

Your Seller's Guide



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COMPASS



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, and title insurance.

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.

DEBT-TO-INCOME RATIO

The percentage of an individual's monthly gross income relative to the amount of debt owed.

EARNEST MONEY DEPOSIT (EMD)

A good faith deposit the buyer makes with an offer to show that you are serious about buying the property. In exchange, the seller agrees to stop marketing the property.

FINAL WALKTHROUGH

The buyer reviews the house just before closing to make sure everything is in the same condition and that all home inspection items are fixed.

INSPECTION

An expert conducts a formal review of the property to find visible issues that need to be repaired. Buyers typically make their offers contingent on an inspection, but sellers can conduct a pre-offer inspection to appeal to buyers. The buyer may choose to do additional inspections like radon and a sewer scope.

LIEN SEARCH

A background check on the property and the seller to ensure there are no outstanding debts or claims upon the property.

PRE-APPROVED

Advanced approval from a bank or other lending institution for a home mortgage.

PRE-QUALIFIED

Potential buyers provide an overall financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for.

TITLE INSURANCE

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

RECORDING FEES

A fee paid to the local government to officially report a sale of a home; usually paid by the buyer.

Seller Timeline

01

Let's Talk

We'll meet to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. I will analyze comparable property sales and discuss the three pricing strategies used in the market

02

Building a Strategy

From applying a fresh coat of paint to rearranging furniture, I will work with you to ensure the property is visually ready to make the right first impression with buyers. We will develop and execute an intelligent, effective marketing plan. The Compass marketing team will produce beautiful print and digital collateral to strategically showcase your property. This includes putting together a Marketing Plan and timeframe that fits and meets your goals.

03

Photography/Drones

We will schedule a professional photoshoot, organizing staging (either live or virtual), commissioning an illustrative floor plan, and writing a listing description. We will also provide drone shots from above home to provide as much detail as possible to interested parties.



Compass is a licensed real estate broker. All material is intended for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description or measurements (including square footage). This is not intended to solicit property already listed. No financial or legal advice provided. Equal Housing Opportunity.



04

Pre Market

Recommended pre marketing period can range from 1-2 weeks prior to putting the home on the market publicly throughout all real estate portals. Google campaign and targeted ads will be running during this time, in addition to your Home being showcased on Compass.com and sent across our 100+ partner sites

05

List Home/Open House

I will conduct an assessment of the market response within the first couple weeks your listing is live. Feedback from agents and buyers is aggregated, and the listing strategy is revised if necessary. In the quick moving market today, we are seeing homes come online on Thursday with an Open House that weekend and offers due the following week.

06

Negotiate & Accept Offer

At this time, we will review all terms of the offers including offer price, terms, qualifications of the buyer and contingencies. A \$1,000 deposit is normally submitted with Offer

07

Purchase & Sale Agreement

Both Seller and Buyer Attorneys will review and negotiate the Purchase and Sale Agreement terms and distribute for signature. At this time, a second deposit is received (normally between 3-5% of purchase price). Once the P&S is fully executed, it will be delivered to the buyer's mortgage lender to request an Appraisal date

08

Buyer Appraisal

The bank will contact me to meet on site to conduct a walk through of the home, and provide comparable homes if requested.

09

Smoke Inspection

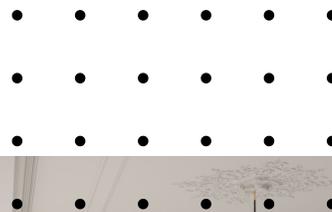
The Fire Dept will conduct an inspection and provide a smoke certificate to confirm the home is up to code with all compliance related issues related to fire safety. I will deliver this to the Closing Attorney

10

Completing the Close

I will monitor and coordinate all the details necessary to get you to the finish line. Once all, if any, contingencies have been met and the loan is ready to fund the Buyer will schedule a final walk-through.

Closing will take place at the Closing Attorney's location and once recorded with the Registry of Deeds the keys will be handed over to the Buyer.



Maximize Your Home Value

Compass Concierge is the hassle-free way to sell your home faster and for a higher price.

From staging to renovation, our exclusive Concierge program transforms your home with zero upfront costs and no interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

- Concierge listings sold **11% above ask**—compared
- to MLS listings which sold only 3% above ask price. (June 2021*)
- **80% of Concierge listings sold within 3 months**—compared to only 61% of all MLS listings! (March 2021*)

Key Services Include:

- | | |
|----------------------|--------------------|
| Fresh paint | Custom closets |
| Strategic staging | Storage support |
| Updated HVAC | Roofing repair |
| Updated plumbing | Upgraded electric |
| Cosmetic renovations | Structural fencing |

BEFORE



AFTER

Greater marketing and exposure for your home

Compass gets billions of impressions. That means, when you list with Compass, you do too.

- **250M+** annual website and social**
- **105B+** PR impressions in 2020***

Plus, you get access to **industry-leading technology** to make sure the listing makes an impact and attracts the right buyer.

Samantha Edwards

Licensed Real Estate Agent & Advisor
857.350.0282
samantha.edwards@compass.com
www.samanthasells.com

INTELLIGENT DIGITAL ADVERTISING

By leveraging Compass digital advertising tools across social media, we can generate demand to sell your home faster, and meet buyers where they are, online.

INSIGHTS

Our detailed, custom dashboard allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.

*Based on data from the periods described in the notes above. Data is limited to include properties with a list price of \$500,000 and \$3,000,000. Data is sourced from regional MLSs and aggregated to create a comprehensive national data set. Compass makes no guarantees as to the reliability, accuracy, or up to date nature of any information from MLS sources. This information is provided for informational purposes only and is not a solicitation, recommendation, offer or promise to provide services. Compass is not offering legal, financial or other professional advice. Compass reserves the right to refuse, reject, or cancel the program for any reason at any time without liability. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Individual results may vary. Testimonials are not intended to guarantee the same or similar results. Subject to additional terms and conditions at compass.com/concierge.

**Sourced via Sprout Social and Google Analytics, 1.1.2020–12.31.2020.

***Sourced via Meltwater, 1.1.2020–12.31.2020.