



# COMPASS



**Your Agent**



## Cherish McClure

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I specialize in San Francisco's real estate market, including Single family homes, condos and TICs. In the sale of your property I orchestrate every step in the process. From the very beginning to the time escrow closes, I act as your real estate confidant who has only your highest interests at mind and in action. I utilize new media including Facebook, Twitter and all real estate syndicated sites. Traditional media like print and newspaper, and a responsive property website will assist in capturing an audience, to market your property far and wide. When working with buyers, one of the strongest advantages you receive while working with me is effective and efficient representation. My goal is to get you the right property at the right time. I have successfully placed over 80% of my purchasing clients in the right home on their very first offer (Yes, in this competitive market!). I am able to do this by representing your needs when I scour the MLS for potential properties. I also look at possible off-market options, such as pocket listings held with my colleagues. Honesty is the foundation of my business and the most important thread I carry through all my actions, interactions and transactions. To the best of my ability and with a market-responsive approach, I help you make the right decisions. Whether you are selling or purchasing I will vigilantly lead you through to realizing your real estate goals.

# The Compass Advantage

## Best-in-Class Agents

Compass has attracted the nation's most successful agents by investing in people and technology, allowing agents more time to advise their clients.

Number of top-performing  
Compass agents nationwide **1300+**

Combined value of our  
agents' exclusive listings **\$4.4B+**



CONDÉ NAST  
L'OREAL  
PIXAR

## In-House Marketing & Advertising Agency

Hailing from the country's top brands and ad agencies, more than 60 designers, producers, and strategists are dedicated to elevating the style and story of your property.



# Unparalleled Resources

Backed by investors with a proven track record, our internal teams unite best practices from the most successful companies in business, technology, and real estate.

BUSINESS LEADERS	TECHNOLOGY LEADERS	REAL ESTATE LEADERS
	Google	Sotheby's
	Microsoft	CORCORAN
	facebook	



**\$210M**

Capital generated by investors such as Goldman Sachs and from high-net-worth families reflecting \$40 billion in wealth

# Largest Domestic & Global Network

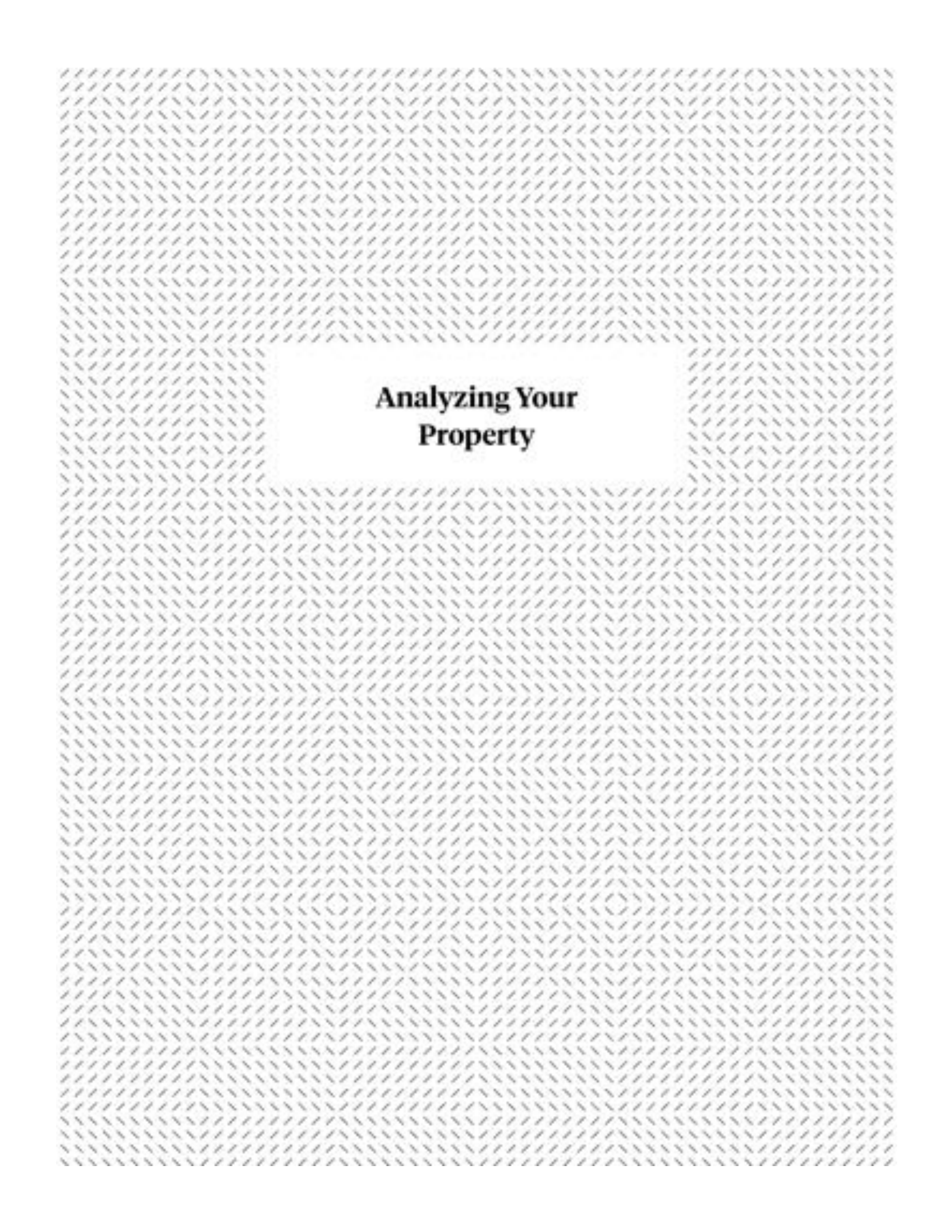
As the fastest-growing brokerage in the country, our national infrastructure is paired with affiliates in every luxury market around the globe, affording unprecedented property exposure.

