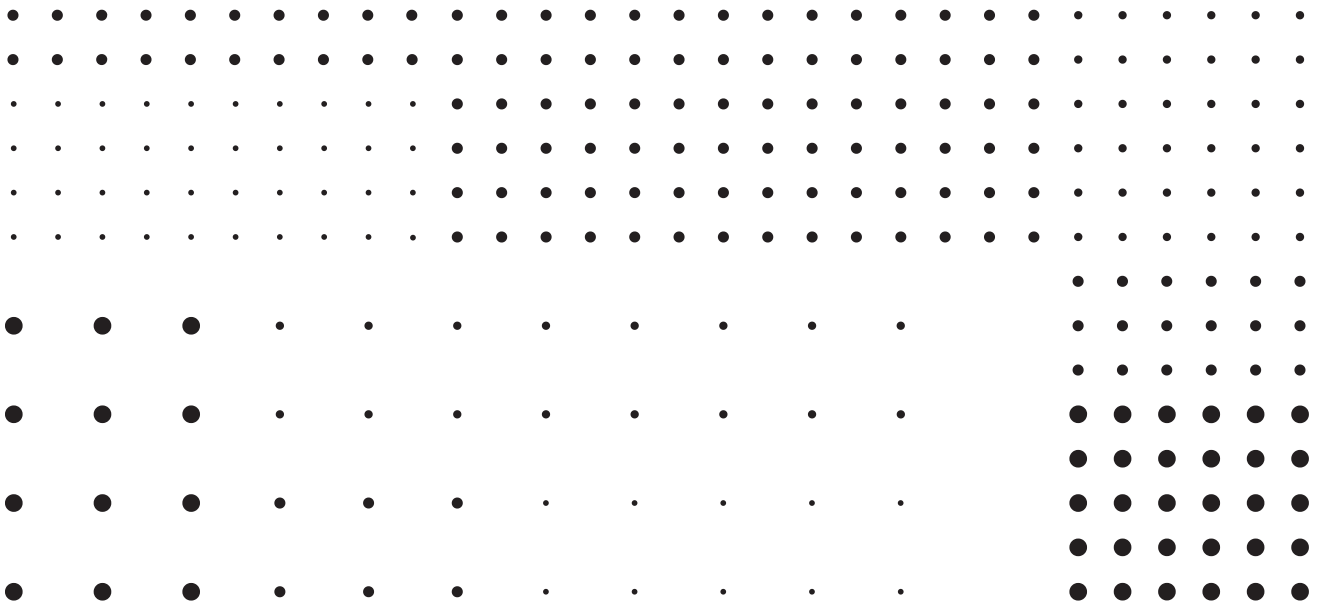
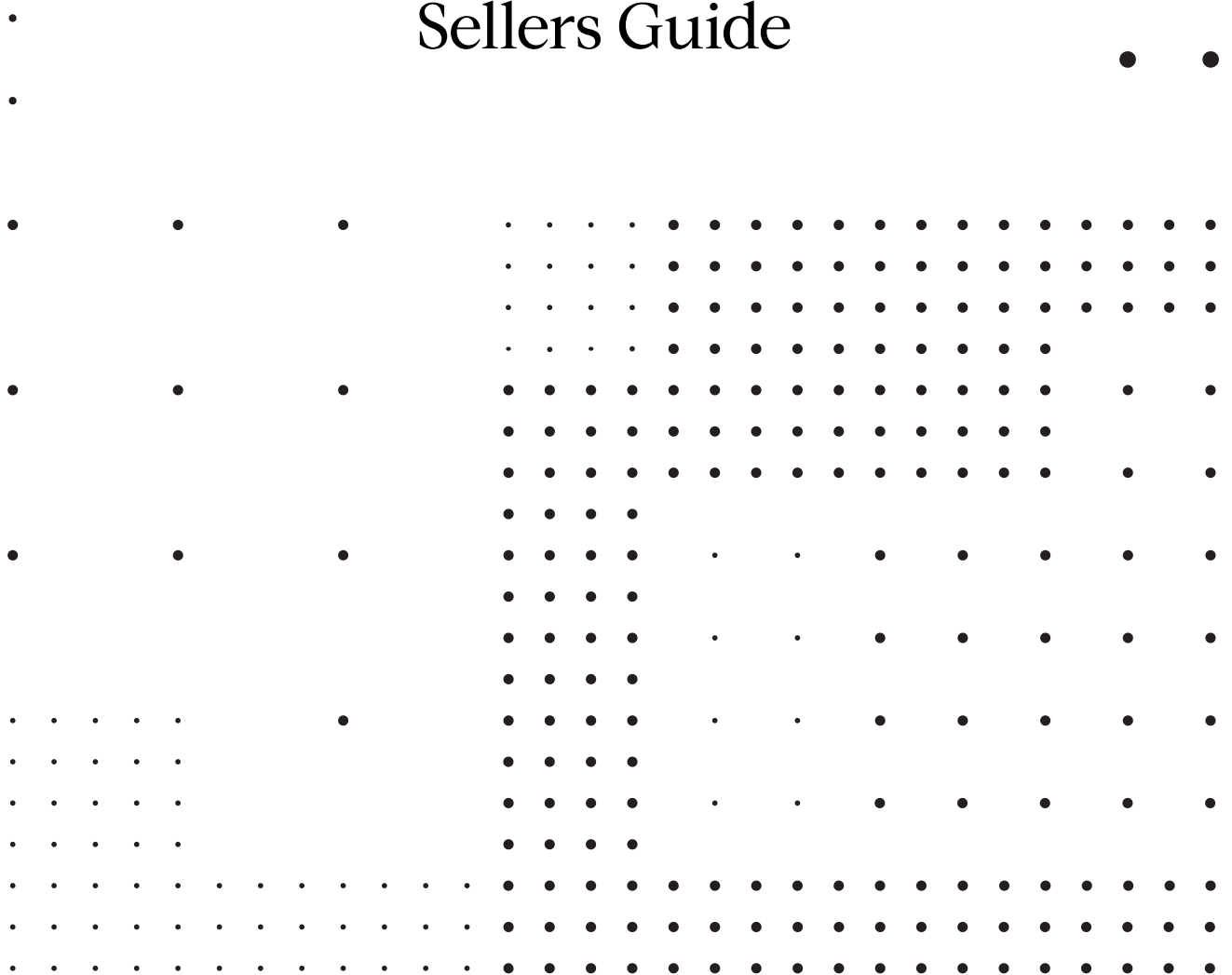




Sellers Guide





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 reimagined 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.

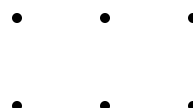
Like you, I understand the importance of choosing an advisor with the utmost integrity and skill. Buying or selling a home is often the most important financial decision a person will make in their lifetime; it can help make the future you imagine for yourself and your family possible. But it's also 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.

