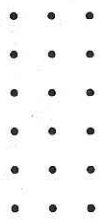
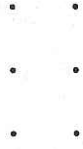
Collections

Together, we can keep a close eye on homes similar to yours, keeping tabs on the competition in order to make strategic decisions based on price and status updates.



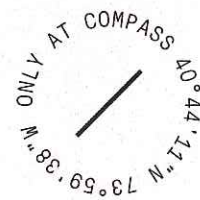
How will I assess our strategy?

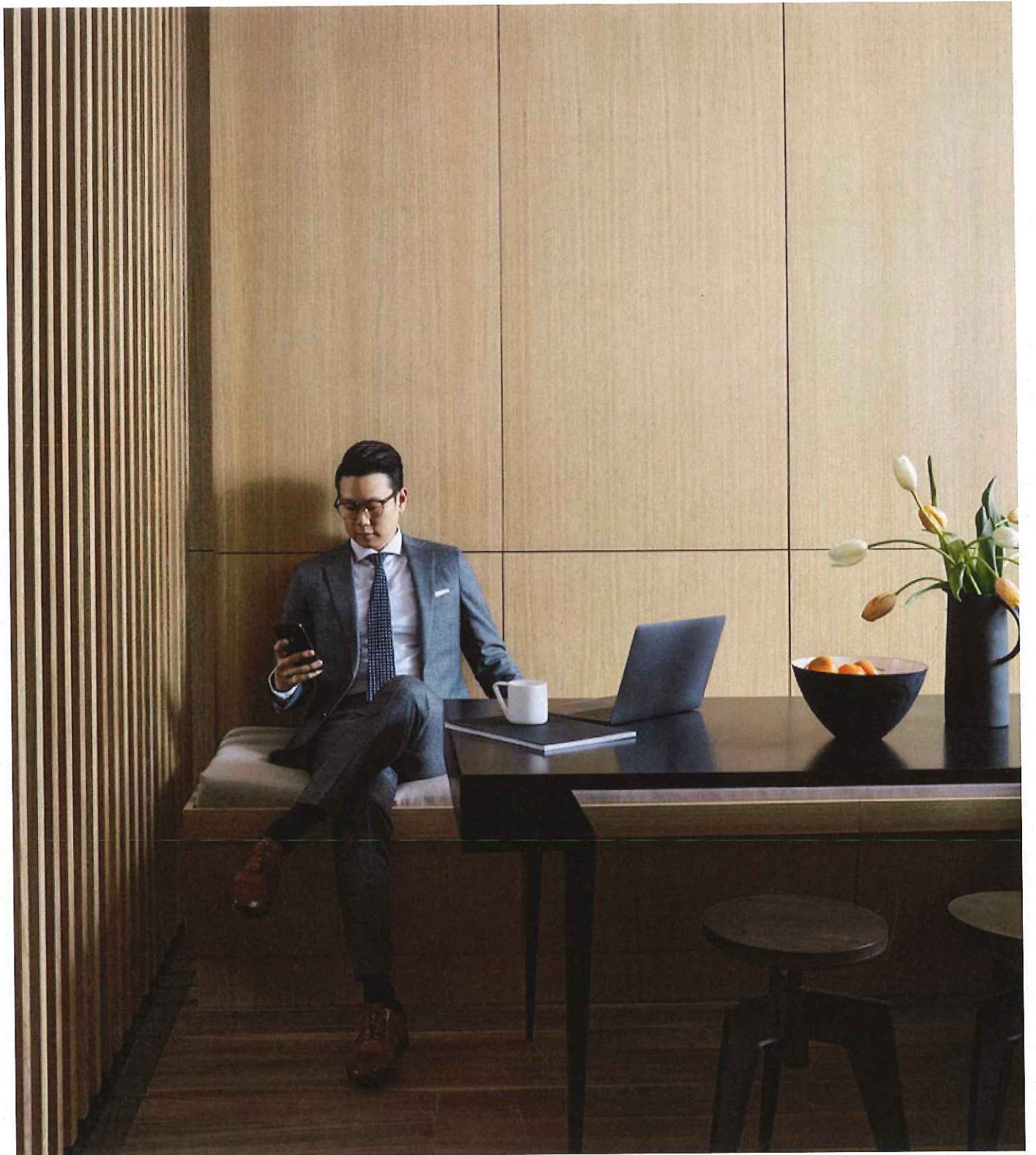
Using our digital dashboard, I can remain fully accountable for the key metrics you need to know and deliver regular performance updates throughout the selling process.