Compass owned domestic offices	<b>26</b>
International brokerage affiliates	<b>27</b>
International direct-to-agent network	<b>15K</b>



**100+**

Globally syndicated listing platforms



**Analyzing Your  
Property**

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# Your Questions, Answered

**1.**

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What is the value of  
my property?

**2.**

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What is the best price  
for my property?

**3.**

—

How will my agent  
reach buyers?

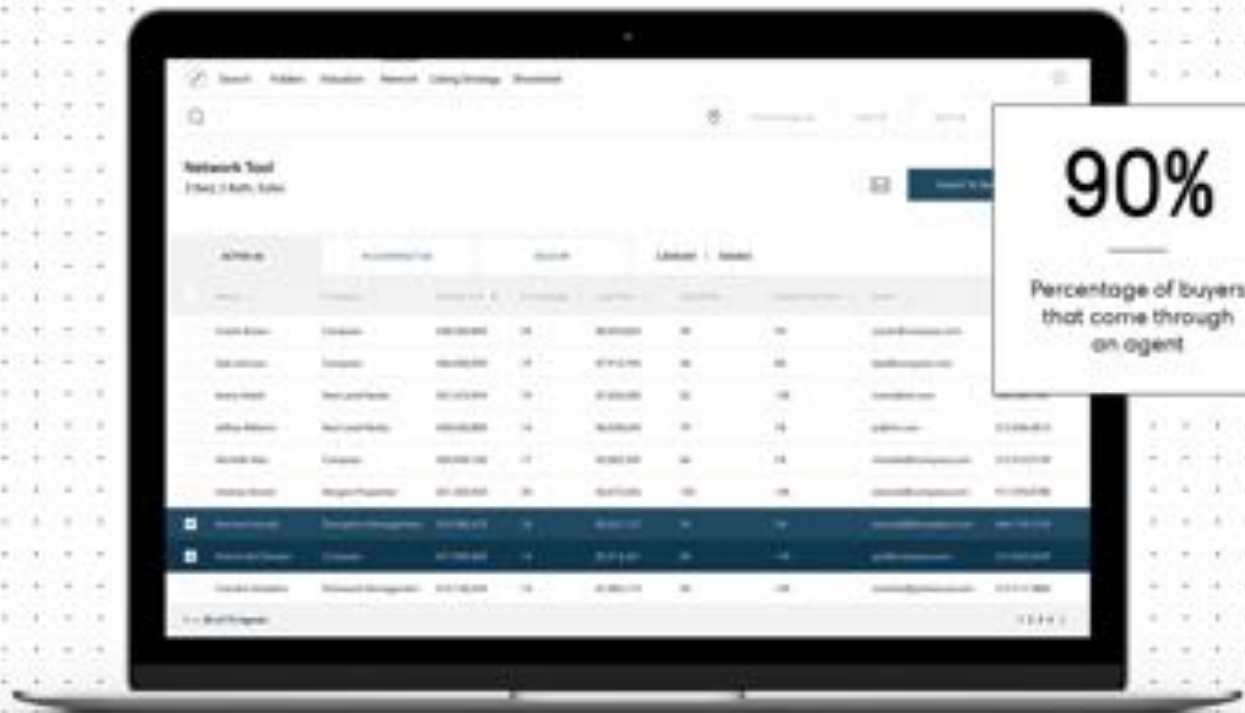
**4.**

—

How long will it take for  
my property to sell?