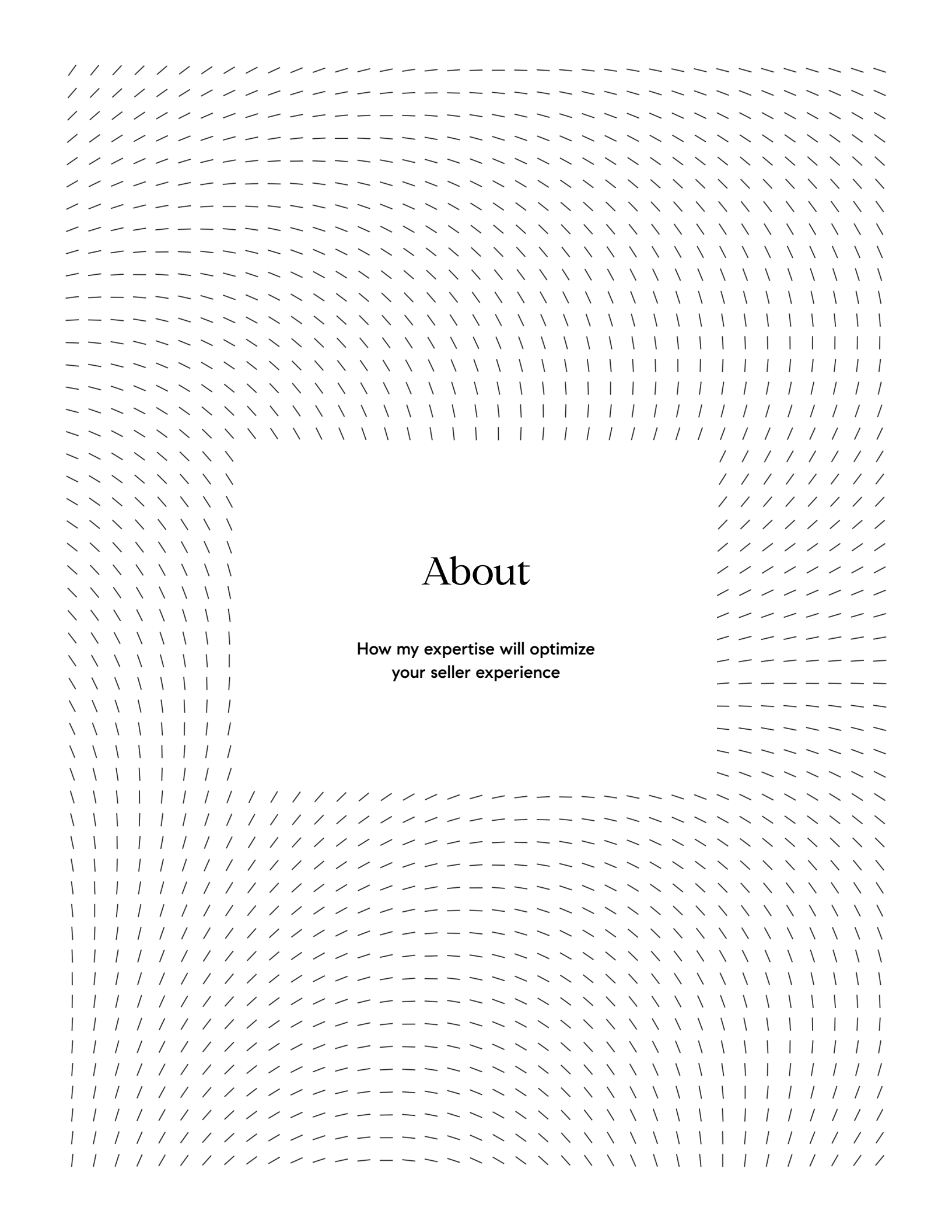
The agents of Compass inspire me daily, but the community we've built together is wholly inspired by you. I want to thank you for providing this opportunity to the agent in front of you, and by extension, to all of us at Compass. Your trust is something we don't take lightly and I am personally committed 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**



Kevin Merlander

Broker Associate
720.571.4499
kevin.merlander@compass.com

As a Bay Area native growing up just outside of San Francisco, Kevin was exposed to the Real Estate industry from a young age. He grew up in a family of Real Estate agents, commercial investors and property managers. This would inevitably jumpstart his career as a successful Real Estate agent in the greater Bay Area.

After earning a B.A. in Business Entrepreneurship with an emphasis in Marketing, Kevin decided to follow the family path. In early 2012 he began his career in the world of residential and commercial appraisals. Naturally, this experience provided a valuable foundation for a career as an agent, as he quickly learned how to analyze and evaluate real property. For Kevin, being able to provide an accurate market value is a critical tool for his clients. By the end of 2012 Kevin was a licensed Real Estate agent, selling and appraising property in San Francisco. By fully immersing himself in the industry, Kevin quickly realized that his true passion was servicing buyers and sellers to the best of his ability. The driving principle was to build lasting relationships, far beyond the real estate transaction.

Over the years, Kevin has demonstrated the importance of honesty, integrity and ethics in his business. He brings those same principles with him to his operations in the Denver Metro Market. Today Kevin holds both his Colorado Brokers License, as well as his California Real Estate license. As a constant student of industry, Kevin has found that his diverse career path has helped him achieve success for his clients in any competitive market. Kevin feels as though he has found himself at home right here in Denver.

Stats

\$80M

Total sales
to date

80+

Transactions
to date

10

Collective years
in real estate

About

Compass Denver

RiNo Team

Now with the support of the RiNo Team (powered by Compass), Kevin has found himself right at home in the Denver Metro and surrounding areas. The RiNo Team has decades of experience with buyers, sellers, investors and developers. With an unparalleled culture and team dynamic, the RiNo Team is ranked in the top 5 of Compass Colorado teams (of more than 5 agents).



Our Stats

12

Members

50+

Combined Years
of Experience

1000+

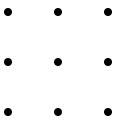
Transactions
to date

1000+

Hours of fun

1000+

Happy Clients



Testimonials

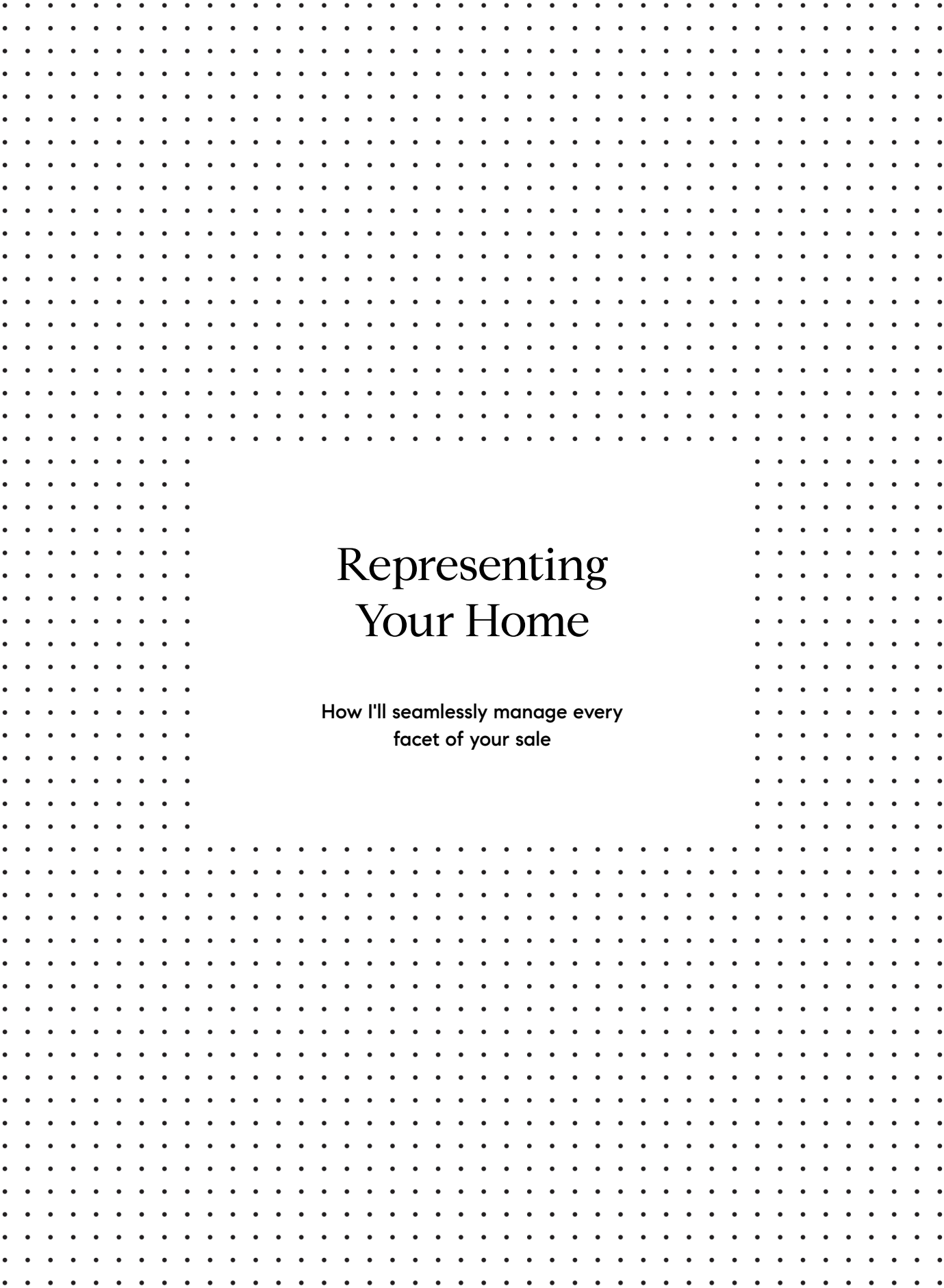
"Kevin was the most professional Realtor that I have ever worked with. He did a great job getting us top dollar for our condo and worked diligently to get it closed on time. Kevin took the time to assist us in getting the little bit of required work completed timely and under budget. I believe Kevin even fixed a few of the issues himself saving us money! If you are looking for a professional realtor, one that can be trusted assisting in the sale or helping you buy your next home, Kevin Merlander is your guy!"

