



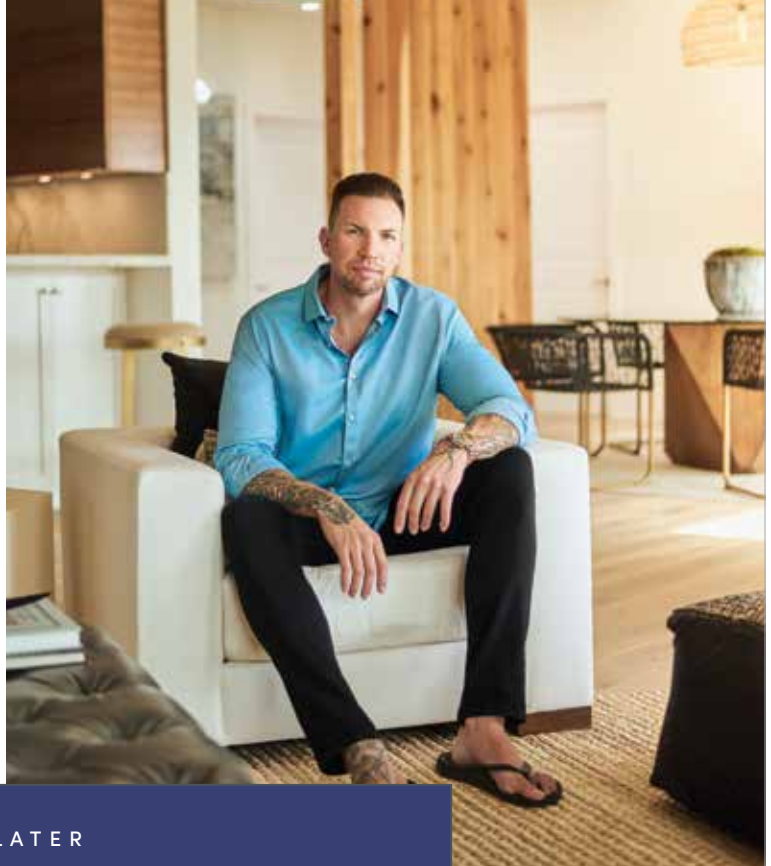
JOE BUCK
South Bay Properties

REPRESENTING YOUR HOME

MARKETING YOUR PROPERTY

COMPASS

SOUTH BAY BORN & RAISED



A YEAR LATER

AHEAD OF THE GAME

Local Realtor® and former professional athlete Joe Buck scores big points for his real estate clients despite a global pandemic.

WRITTEN BY LAURA L. WATTS

Who knew how competitive the real estate market would become as a result of the COVID-19 shutdown? "I'm the busiest I've ever been, and this is the most success my business has had," says Realtor® Joe Buck, a licensed broker who works with Compass. Helping clients navigate the new ways people buy and sell homes has become his #1 focus over the past year. We asked Joe a few questions about this recent phenomenon in the real estate world.

JOE, TELL US ABOUT THE CHANGES YOU'VE ENCOUNTERED SINCE THE COVID-19 PANDEMIC BEGAN.

JOE BUCK: Real estate has changed significantly from the first few months of the shutdown. The market started heating up after the holidays—huge jumps in activity and prices. Real estate is now extremely fast-paced. I have to be ready with my finger on the pulse of home prices and new listings. It is absolutely imperative that I'm 100% locked in on all aspects of the market.

WHAT CHANGES HAVE YOU MADE TO YOUR BUSINESS?

JB: I attribute my recent success to having systems in place for everything. Compass leads the industry in tech systems designed to keep agents organized to meet our clients' needs and the day-to-day necessities of the business. This has allowed us to continue helping buyers and sellers without skipping a

beat—from day one of the shutdown. I have systems in place to help clients successfully close, whether they are buying or selling. And of course we're doing all of this safely, in compliance with COVID-19 guidelines.

WHAT MAKES YOU STAND OUT FROM THE CROWD OF LOCAL REALTORS?