# The Industry's First Agent Network Tool

Through the use of data-driven proprietary technology, your agent is strategically connected to the city's entire brokerage community.



## Analyze

Your agent analyzes your property across 350+ parameters in a matter of seconds to determine similar sold listings.

## Identify

Given the analysis, your agent identifies which top brokers within the community are most likely to represent the ideal buyer.

## Connect

Next, your agent will correspond with these top brokers through a series of email campaigns and targeted outreach.



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# Top Talent Behind the Analysis of Your Property

Compass has recruited the world's leading technology engineers and product developers to create intelligent solutions to real estate's most complex questions.



**Liming Zhao**  
Chief Technology Officer

—  
Technological innovation overseen by former supercomputer software developer at D.E. Shaw Research.



**Christina Allen**  
Product Strategy Advisor

—  
Product development and execution led by former Director of Product Management of LinkedIn.



**Zach Ozer**  
Director of Engineering

—  
Engineering led by former tech lead of LongTail Video.



**Khadija Ali**  
Senior Product Manager

—  
Product Management led by former Chloe + Isabel Product Manager.



**Ugo Di Girolamo**  
Co-Founder & Principal Engineer

—  
Principal engineering executed by former engineering lead at Twitter.



**Brad Mauney**  
Director of Product Management

—  
Product management led by former client experience expert from Wealthfront and LinkedIn.



**Mark Humphrey**  
Engineering Manager

—  
Engineering managed by former VP and Associate Director of Engineering at FactSet.



**Meagan Palatino**  
Senior Product Manager

—  
Product Management led by former JW Player, Kneefon, and Uppercase Product Manager.