- Brett Rolf



"Kevin Merlander is AMAZING! He exceeded every one of my expectations. He is not afraid to get up at 7am to see a house before work, write offers on everything I liked, and give great advice when it comes to where I should land on offer price. I really enjoyed working with him! In the end, we only had to make TWO offers before I found my dream home... he's that good! I believe his negotiation skills and the relationship he developed with the seller's agent really sealed the deal to get me my dream home! I'll be calling him when I'm ready to sell!"

- Ian Morich

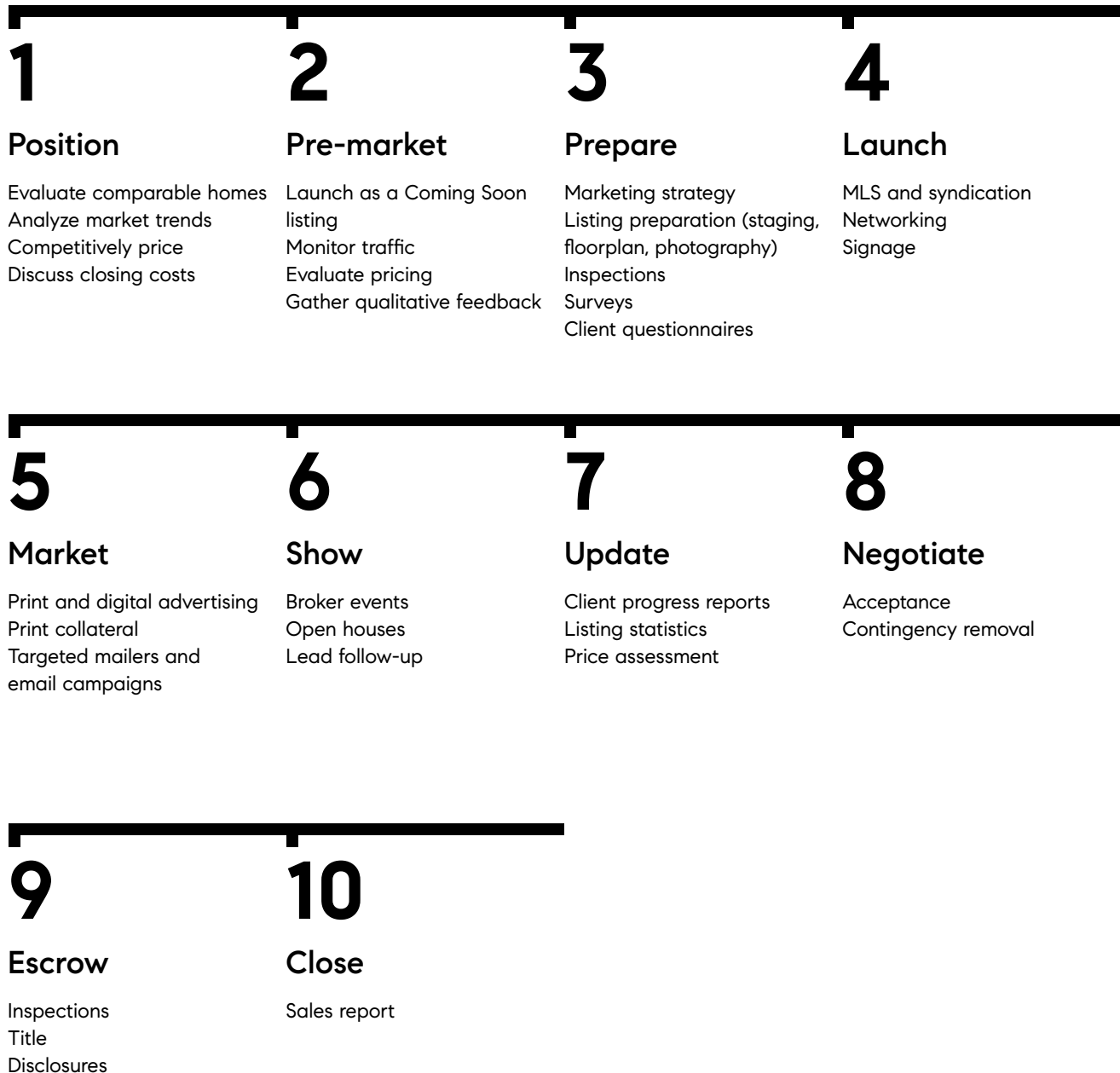


Representing Your Home

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.