Insights

The Insights dashboard grants me access to real-time data about your listing's traffic, so I'm able to refine marketing and pricing strategy and discover new lead-generation opportunities.



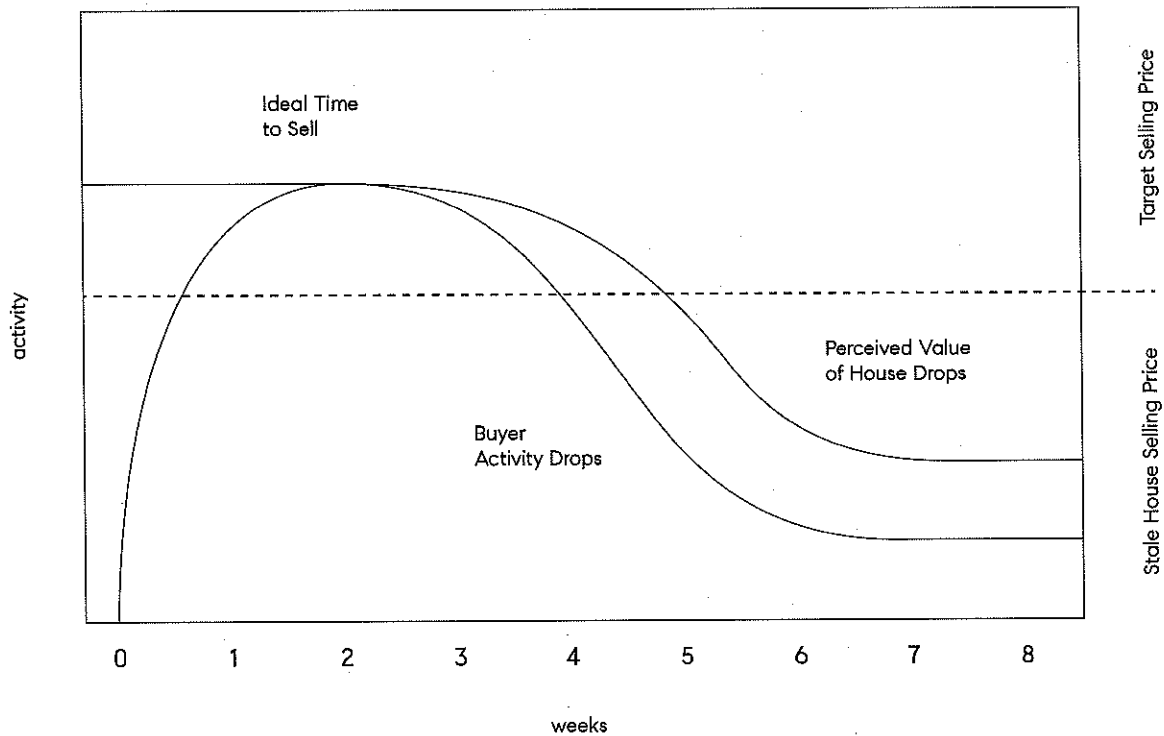


Representing Your Home

Analyzing the Market

Pricing Your Property

Intelligent pricing is among the most crucial determinants of a successful sale. By considering both timing and value, I'm able to strategically assess your home and price it for maximum impact.



80%

The percentage of buyers who purchase their home at its fair market value

7 Days

The period of time during which your home receives peak attention once it's been listed

9%

The average percentage below market value that homes sell for after 24+ weeks on the market

• •
• •

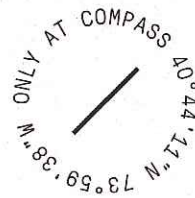
What is the value of your property?

Our team of industry-leading software engineers and data scientists have created competitive analytical tools that empower me to confidently answer this key question.