JB: My unparalleled customer service and satisfaction. I strive for perfection and have a tenacious work ethic. I believe this is due to my mentality of being a former professional athlete—that's what drives my business today.

YOU PLAYED PROFESSIONAL BALL AND AT THE SAME TIME BECAME PASSIONATE ABOUT YOUR REAL ESTATE INVESTMENTS. SO AFTER YOU RETIRED FROM BASKETBALL, IT WAS A NATURAL FIT TO TURN REAL ESTATE INTO YOUR FULL-TIME WORK. HOW HAS YOUR EXPERIENCE AS A PROFESSIONAL ATHLETE IMPACTED YOUR WORK THIS YEAR?

JB: This shutdown period reminds me of some of the more intense preseason training phases where the objective was to add more difficulties to the normal routine so you were challenged under extreme conditions. This exercise would refine your skills for when difficult times came up in a game. This past year felt like I was "training in sand," if that makes sense. Everything was a bit heavier, more challenging to trudge through. I think we're still running in sand now to some degree, but my business has become fully adapted—so

"It's this tenacity that makes me unrelenting when it comes to my clients' best interests."

the extra weight feels more comfortable as we continue to open back up. It's this tenacity that makes me unrelenting when it comes to my clients' best interests.

WHAT IS THE SILVER LINING OF THIS PANDEMIC FOR YOUR BUSINESS?

JB: I've been able to help buyers take advantage of historically low interest rates, make sound long-term investments and capitalize on this unique time. And I've helped sellers take advantage of a market that will yield a top-dollar payout for their home. The systems and streamlined operations I've been utilizing during the past year have proven themselves as my clients and I step out in strides in front of my competitors.

*Joe Buck
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compass.com/agents/joe-buck
DRE #01995305*

as seen in
southbay

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FINDING THE RIGHT AGENT

There are many great realtors out there, but choosing who to work with is the most underestimated step in the process. Buying a home is often the largest, most important purchase a family can make. You deserve to be represented by someone who is adept at navigating all the intricacies of negotiations, transaction details, directing a successful path to closing and of course, identifying the right property for what suits your wants & needs. Working with a full-time local expert who will walk you hand-in-hand through the process can make all the difference in the world. As top priority, my fiduciary duty is to put your interests (financial and otherwise) above everyone else's (including my own).

TESTIMONIALS

CINDY Y.



Joe blew us away. He helped us buy our dream home in one try, beating out 10 other offers, but with by using logic and reason. He sold our current home after four days of listing, with 10 offers in hand as well. We had very particular needs and criteria for our next home, and had been trying for a long time to find the right fit, but we found it after 2-3 rounds of showings with Joe. He really listened to what we wanted, and delivered on what we needed. He is the best realtor we have worked with. The whole process was extremely smooth. We can't say enough good things or thank him enough. He is a real pro!!!!

SHELLEY L.



You will not find an agent more dedicated or responsive to their clients than Joe Buck. Joe is a local, like us, and was there to bat for us every step of the way in scoring a deal on our new home in Hermosa Beach. Before, during and after our purchase, Joe proved to be straightforward, honest, reliable, knowledgeable, attentive and tirelessly proactive. If you're looking for a home in the South Bay, you'll never regret making a call to Joe Buck!! Thanks again."

JARRED H.



Working with Joe was great! He helped us find and close our new home in Redondo Beach and his expertise and experience in the area was unbelievable. He was extremely careful in understanding what we really want and warned us several times about different aspects we could have never imagined. Even when we were interested in a property, he gave us heads up on other details, which we now seem to understand by living in the neighborhood. He's a great realtor and now a good friend."

ABOUT JOE

A second generation native of the South Bay, Joe Buck is as familiar with the local area as any agent you will find. Born and raised in Redondo Beach, he spent his youth exploring the beach communities and embracing the sun-loving, warm-welcoming Southern California lifestyle. After graduating from RUHS he went on to the University of Southern California where he played Div. 1 basketball and earned his B.A. in psychology with a minor in business.