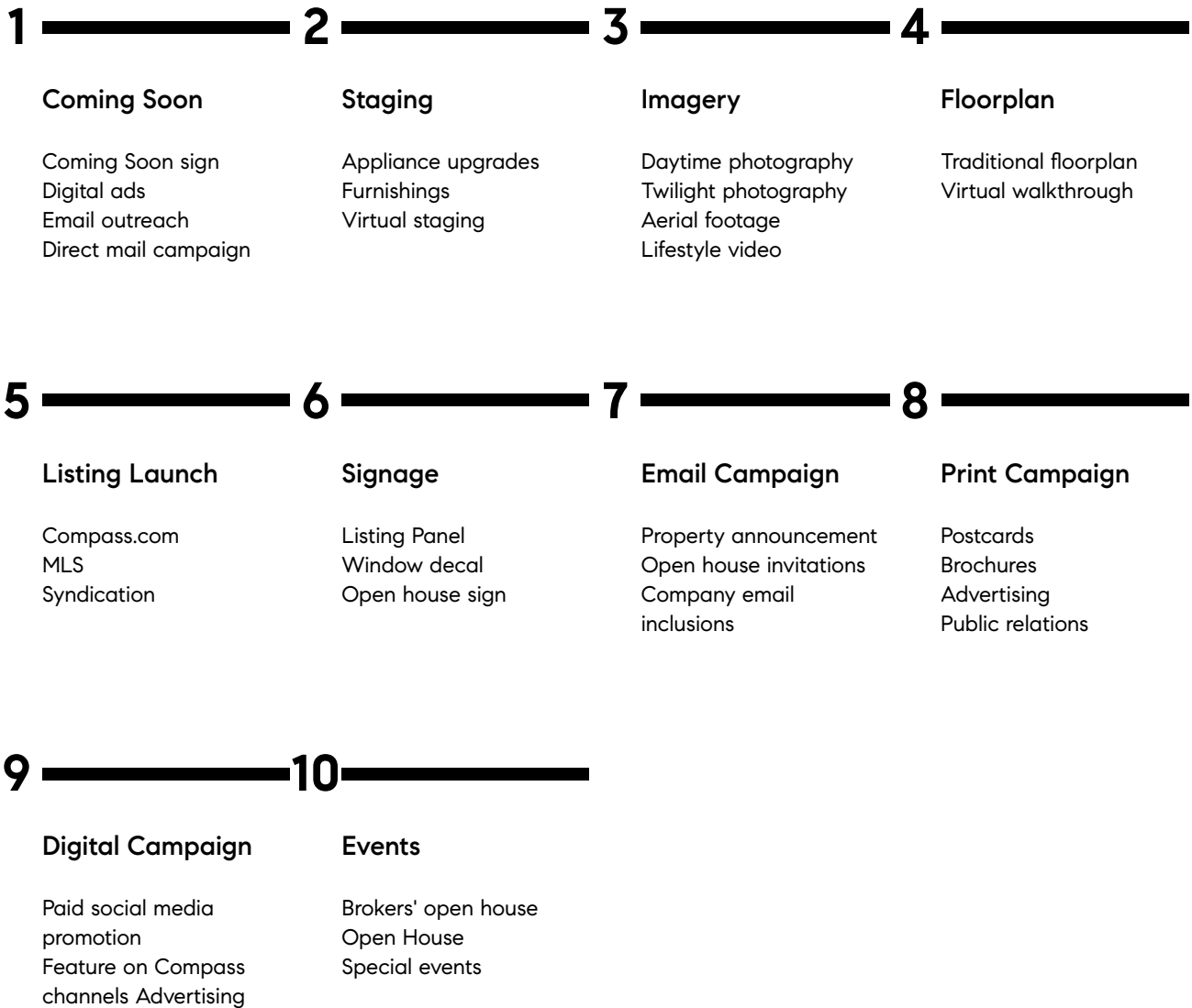


Representing Your Home

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
— 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.



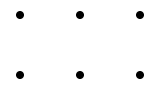
before



after

- •
- •

Maximize the value of your home with Compass Concierge



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.



↓ AFTER / BEFORE ↑



Key services include:

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



COMPASS
CONCIERGE

Representing Your Home | Marketing Your Property

“Compass Concierge was a true gift. Suddenly I had the finances to get my home of 18 years ready to sell, with no upfront cost to me. It ought to be called the ‘Concierge stress relief program.’ It exceeded all my expectations of the home-selling process.”

Jo Ann, Seller | San Francisco Bay Area

\$200k **4**
above list price days on the market



↑ BEFORE / AFTER ↓



How it Works

01

We will work together to decide which home improvement services can increase your home’s value the most and set an estimated budget for the work.

03

Once the transformation is complete, your home will go on the market.

02

Once approved, I will be by your side as you engage vendors and commission work.

04

You’ll begin repayment for the services rendered when your home sells, your listing agreement terminates, or 12 months pass from your Concierge date.

Learn more at compass.com/concierge
(terms and conditions apply)

Photography

Proponents of powerful imagery, Compass invests in visuals 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:

dwel

The New York Times

AD
ARCHITECTURAL DIGEST

THE WALL STREET JOURNAL

DECOR

TOWN&COUNTRY



ONLY AT COMPASS
40° 44' 11" N
73° 59' 38" W

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.

Early to list means early to sell

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.



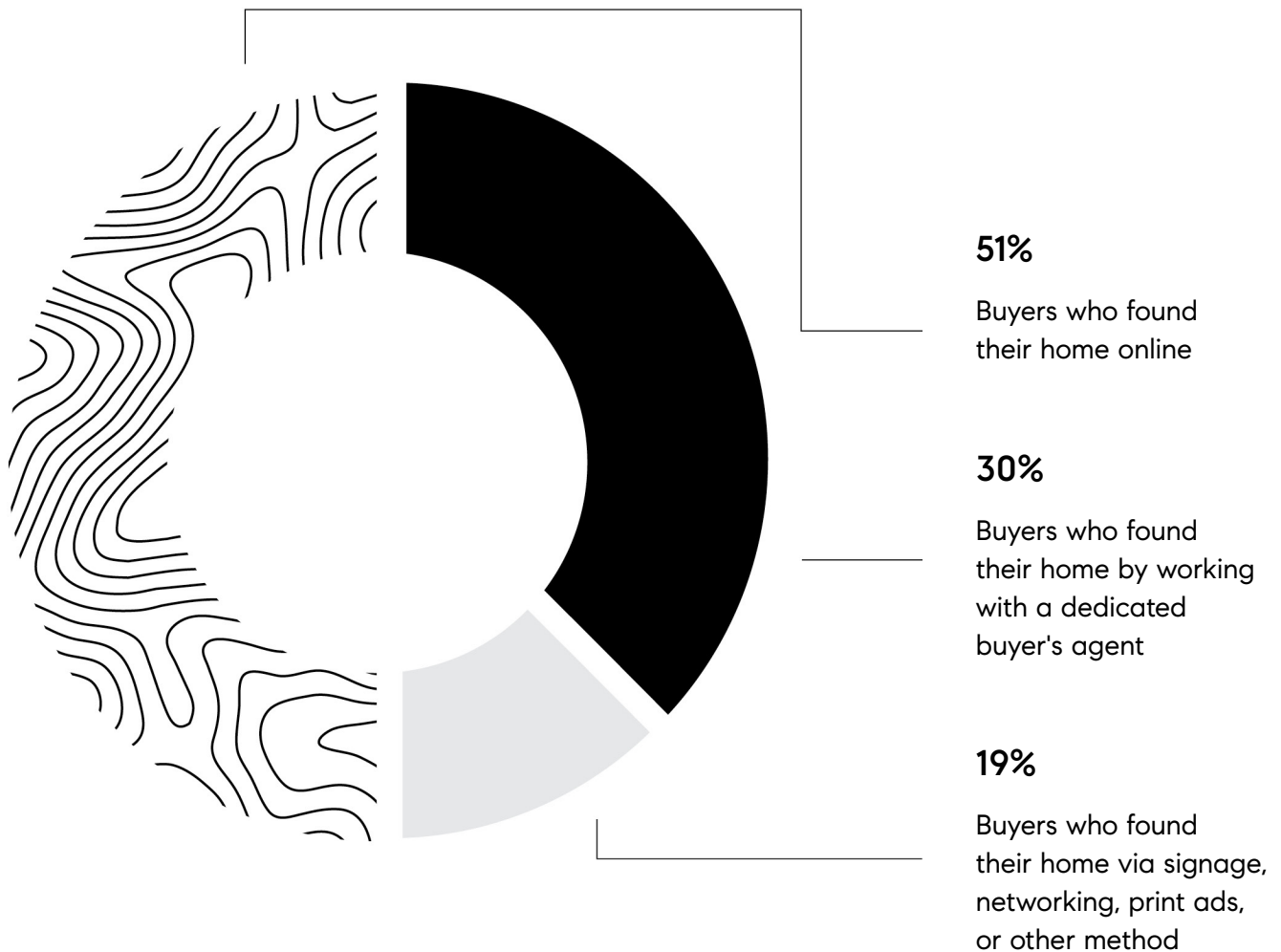
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COMPASS COMING SOON

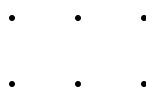
Compass is a licensed real estate broker. All material herein is for informational purposes only, was compiled from sources deemed reliable but is subject to errors and omissions. Compass makes no representation or guarantee that Coming Soon are available in your region, or that its use will result in 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



Bridge Loan Services

Creating new buyers for your home.

Tap into to an exciting new pool of buyers when you work with me. Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. That means I can help access buyers who are ready and able to move quickly when they see a house like yours on the market.



How does it work?

