

# Why Compass?

# COMPASS



## The Technology

Compass, a tech-focused real estate brokerage, has developed an all-in-one platform to simplify the work of real estate agents. With features like a powerful CRM and a modern marketing platform, agents can efficiently promote listings and find the right buyer. Additionally, Compass offers exclusive access to upcoming listings through Compass Coming Soon, and the ability to create personalized collections of properties of interest. This innovative technology disrupts traditional real estate practices.

## The Programs

In addition to Compass Coming Soon, Compass offers another program that helps get your home in the best shape possible before it goes on the market or stage photos that will bring in buyers. Compass Concierge fronts the cost of renovations and staging to help your home sell faster and for more money. You and your agent work together to decide which services can increase your home's value the most and set an estimated budget for the work.

## The Credibility

Compass may be the new kid on the block when you compare it to traditional brokerages, but it came on the scene and made a splash in the real estate industry faster than you can say "real estate." And the success isn't just local, either — Compass is a national brokerage with a proven track record from coast to coast. In 2021, Compass agents nationally did \$245 Billion in gross transaction volume across 28,000 agents in 71 markets. That's a lot.



**Taryn Bergstrom**

727.698.4054

TarynB@compass.com

*tarynupstpete.com*



# Our Success in Pinellas + Hillsborough County



1,926+

Transactions  
Closed in 2022\*

\$1.9B+

Sales Volume  
in 2022\*

286

Compass Agents  
in Pinellas +  
Hillsborough  
County\*\*\*

\$620K

Average 2022 Sales  
Price for Compass  
Agents in Greater  
Tampa Bay\*

## Sharing Your Home Globally

Instantaneously reach millions of potential international buyers on a vast network of trusted sites.

307M+

Annual international  
buyers reached\*\*\*\*\*

50+

Countries your  
home syndicates to\*\*\*\*\*

96+

International portals your  
home syndicates to\*\*\*\*\*

## Barnes International Realty

Compass has established a program with BARNES International Realty to showcase your listings to their international network of ultra-high-net-worth luxury consumers and leading brokers. As a leader in high-end real estate, and an ambassador for the art of living, BARNES is present in more than 75 exceptional destinations, from major international cities to the most beautiful resorts.

All information is deemed reliable, but not guaranteed.

\* Based on internal Compass data for closed residential (including single family, condo, co-op, townhome) transactions from 1/1/2022-12/31/2022 for Pinellas and Hillsborough County.

\*\* Based on internal Compass data for closed residential (including single family, condo, co-op, townhome) transactions from 1/1/2022-12/31/2022 for all counties Compass operates in Florida.

\*\*\* As of March 10, 2023

\*\*\*\* As of January 30, 2023

\*\*\*\*\*ListGlobally opt-in required. Data based on the reach of ListGlobally's international and luxury networks.

# WHY SO MANY TOP AGENTS USE PRIVATE EXCLUSIVES

COMPASS

As Heard from Compass Agents Nationwide

- 1 “ **We can generate pre-market excitement for your home.** While we are preparing the listing for the public market, we could list it as a Private Exclusive on Compass so that we can begin to build demand for your property.
- 2 “ When we list your home as a Private Exclusive, **we can test it at an aspirational price without risk of days on market or public price drops.** It’s a way to get eyes on your property while DOM and price history will not carry over when we list it publicly on the MLS and Zillow.
- 3 “ Listing as a Private Exclusive first means that your property **will not accrue unnecessary days on market.** DOM reduce the value of your property and tarnish a listing. It’s my job to help you receive the highest and best offer.
- 4 “ **You only have one chance to make a first impression to the public.** You might think a Private Exclusive is just for sellers who want to retain their privacy, but **Private Exclusives also help us test what really matters to buyers.**
- 5 “ **Private Exclusives can often make buyers feel like you are doing them a favor by letting them see the property early while it’s off the market.** And letting buyers know that you are going to list it publicly at a certain date, **can lead to highly attractive offers.**
- 6 “ **If you’re not ready to list your property for 6, 9, or even 12 months,** why don’t we list it as a Private Exclusive now at an aspirational price. Since it doesn’t accrue days on market and the price history isn’t disclosed, there may be an interested buyer.
- 7 “ **If you’re concerned about your privacy or security,** a Private Exclusive means that **the general public will not be able to see the photos or floorplans of your home** since it will only be viewable to Compass agents.
- 8 “ **Consider this your Hollywood trailer.** Movie trailers often elicit excitement before the movie launches. We would be doing the same thing at no cost to marketing time or days on market.
- 9 “ **I can start promoting the property while you are still preparing the home for sale.** While we are painting, staging, and preparing your property for the public market, we could list this as a Private Exclusive.
- 10 “ When we first list as a Private Exclusive, it’s possible your listing will **spend less days on the market** when we publicly list the property because we’ve already received feedback and made any adjustments to best position it for its release.

# No one does virtual marketing like us.

We have unparalleled technology to market the sale of your home virtually through evolving times.



## Virtual Open House

Using dynamic, guided video, we showcase the key features of your property to our target clientele, wherever they are.



## Video Mail

More opens lead to more closings. We embed live video into our email marketing to engage clients in a modern and compelling way.



## Private Interactive Home Tour

We'll take buyers on a virtual journey through your home to highlight the unique features. Our interested buyers can easily provide direct feedback through live video or text.



## Live Postcard

We utilize animated emails to showcase the most attractive elements of your property. This helps grab the attention of buyers at every stage of their home search.



## Virtual Neighborhood Tour

Our buyers and their loved ones can explore all that the surrounding community has to offer with snapshots of key attributes of the neighborhood.



## Digital Marketing & Insights

We'll run and actively optimize Facebook and Instagram ad campaigns to promote your property to high intent buyers.



## Digital Listing Brochure

Pages will turn, videos will play, and home features will come to life with interactive brochures to create an immersive experience for even the most discerning of buyers.



## Enhanced 3D Staging

We've partnered with the nation's leading virtual staging firm to provide touch-free staging in order to show your home in its best light virtually.