COMPASS

AZ

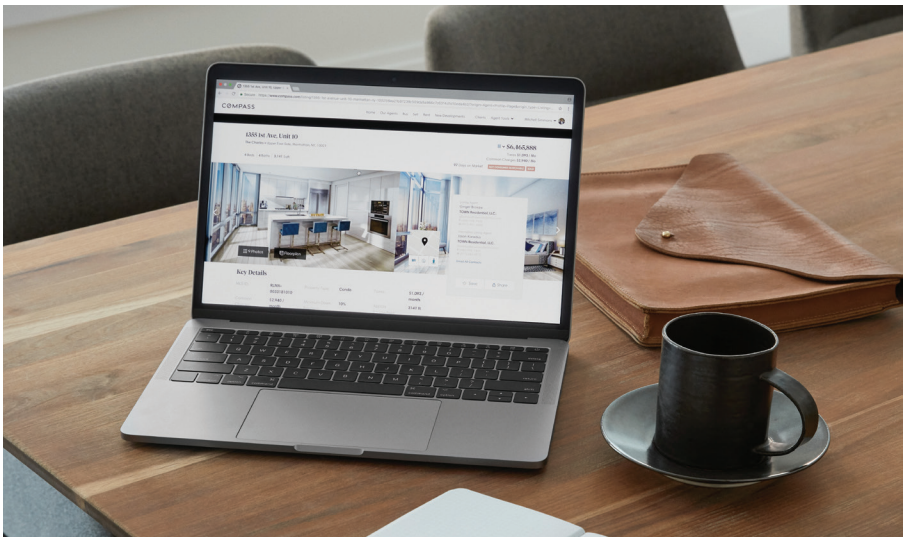


SELLER'S GUIDE

TEAM ACHUCK ZECH

AZ

Operating as a full-service team with extensive trade relationships, our team has the capacity to expertly manage the entire process from staging to signing. We encourage our sellers to participate as much or as little as they'd like. Simply put, we're happy to meet in the middle. Whatever works for you.



1 PREPPING YOUR HOME FOR SALE

Everyone's home is unique. Some warrant a full update, while others just need a little freshening up. We'll typically schedule a walk-through to pose suggestions, ensuring your home makes the best impression possible when it hits the market.

Our process looks a little something like this:

1 Deep clean

Declutter, organize, and clean. We'll make suggestions or enlist a team equipped to organize the smallest of details.

2 Update

Determine whether we need to make minor updates or do a major overhaul.

3 Inspections

Schedule and attend all mandatory and optional inspections. We'll help translate inspector lingo and determine if repairs are necessary based on reports. We attend each and every inspection so that we have a full understanding about your home and all it's working pieces.

4 Paint

Determine a paint scheme and enlist a colorist who can bring out the best in your home.

5 Stage

Stage the home and dial in the feng shui. Channel your inner Chip and JoJo.

6 Compass Concierge

If your home is a good candidate for the Compass Concierge Program, Compass loans you the money to prep your home, interest free. Money is paid back at close of escrow. Ask us for further details.



2 MARKETING STRATEGY

1 Photos

Schedule a photo shoot of the home including drone stills and twilight photos. We know how to capture your homes best angles.

2 Website

Gather all the media together in one space to highlight the home.

3 Videos

Shoot a long version of the entire house and the grounds. Short teaser video can also be created for social media campaigns.

4 Floor Plans

Draft detailed floor plans with measurements. A 3-D walk through of flat static plans is also an option.



3 EXPOSURE

1. **Brokers**

   Hold Brokers Open and Sunday Open. We invite all the top agents in Marin to walk the home on Wednesday, and the general public on Sunday.

2. **Print Media**

   Enlist local, national, and specialty media depending on the home.

3. **Social Media**

   Roll out campaigns on Facebook, Instagram, and Twitter.

4. **Mailers**

   Send good ol' brochures and mailed postcards to targeted zip codes.

5. **Flipping Books**

   Create for email campaigns to both buyers and local agents.



4 ACCEPTING AN OFFER

1. We'll translate all the details of an offer.
2. We'll help guide you through the negotiation process.
3. Of course, we'll provide detailed comps to help make decisions.
4. Together, we'll walk through all the contingencies.
5. Without question, we'll attend all inspections and appraisals during escrow.
6. We'll provide assistance with final signing. Then cheers to your incredible sale price.



CONTACT US



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