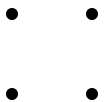
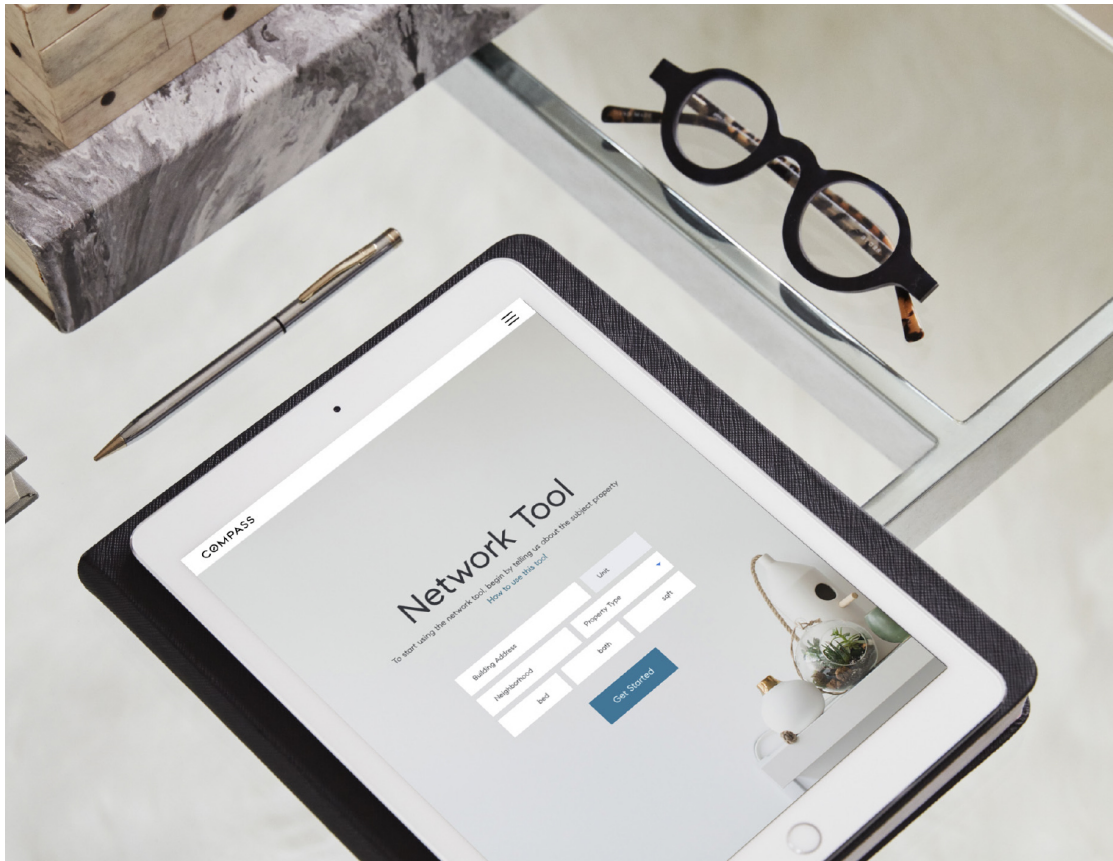
I share your listing with prospective buyers, who can use Compass Bridge Loan Services to put a down payment on your home, prior to selling their existing one.

With more prospective buyers, we can position your home to sell faster and for more money.

COMPASS
BRIDGE LOAN
SERVICES

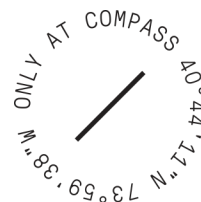
Networking Capabilities

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.



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.



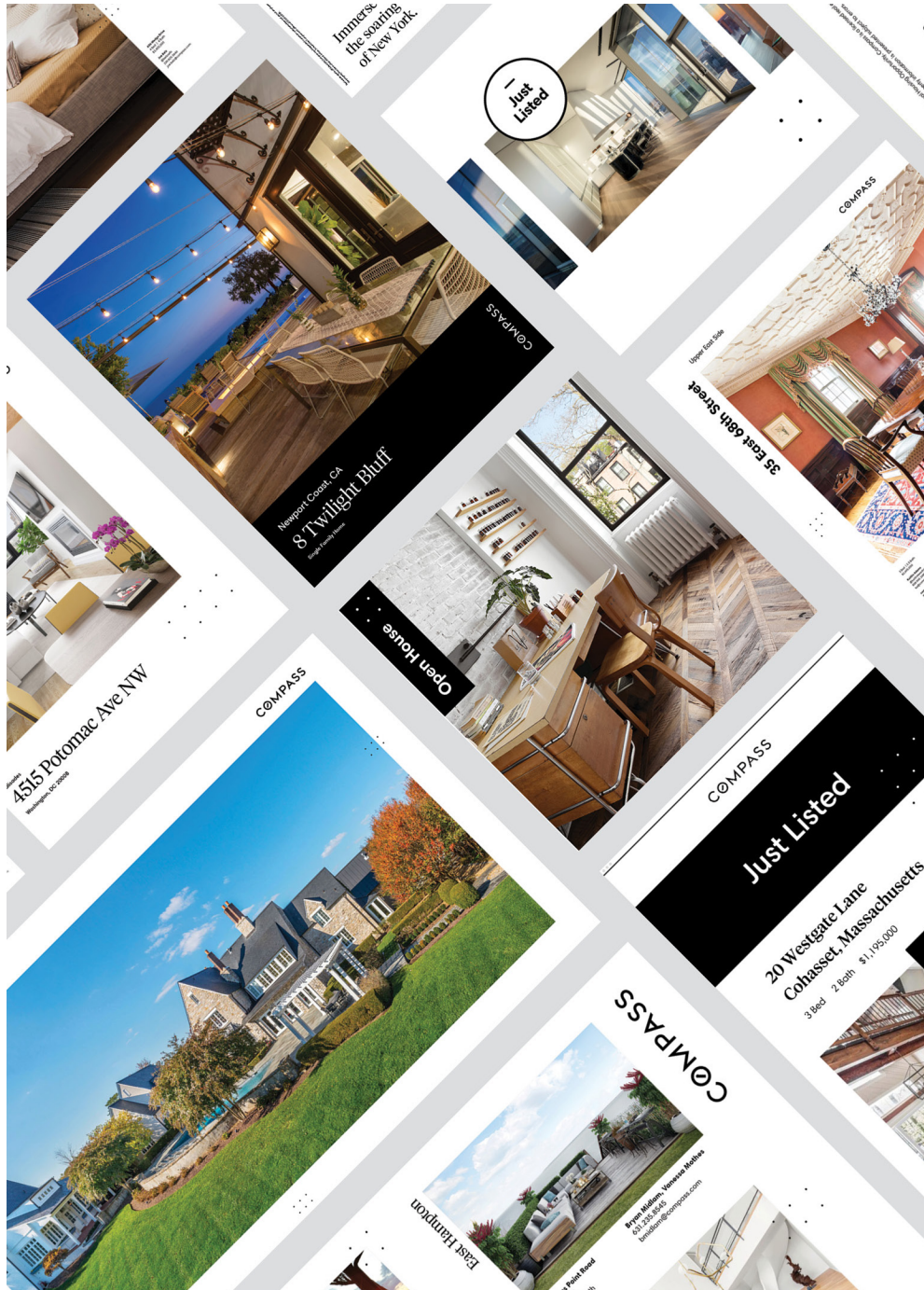
45%

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

-
-
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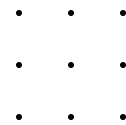
Print Materials

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

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.

COMPASS

On the Market



View Listing

Your Property Address

4 Bed | 3.5 Bath | \$850,000

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View Listing

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.