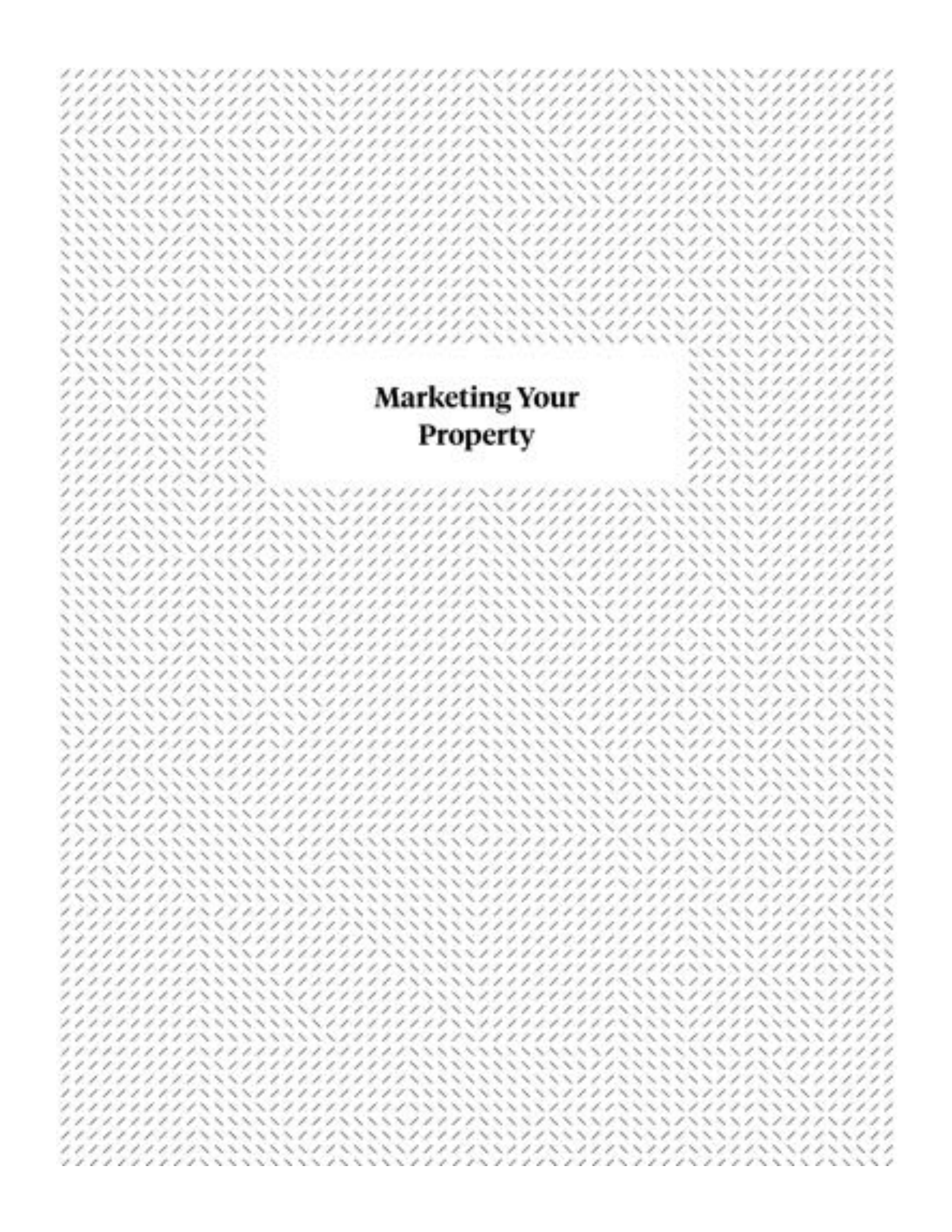
**Yunchi Luo**  
Engineering Manager

—  
Engineering managed by former Google Engineer, specializing in Google Docs and Google+.



**Yaron Schoen**  
Product Design Lead

—  
Product Design managed by former design lead at Twitter.



**Marketing Your  
Property**

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# Your Home, Everywhere

Our in-house marketing and advertising agency is dedicated to promoting your home in more and more impactful ways.

## Print Collateral

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Every single piece — from multipage brochures to custom mailers to open house handouts — creates a cohesive story around your property and elevates it to luxury status.



## Luxury Publications

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Using customized media strategies, we showcase your property in advertising campaigns that feel at home in upscale magazines nationwide.



100+

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Digital listing portals used to promote your home across the globe



## Digital Reach

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In an instant, your home is presented on a robust page on our website and app, within an array of national and global platforms, and to the country's fastest-growing agent-to-agent network, all to reach the ideal luxury buyer.



# Compass Quarterly

Where lifestyle meets listings, our company magazine combines original content with intelligent distribution methods to bring your property to life in print and online. Exclusive to Compass agents, it's available in targeted demographics throughout the country's most sought-after markets.



150K

Copies of our company magazine distributed via direct mail, inserts, and events



90K+

Our following across social media platforms

## Social Media

Helmed by a dedicated social media team, we engage buyers and brokers everyday across five platforms with interior images, influencer collaborations, press mentions, and proprietary videos. With this suite of promotional opportunities, your home will be spotlighted in a real-time, relatable, and dynamic way.



## Email Campaigns

Your property creates a refreshing experience in in-boxes everywhere with our organized, responsive designs. These messages reach not only buyers, but other brokers and their most pertinent clients through our proprietary network tool.



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# A Luxurious Online Destination

Our full website, designed for all devices, features premium photography and extensive information about your listing, displaying your property's critical selling points.



# A Premier Mobile Platform

Compass puts the buyer's entire home search in the palm of their hand, giving your property unparalleled, 24/7 exposure.



## 50% of Home Searches Happen on Mobile

We capitalize on this trend to ensure that potential buyers can access your listing on the fastest-growing platform.

## #1 Ranked Mobile Experience

With its innovative user interface, the Compass mobile app ranks #1 in customer ratings across traditional brokerages, nationally.\*

## Promotional Features for Compass Exclusives

Featuring high-quality images, detailed amenities, and open house invitations, our app prioritizes Compass exclusives in search. Buyers can even contact your agent directly through our platform.

\*Source: App Store Ratings, 2015

# Optimized Social Media Campaigns

## Dynamic Storytelling

With listing promotion accounting for 75% of our social content, we take a multifaceted approach, mixing interior images and press mentions with proprietary videos and client features.



## Strategic Audiences

Our agents can access an exclusive list of social media stars, putting your home in front of their influential followers.