Joe continued playing basketball professionally abroad after college for over 10 years and retired from the sport in Spring 2015 to pursue his career in real estate full-time. Living and playing around the world has enhanced his ability to adapt quickly to variable

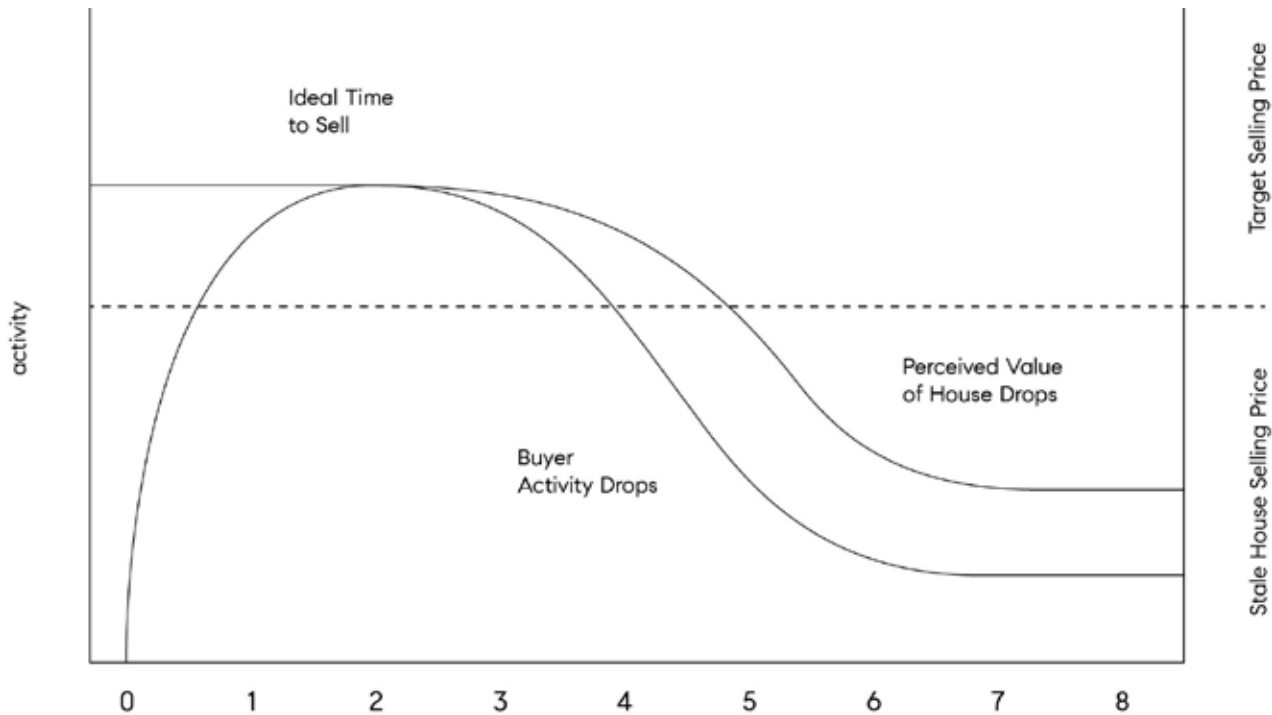
circumstances and develop immediate rapport with people from all walks of life. His work ethic, tenacity, and attentiveness to detail as an athlete are surefire traits for success in the real estate industry and will undoubtedly prove to be paramount during the home buying process.

Joe has been involved in real estate since 2009 when he acquired his first income property. Leveraging the success of that venture paved the way for future investments and provided a wealth of knowledge and experience in the industry. As a licensed Broker, he is excited to share his expertise with the public whether it be home shopping, investment hunting, or selling.



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

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.