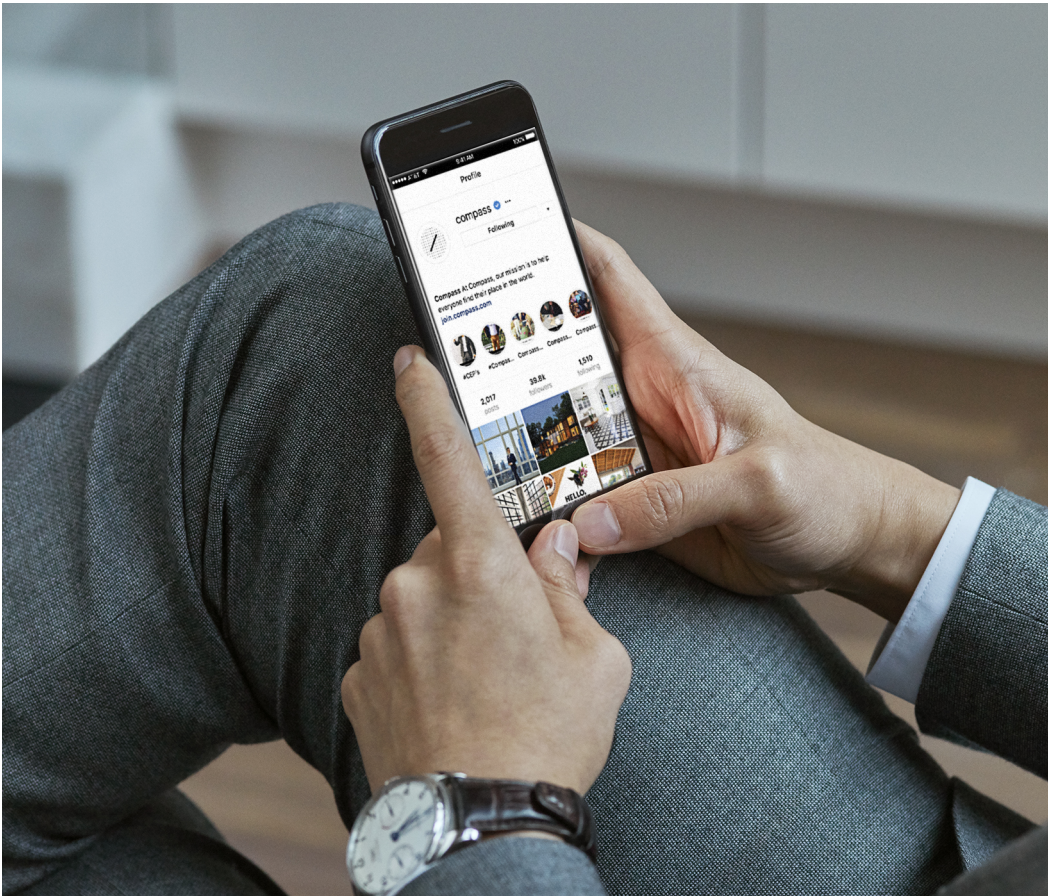
Mobile optimization

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

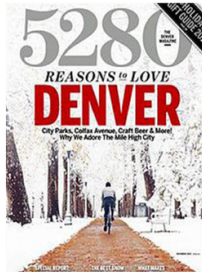
Your property deserves an advertising strategy as unique as it is. Employing print, digital, and social channels, here's how we'll effectively reach your prospective buyer base.

Type	Description	Notes
Print	5280 Magazine	• Total reach: 412,500 • Avg. household income: \$215,000 • 93% of readers own a home
Print	Denver Post	• Sunday reach: 375,489 • 25% readers' household income > \$100k • 65% of readers own a home
Social	Instagram	@compass_colorado: >1,500 followers
Paid Social	Instagram & Facebook	Target potential buyers from across the country that have expressed interest in similar properties on compass.com

Regional Advertising

Using an array of high-impact opportunities, we put our listings at the local intersections that matter most.

Print



5280 Magazine

85K+
Circulation

574K+
Total readership

\$287K+
Average household income



The Denver Post

157K+
Circulation

1M+
Total readership

65%
Average home ownership



Lifestyle Magazines

17K+
Circulation

71K+
Total readership

\$800K-17MM
Range of Home Values



5280 Home

35K+
Circulation

136K+
Total readership

\$193K+
Average household income

Digital

facebook.

2B+
Monthly Active Users

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

5280
(THE DENVER MAGAZINE)

2.6M+
Monthly impressions

204K+
Monthly unique visitors

434K+
Total social audience

303
MAGAZINE

500K+
Monthly page views

55K+
Email Subscribers

4M+
Monthly social impressions

**THE
DENVER
POST**

15M+
Monthly page views

5M+
Monthly users

900K+
Total social audience

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

Vogue

11.9M+
Print readership

1.2M+
Circulation

6.7M
HHI \$100K+

Elle Decor

559K+
Circulation

\$100K+
Median HHI

44%
\$200K+ Median HHI

GQ

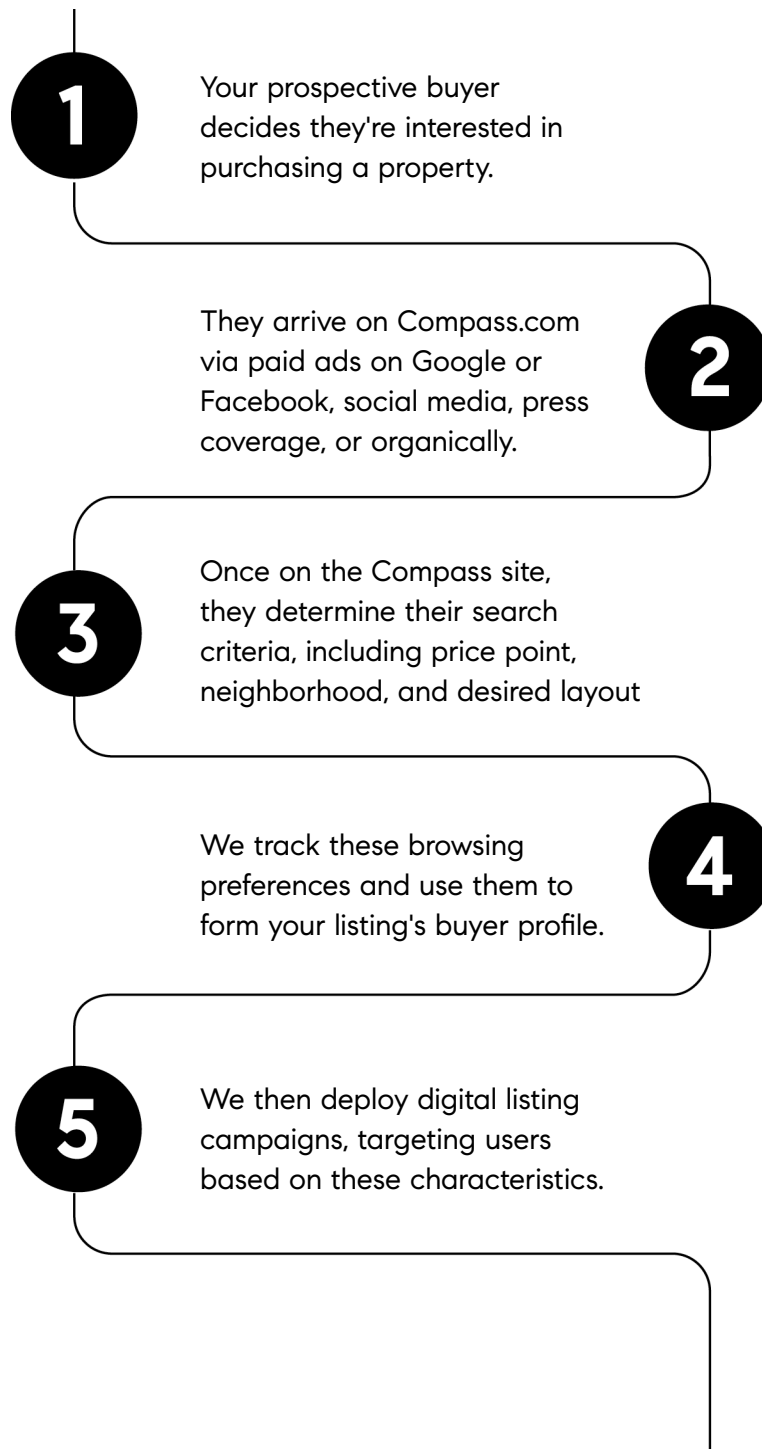
7M
Circulation

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

Supporting Your Sale

Bridge Loan Services

A simple solution to bridge the gap between
the home you have and the home you want.

With Compass Bridge Loan Services, you can access bridge loans from industry-leading lenders without the burden of out-of-pocket costs. Enjoy competitive rates and dedicated service, with the exclusive option to get up to six months of your loan payments fronted when you sell your home with me.

Already working with a lender you love? No problem. This unique offering lets you choose the provider that works best for you.

How it Works

01

Work with me to find your next dream home.

02

Apply and get approved for a bridge loan with the lender of your choice.