## Unmatched Resources

Led by our in-house team, custom handbooks, social ad-buying strategies, and personal consultations are available for our agents to keep them on the leading edge of social media.





# Placements in the Foremost Luxury Lifestyle Publications





# An Exclusive Magazine Meets Targeted Exposure

Our lifestyle publication features the company's best listings, with 150,000 copies distributed each quarter through inserts in The New York Times, Washington Post, Los Angeles Times, and Wall Street Journal and direct mailings to high-net-worth buyers.





# Innovative, Effective Advertising Placement

Using an array of high-impact opportunities, we put our most luxurious listings in front of audiences across the country's most dynamic markets.





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# Showcasing Your Listing to the World

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Your agent can reach the world's most active real estate buyers in four distinct ways.

1

By featuring your home in our Compass Connect newsletter, sent to 15,000 elite brokers worldwide through our proprietary database. This includes Jwaa.com, China's largest international site for Chinese buyers.

2

By advertising your property in more than 50 international real estate portals that span 40 countries.

3

By being an exclusive member of LuxuryRealEstate.com, which provides access to a referral network of more than 130,000 agents in 33 countries.

4

By featuring your listing on MansionGlobal.com - The Wall Street Journal's new luxury property website.







# Framing Your Property for a Global Audience

Our international email newsletter, Compass Connect, features our luxurious exclusives and reaches more than 15,000 luxury agents worldwide.



# Messaging that Resonates with a Global Audience

From exponential social media growth to prolific syndicated content performance, our impactful messaging resounds with the international community.

1.3M

Potential reach via agent social media accounts



12%

Percentage of Compass Twitter followers who reside outside of the US

4

International publications in which Compass exclusives are prominently featured:

Film Comment, Louise Blouin Media, Cereal Magazine, Financial Times



# A Dynamic New Division

Created to service the distinct real estate needs of professional athletes and entertainers, Sports and Entertainment is a national network of rigorously vetted, highly skilled agents.

## The S/E Difference

High-profile real estate decisions demand a consultant committed to a stress-free transaction. Every S/E agent provides:

1

Partner with a seasoned cross-section of agents who've honed their skills at globally recognized record labels, entertainment studios, and athletic institutions

2

Get your home in front of high-end buyers across the 11 luxury US markets served by the S/E network

3

Access industry gatekeepers—managers, advisors, lawyers—through co-listing with a S/E agent

"When you have to make a big decision in real estate, you have to deal with someone who has integrity, competence, and savvy in dealing with the unique lifestyle needs of professional athletes, celebrities, and elite clientele. Kofi Nartey, Director of Compass Sports and Entertainment, and his team exemplify these characteristics."

ReneeLisa Wiley, NFL Veteran

35

Number of S/E agents offering the personal attention of a boutique firm with the marketing and tech prowess of a national brokerage



\$1B

Value of S/E agents' active and off-market listings at the division's 2016 launch



# Transaction Process

## 1. Preparing the Listing

From applying a fresh coat of paint to rearranging furniture, your agent ensures that the property is visually ready for showing.

Your agent arranges a professional photo shoot, commissions an illustrative floorplan, and prepares a listing description.

## 2. Going Live

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

## 3. 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.



Branded signage and collateral inform and engage, highlighting each property's finest features.



Elegant design and premier photography tell the story of your home.



## 4. 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.

## 5. 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.

## 6. Measuring Success

Your agent provides bi-weekly, 1:1 updates and provides continuous traffic metrics.



Running visually-driven advertising campaigns illustrate the Compass difference.

## 7. Optimizing the Offer

Following an offer, your agent contacts all interested parties, reviews the offer terms, and raises all counter-offer options with you.

The contract is negotiated and accepted, and the transaction summary is circulated to all parties.

## 8. Finalizing the Details

Your agent notes and observes all contingency periods throughout the in-contract stage.

All financial and supplemental information is collated and submitted to the managing agent.

## 9. Completing the Close

The property appraisal and home inspection takes place.

The closing date is set with the attorney.

Your agent arranges the final walkthrough and closing, at which time the keys are handed over to the buyer.



Skilled vet directors ensure that each listing is portrayed in its very best light.



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# In-House Marketing & Advertising Agency

As part of an in-house marketing and advertising agency, the industry's most creative minds strategically craft the narrative of your property. Together, our team of art directors, editors, producers, and strategists position your home in its most beautiful light.



