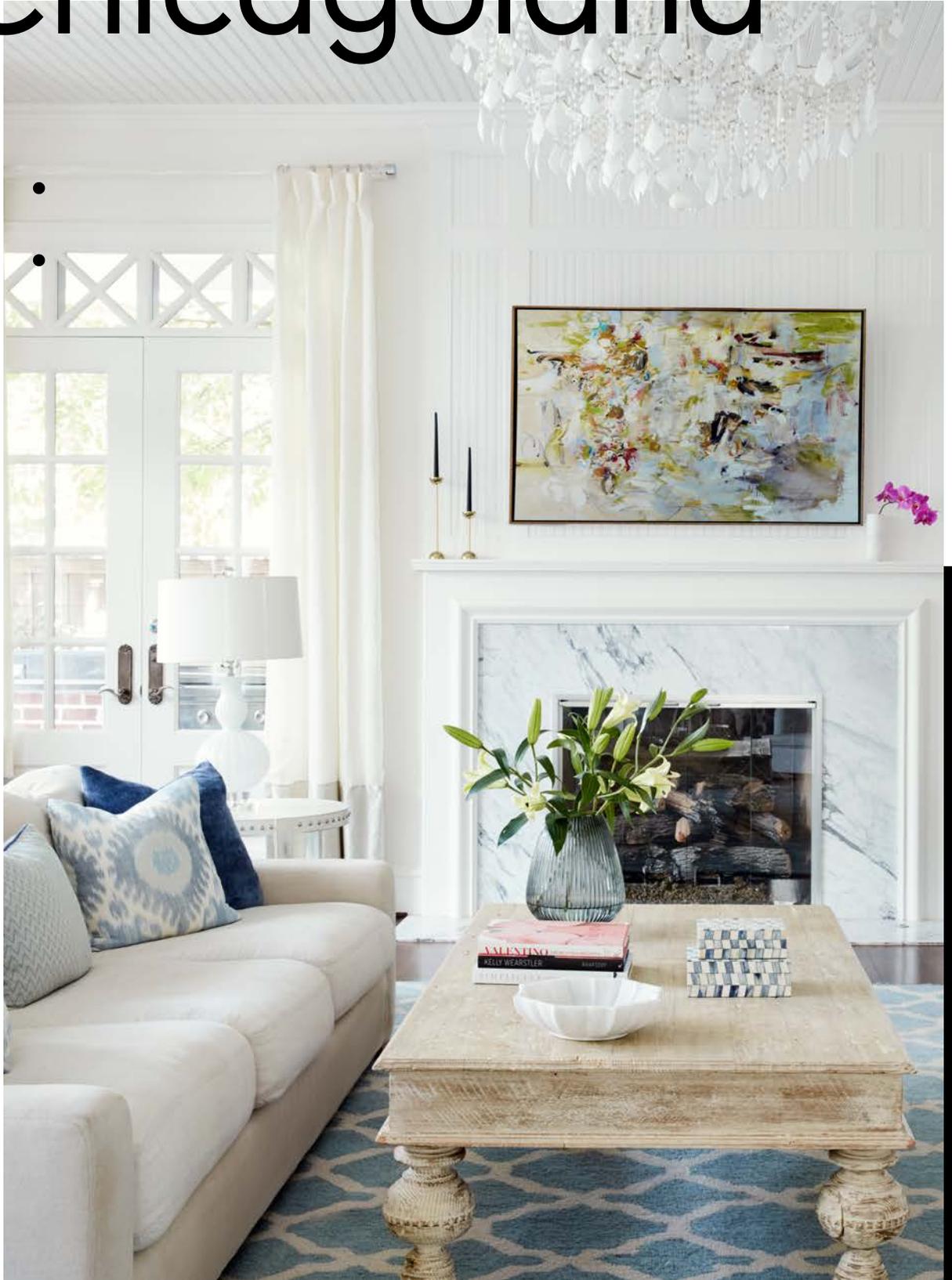


Selling a Home in Chicagoland

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COMPASS

Seller Timeline

01

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, your Compass agent will work with you to ensure the property is visually ready for showing. Your agent will prepare to market your property. Preparations might include scheduling a professional photoshoot, commissioning an illustrative floorplan, organizing professional staging, and writing a listing description.

02

Coming Soon

Your Compass Agent will network and market the property before "going live" to drive interest among prospective buyers and their agents.

