

Seller's Guide



COMPASS

01

Let's Talk

Meet with your Compass agent to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. Your Compass agent will analyze comparable property sales, assess the competition, work with you to determine pricing strategy, and outline a strategic plan to achieve the best possible result for you as a seller.

02

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, your Compass agent will ensure that the property is visually ready for showing. Your agent will schedule a professional photo shoot, commission an illustrative floor plan, and prepare a listing description. At this time, you should also sit down with your agent and complete the Seller Disclosure documents that will be necessary for the transaction.



03

Going Live

The listing is broadcast on Compass.com and sent across our 100+ partner sites for the duration of the selling process.

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Spreading the Word

The Compass marketing team produces beautiful print collateral to strategically showcase your property. Your agent develops and executes an intelligent, effective paid marketing plan in relevant publications. Eye-catching property signs are produced and placed outside your property.

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Making Connections

Your agent continuously leverages professional contacts and the Compass Network Tool to find ideal buyer brokers. Open houses are hosted for both brokers and clients on an ongoing basis.





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Building a Strategy

Your agent conducts an assessment of the market response within the first 30 days of your listing going live. Feedback from agents and buyers is aggregated, and the listing strategy revised if needed.

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Communication

You and your Compass agent will establish the best method and frequency of communicating as the process unfolds. Your agent will provide you with regular feedback and will keep you updated with continuous traffic metrics and information from the market.

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Negotiations

Once we receive an offer, your agent will contact you to review the terms of the offer and analyze the pros and cons. Together you will decide how to respond to the buyer in one of several ways: by accepting the offer, rejecting the offer, or making a counter offer.

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Escrow

Once a contract has been agreed to and signed by all parties, an escrow will be opened and the buyer's contingency period will begin. Timelines for the completion of buyer and seller responsibilities will be listed in the purchase contract and adhered to in the escrow. Your Compass agent will keep a close eye on the timelines and ensure that you are in compliance with your responsibilities, while also holding the buyer's side to task to keep the process moving.

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Closing

Your Compass agent will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed their inspections, removed their contingencies, and the loan (if any) is ready to fund, your agent will arrange the final walk-through. At or near this time the escrow will close, payment will be made, and the keys will be handed over to the buyer.