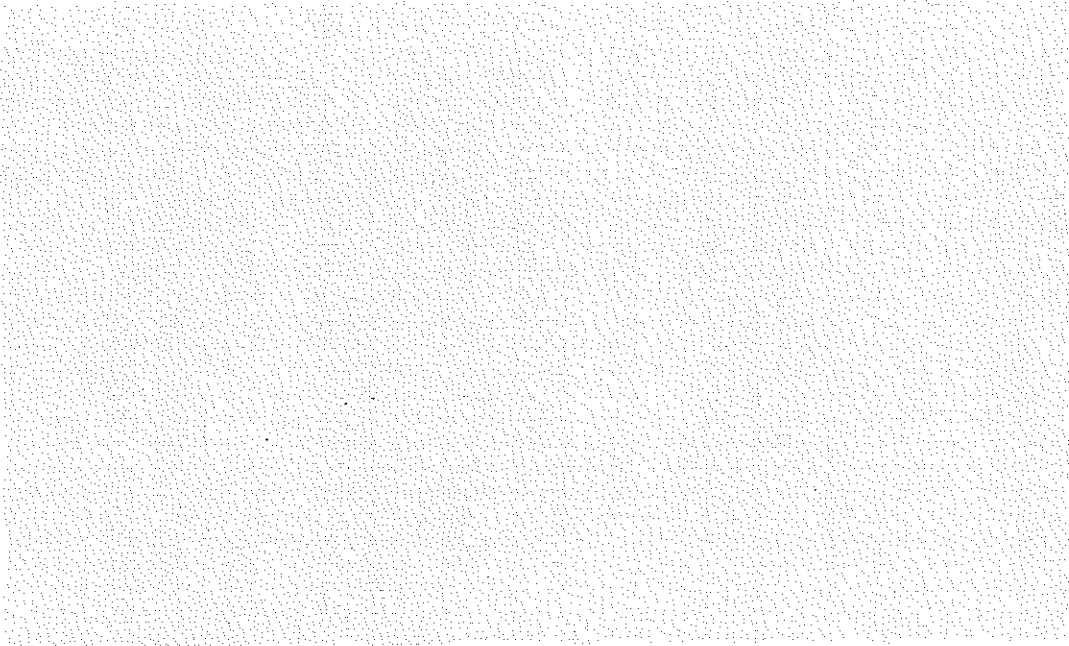
Valuation

The Compass Valuation tool, complete with advanced, in-building view and rich search capabilities, allows me to instantly compare your home with similar properties to accurately determine its value.



How should we price your property?

After analyzing your property as well as comparable properties currently on the market, recent sales, and comparable properties that failed to sell, I've determined that your property will sell most



Recommended listing price

\$1,999,000—\$2,250,000

Agent's Notes

Agnis rem fugiam nulpā non
dendign isquationet mi, odis
tempedi corepratio excerferibea
soluptati optiate mpostibus ese
in porecupatas rerrorum quaes.

Compass is a licensed real estate broker (01992626) in the State of California and solely by Equal Housing Opportunity laws. All statistics presented herein are based on information gathered from sources deemed reliable, but is subject to errors, omissions, changes in price, condition, date, or withdrawal without notice. No statement is made as to accuracy of any measurements and square footages are approximate. Exact dimensions can be obtained by retaining the services of an architect or engineer. This is not intended to solicit property already listed.





Discovering Compass

How we're building the first
modern
real estate platform

The Compass Advantage

Compass takes a tech-driven, personalized approach, combining a collaborative agent community, in-house creative agency, and the industry's most tenured leadership team.



Our leaders hail from the world's most innovative companies:



Google

facebook.



CONDÉ NAST

L'ORÉAL

ROLEX

Neiman Marcus

TIFFANY & CO.

#1

Our rank as the nation's largest independent brokerage

1.9M+

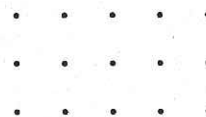
Average monthly page views on Compass.com