03

Going Live

For the duration of the selling process, your property will be showcased on Compass.com and shared across our 100+ partner sites.



04

Spreading the Word

Your agent will develop and execute a marketing plan. They will work with the Compass marketing team to produce beautiful print collateral to strategically showcase your property. Eye-catching yard signs are produced and placed outside your property.

05

Making Connections

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

06

Building a Strategy

Your agent conducts an assessment of the market response within the first few days your listing is live. Feedback from agents and buyers is aggregated, and the listing strategy can be revised if necessary.

07

Measuring Success

Your agent provides frequent updates and continuous traffic metrics.

08

Optimizing the Offer

Following an offer, your agent contacts all interested parties, reviews the offer terms, and communicates all counteroffer options with you. The contract is negotiated and accepted, and the transaction summary is circulated to all parties.

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09

Negotiating the Details

Your agent observes and records all contingency periods throughout the in-contract stage. A property appraisal and home inspection take place, and any further negotiations are managed. All financial and supplemental information is collated and submitted to the managing agent.

10

Completing the Close

A date is set with the closing company. Meanwhile, your Compass agent will provide resources for repairs, moving details, and transfer of utilities. Your agent arranges the final walk-through and finally the closing, at which time the keys are handed over to the buyer.



Key Terms

APPRAISAL

Assessment of the property's market value, typically done for the purpose of obtaining a mortgage.

LOAN OFFICER

The loan officer represents a financial institution and provides a loan to the buyer.

PRE-OFFER INSPECTION

A pre-offer inspection is an inspection of the home before you make an offer. It is a way to make your offer stronger in a competitive market.

PRIVATE ATTORNEY

You can seek outside legal counsel on the contract. In our area, most buyers don't hire their own legal counsel, however you are always welcome to do so.

APPRAISER

The lender will hire an appraiser to place a value on the property before approving your loan.

EARNEST MONEY DEPOSIT (EMO) 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.

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.

INSPECTION CONTINGENCY

You can make your offer contingent on a home inspection. If the inspection uncovers issues, your agent will help you determine the best way to move forward.

HOA DUES

Monthly maintenance fee paid by owners of properties with homeowner associations. Property taxes are not included in the common charge.

DEBT-TO-INCOME RATIO

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

FINANCIAL STATEMENT

A formal record of all your financial assets, debts, and liabilities.

TITLE COMPANY

The settlement company, also called a title company, ensures the contract is fair to all parties and manages the money throughout the process. Your agent can help recommend a title company.

ADDITIONAL INSPECTIONS

The buyer may choose to do additional inspections like radon and a sewer scope. You can add these into your pre-offer inspection.

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.

LIEN SEARCH

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

CASH TO CLOSE

The amount of cash the buyer must have on hand after deducting the down-payment and closing costs.

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.

Maximize The Value of Your Home

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.

Key Services Include

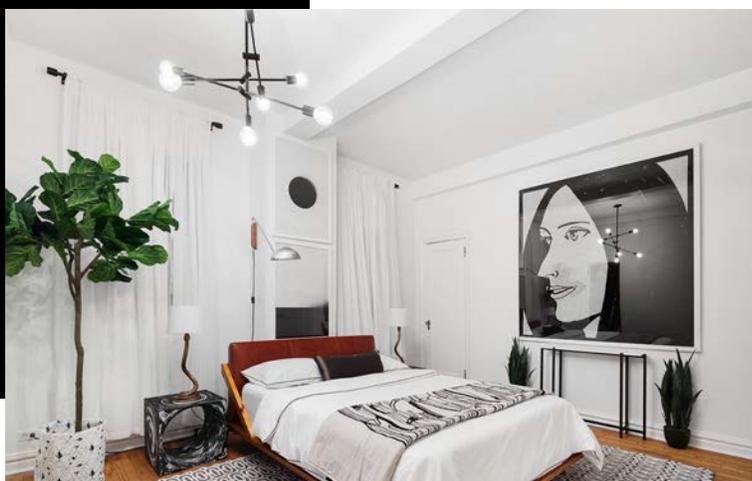
- | | |
|----------------------|--------------------|
| Fresh paint | Custom closets |
| Strategic staging | Moving support |
| Updated HVAC | Storage support |
| Updated plumbing | Roofing repair |
| Cosmetic renovations | Upgraded electric |
| Decluttering | Structural fencing |
| Landscaping | |



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.

BEFORE



AFTER

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.