03

Work with me to get the first six months of your bridge loan payments fronted.*

04

Move into your new home while I work to sell your current home faster and for more money.

05

When your old home sells, simply use the proceeds to pay back the bridge loan and any fronted monthly payments.

Learn more at compass.com/bridge-loan-services

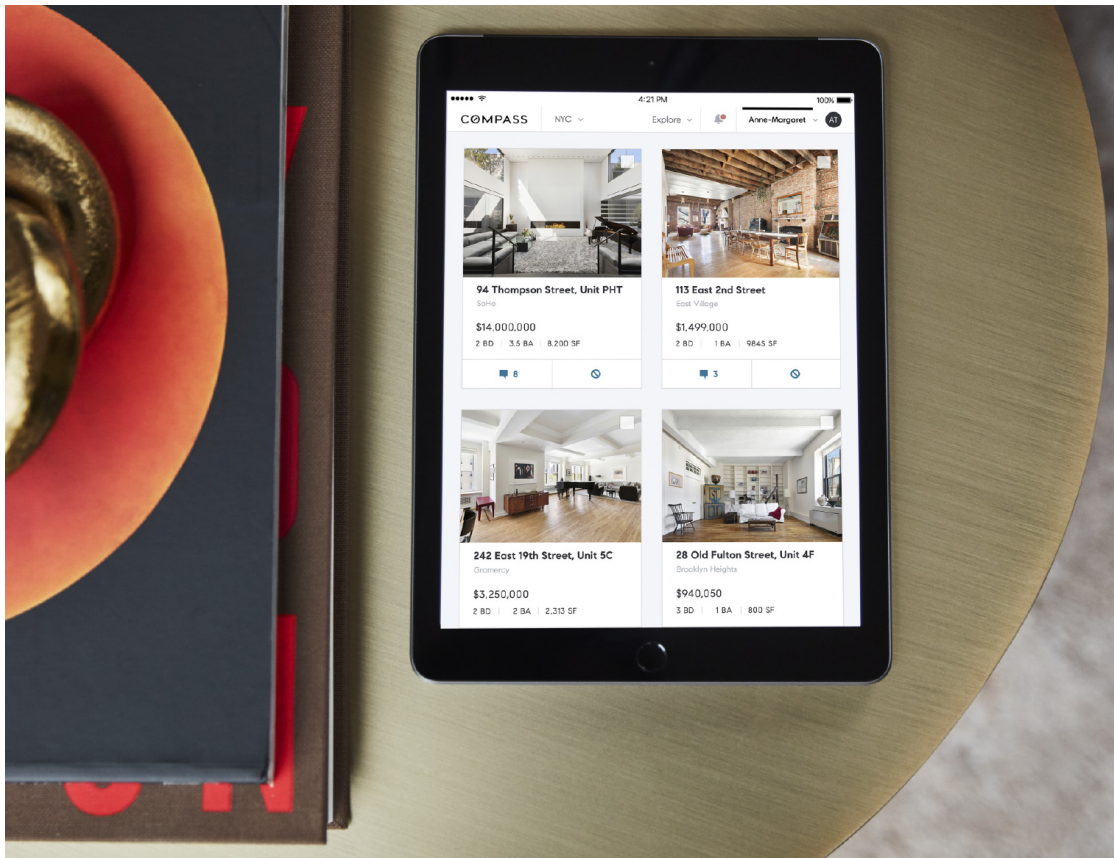
COMPASS
BRIDGE LOAN
SERVICES

Representing Your Home | Supporting Your Sale

*This exclusive offering for Compass clients is a loan provided by Nottable Finance, LLC, NMLS# 1824748 and is available to all eligible Compass clients working with the Bridge Loan lender of their choice. Loan eligibility is not guaranteed and all loans are subject to credit approval and underwriting by Nottable Finance. Loans made or arranged pursuant to a California Finance Lenders Law license. Compass is not a lender and is not providing loans as part of the Compass Bridge Loan Services.

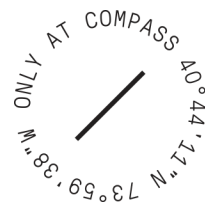
Monitoring the market

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.



Assessing 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.

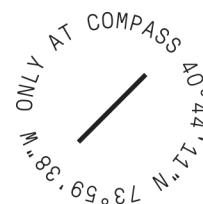


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Insights

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.