\$4.4B

Our company valuation, with \$1.2B in financing raised

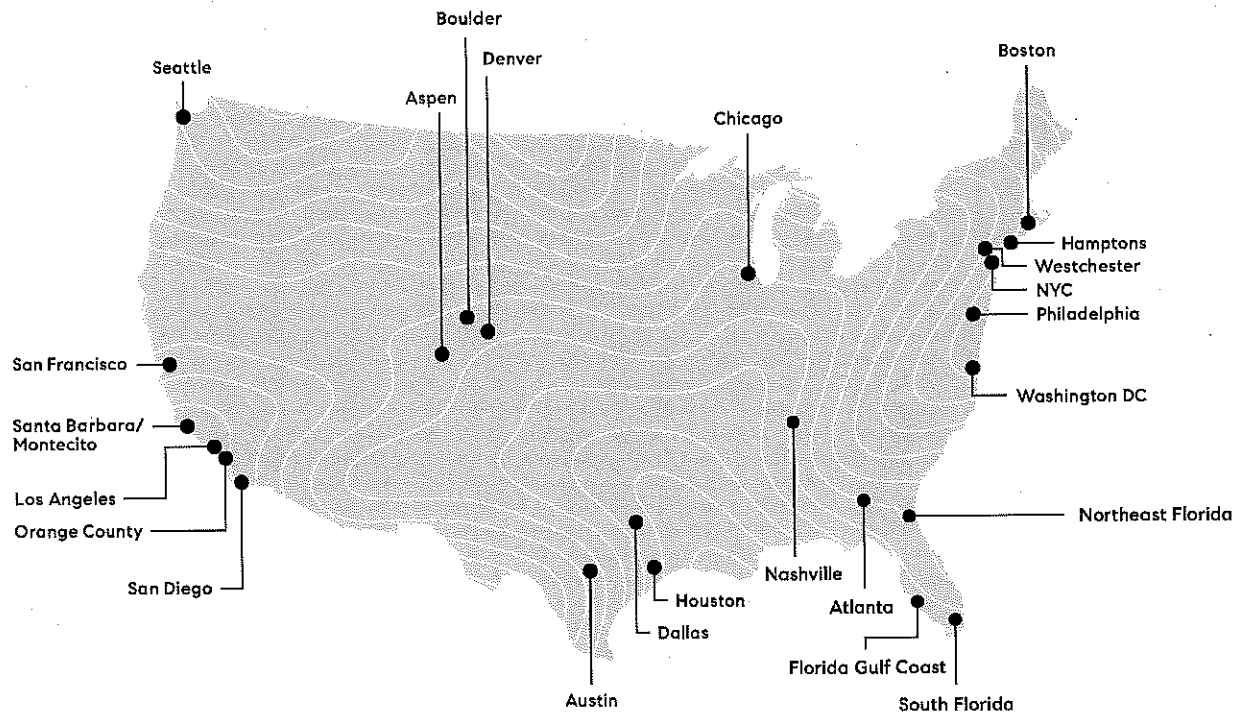
\$900M+

Our total revenue to date



A Nationwide Network

Since our launch in 2012, we've been simplifying the real estate process one community at a time. Today, we have more than 250+ offices extending from coast to coast.



11K+

Number of Compass agents nationwide

120+

Number of Compass markets

250+

Number of Compass offices

\$45B+

Total sales volume to date

*Compass 2018 sales volume is reflective of partnership with Pacific Union and Alain Pinel.
Source: REAL Trends 2019

National Rank

In just six years, Compass has swiftly ascended to become the nation's #3 brokerage by volume and the #1 largest independently owned brokerage.*

Rank	Company	Sales Volume
01	NRT LLC	\$176B+
02	HomeServices of America, Inc.	\$135B+
03	Compass	\$45B+
04	Douglas Elliman Real Estate	\$28B+
05	eXp Realty	\$19B+
06	Hanna Holdings	\$16B+
07	HomeSmart	\$12B+
08	William Raveis Real Estate, Mortgage, and Insurance	\$11B+
09	Keller Williams Realty, GO Management Offices	\$9B+
10	@properties	\$9B+

#1

Largest Independent real estate brokerage*

#3

Real estate brokerage in the nation

*Compass 2018 sales volume is reflective of partnership with Pacific Union and Alain Pinel. Source: REAL Trends 2019

Compass Cares

As we work to help everyone find their place in the world, Compass Cares empowers agents and employees alike to support meaningful causes right where it counts most: at home.



How does it work?

Compass Cares aims to contribute \$10M in funds and skills-based volunteering to local organizations in 2019, with 100% of real estate transactions resulting in a donation to the community.