**Matt Spangler**  
Head of Design & Marketing

—  
Branding and creative direction led by former Tribeca Film Festival lead.



**Felipe Hernandez**  
Marketing Director

—  
Former VP of Creative Services for Toms Shoes, with prior roles within Corcoran Sunshine and Colm Klein.



**Amy Middleton**  
Director of Marketing

—  
Agent marketing led by former Global Director of Strategic Marketing at Sotheby's auction house.



**Amy Perry**  
Editorial Director

—  
Content and photography led by former Condé Nast editor.



**Shannon O'Donnell**  
Senior Marketing Manager  
National Advertising

—  
Advertising production led by former L'Oréal marketing manager.



**Jeff Lai**  
Senior Art Director

—  
Art direction led by former J. Walter Thompson creative director.



**Hannah McWilliams**  
Content Strategist

—  
Copywriting led by former Men's Health editor.



**Paul Vlachou**  
Senior Art Director

—  
Art direction led by former Symp New York art director.



**Frances Yeoland**  
Art Director

—  
Graphic design created by former designer from the e-commerce and fashion sphere.



**Jessica Scherlag**  
Social Media Strategist

—  
Social media led by former social media manager at Hip Genius.





## **About Compass**

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# A Leadership Team of Experienced Innovators

A diverse group of proven pioneers across technology, real estate, marketing, and finance are enhancing the brokerage model.



**Ori Allen**  
Founder and Executive Chairman

Former Director of Engineering at Twitter. Founder and CEO of Julpan, a social search engine sold to Twitter. Developer of Orion search engine, bought by Google.



**Robert Refkin**  
Founder and CEO

Former Chief of Staff to the COO of Goldman Sachs. Former White House Fellow and special assistant to the Secretary of the Treasury. Prior positions at Lazard and McKinsey & Co.



**Leonard Steinberg**  
President

Sold more than \$3B in transactions. Leads one of the country's top 10 brokerage teams. Editor of "Luxury Letter," cited by The New York Times, The Wall Street Journal, and CNN.



**Maëlle Gavet**  
Chief Operating Officer

Former COO of Priceline Group, where she oversaw global operations, strategy, and integration for its six brands. CEO of Russia's largest e-commerce site and a principal at The Boston Consulting Group.



**Natalie Vitebsky**  
Executive Director of Finance

Former CFO of Douglas Elliman, overseeing all financial operations. Former Director of Financial Planning and Analysis of Avis Budget Group.



**David Snider**  
Chief Financial Officer

Prior positions at Bain Capital Real Estate and Corporate Private Equity and Bain & Co. Author of *Money Makers* (Palgrave Macmillan Trade). MBA from Harvard Business School.



**Liming Zhao**  
Chief Technology Officer

Developed software for the specialized super-computer Anton and built tools for high-performance computing. PhD in computer science from the University of Pennsylvania.



**Matt Spangler**  
Head of Design & Marketing

Former Executive Vice President at Tribeca Enterprises. Founder and CEO of Winston Wolf, a brand, digital creative, and content strategy agency.

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# A Powerful Media Presence

Complementing the immense global exposure we provide properties, Compass has received extensive and continuous press coverage across print and digital media.

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Notable numbers for  
Compass exposure and  
news mentions

3000+

Compass news mentions  
since its inception

700M

Potential audience of Compass  
press hits in publications based on  
unique visitors and circulation

75%

Number of our agents who have  
received press mentions since  
joining Compass

NEW YORK

THE WALL STREET JOURNAL



The New York Times

Bloomberg

Forbes

REAL ESTATE WEEKLY



ARCHITECTURAL DIGEST

CRAIN'S  
NEW YORK BUSINESS

THE REAL DEAL  
NEW YORK REAL ESTATE NEWS

StreetEasy

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# Notable Press

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*"What Uber is to the traditional taxi system,  
Compass is to the real estate network."*

CNBC, February 2015

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*"And it's no wonder Compass has shaken things up:  
As anyone who's ever tried to rent or buy property  
in New York knows, the experience is loaded with  
pain points—exactly the type of stuff that turns  
mere ideas into thriving startups."*

Fast Company, June 2015

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*"Compass has already shaken up the real estate  
industry in New York and DC. It recently raised  
another \$50 million to expand all over the US."*

Business Insider, September 2015

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# An Innovative Business Model Supported by Influential Investors



Compass has already raised **\$210 million** in funding.



COMPASS

**Thank You**