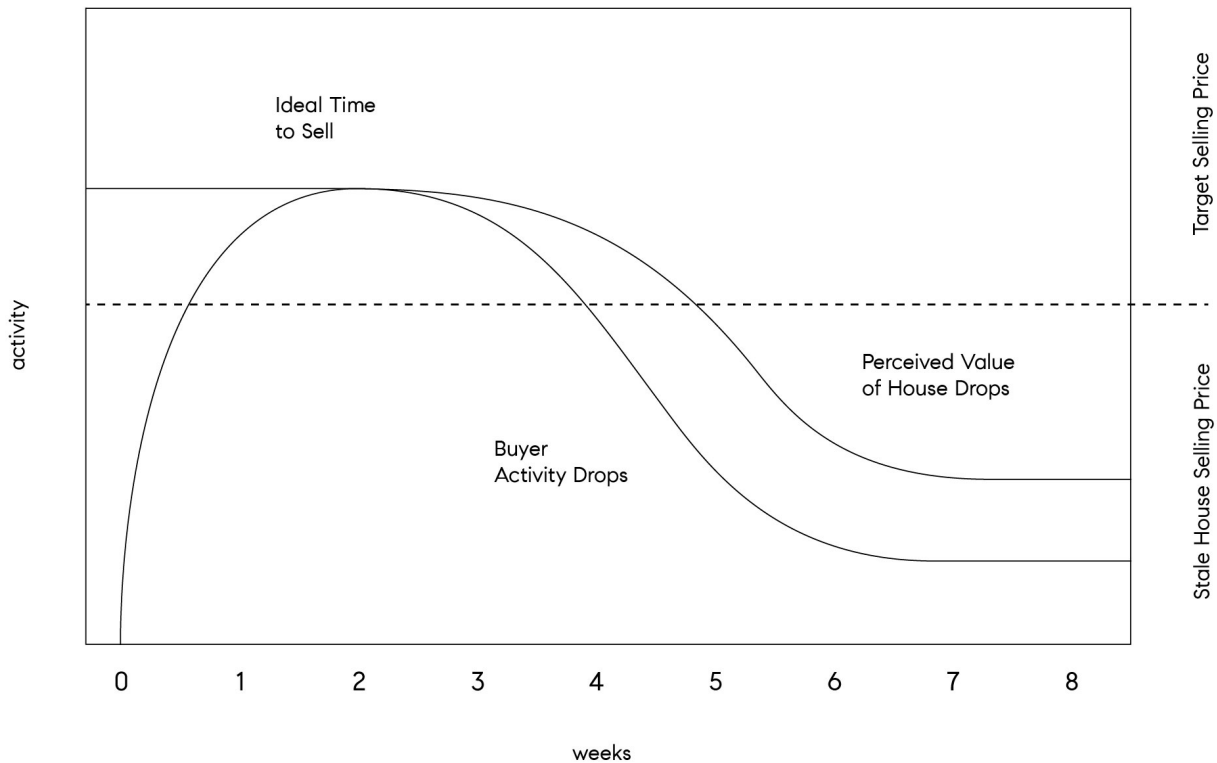


Representing Your Home

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

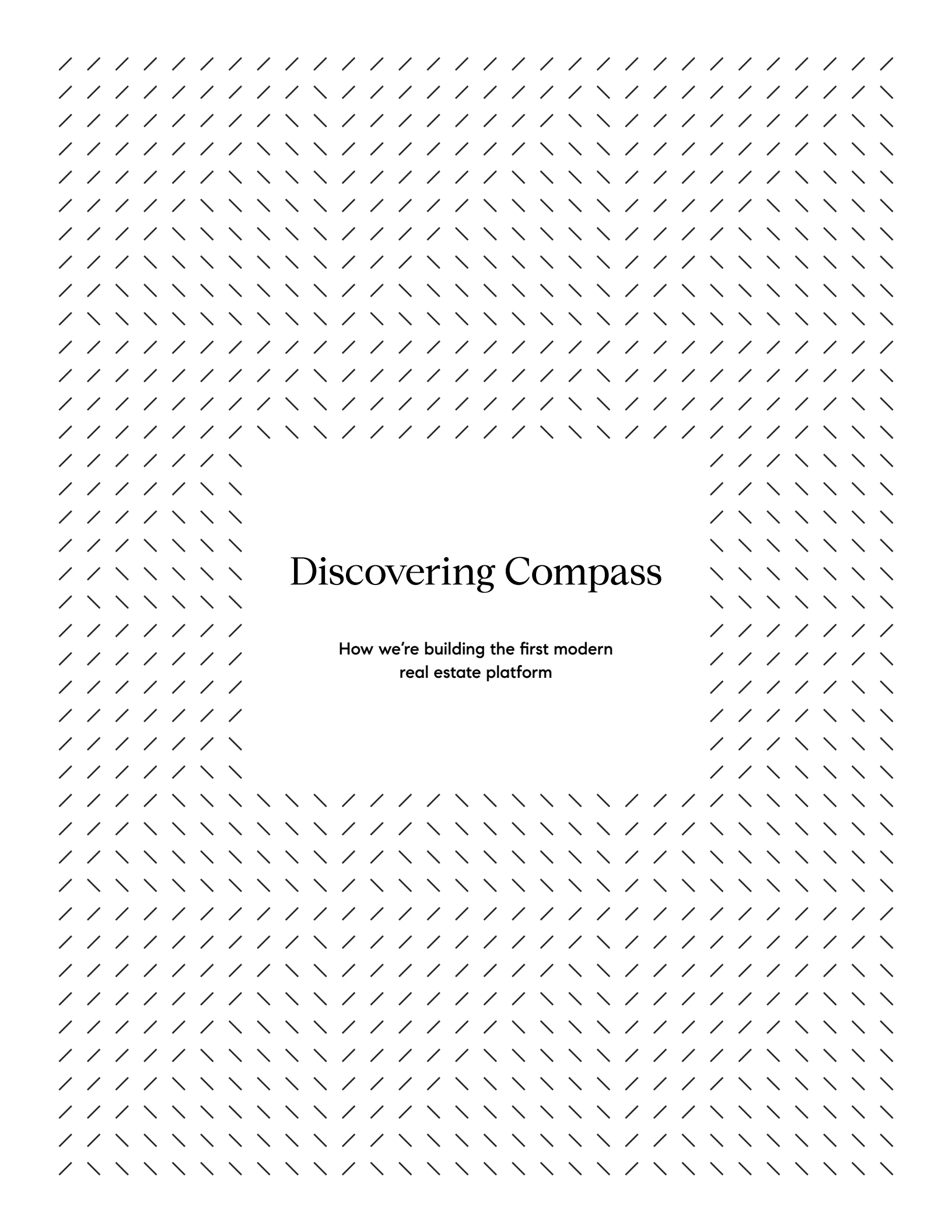


7 Days

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



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.

Microsoft

CONDÉ NAST

L'ORÉAL

ROLEX

Neiman Marcus

TIFFANY & CO.

#1

Our rank as the nation's largest independent brokerage

1.9M+

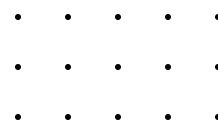
Average monthly page views on Compass.com

\$6.4B

Our company valuation, with \$1.5B in financing raised

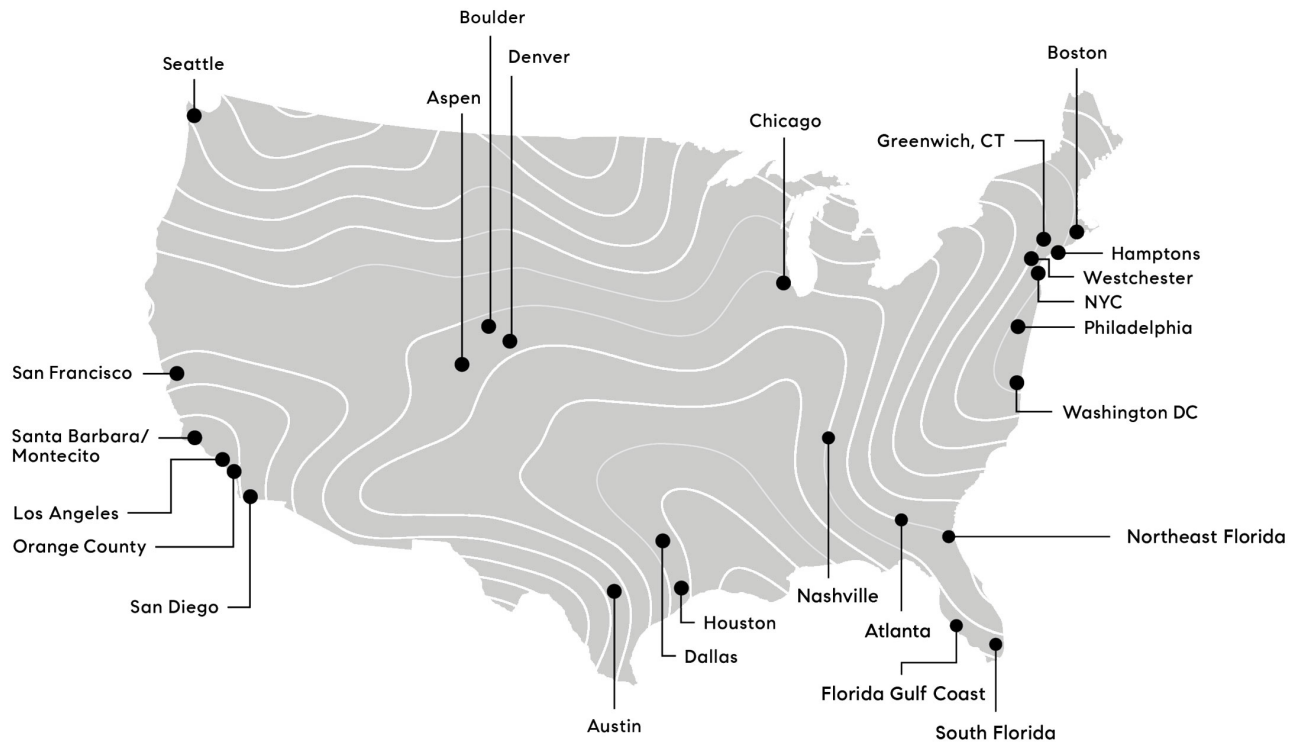
100K+

Transactions closed across the country in 2019



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 300 offices extending from coast to coast.



15k+

Compass agents
nationwide

130+

Compass cities

300+

Compass offices

\$88B+

Total sales volume
in 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	\$88B+
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 2019 sales volume is reflective of partnership with Pacific Union and Alain Pinel. Source: REAL Trends 2019



Compass Denver

2019 Year In Review

Compass launched in Denver in January 2019.

The official office opened in Cherry Creek at 200 Columbine Street in September 2019, and now has over 350 agents.

Within just one year, Compass grew to be the #1 brokerage by sales volume in Denver with 200+ agents (DMAR).

Compass Denver Stats

\$2.8B

Annual
Sales

10x

Agent
Growth

#8

Brokerage
in Denver

Compass Cares

Service is the heart of who we are and what we do at Compass — whether we're serving agents, buyers and sellers, or our communities.



Compass Cares is our way of empowering agents and employees to give back to local communities with our time, resources and skills — because no one knows a community better than the agents and employees who serve it.

Through Compass Cares, 100% of our transactions lead to a donation back to the communities we serve. We turn local knowledge into local impact by supporting meaningful local causes. Compass Cares

connects the generosity and compassion of our people to a giving platform of over 1 million nonprofits to create a regional and national community of givers. Because here at Compass, we believe it's our responsibility to make the world a little better, one place at a time.

COMPASS CARES



COMPASS