01

PRE-MARKET & COMING SOON

Coming Soon Sign
FB / Media Groups
E-Networking
Broker Groups
Compass Exclusive
Workplace

02

STAGING

Accent Pieces
Furnishings Virtual
staging Landscaping
Int/Ext Spruce-Up

03

IMAGERY

Daytime Photography
Twilight Photography
Aerial Footage Lifestyle
Video Open House
Video

04

FLOORPLAN

Traditional Floorplan
Virtual Walkthrough (3-D
Matterport)

05

LISTING LAUNCH

Compass.com
MLS
Syndication

06

SIGNAGE

For Sale Sign Open
House Sign

07

EMAIL CAMPAIGN

Property
Announcement Open
House Invitations
Company-Wide Email
Video Email
Database Email

08

PRINT CAMPAIGN

Postcards
Brochures
Print Advertising
Public Relations

09

DIGITAL CAMPAIGN

Paid Social Media Ads
Feature on Compass
Web Browse Ads
(Google Ad)

10

EVENTS

Brokers' Open House
Open House Special
Events Scheduled
Showings



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.

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

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.



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.



INNOVATIVE SIGNAGE

Illuminating and interactive, our reimagined real estate sign engages prospective buyers and surfaces the most resonant information regarding your listing.

Motion and proximity sensors prompt a soft glow when activated to provide listing details with better visibility.

In-range Compass app users will receive a push notification with your listing details; non- users can simply scan the QR code to find out more.

Thanks to a partnership with Waze, your home could be featured as a desirable property for sale when Waze users are in range.



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

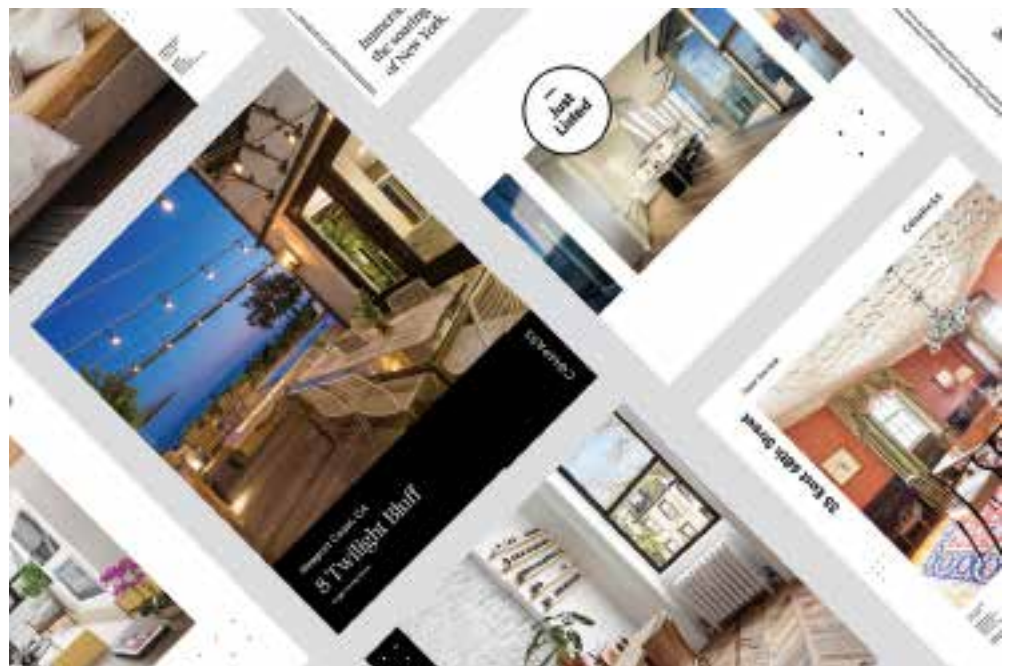


PRINT MATERIALS

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.



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

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.



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.

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.



On the Market

COMPASS



[View Listing](#)

409 3rd St, Manhattan Beach 90266

5 Bed | 6 Bath | \$4,400,000

This Atelier Berne masterpiece's Sand Section location, design ethos and state-of-the-art amenities combine to create a uniquely contemporary interpretation of coastal luxury living. The home's top level represents a modern take on the "great room" concept; the open kitchen, dining room, retreat-like living room, 400 SF terrace and adjacent sitting room all weave



JB
JOE BUCK

[View Listing](#)

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.

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.

1

Your prospective buyer decides they're interested in purchasing a property.

2

They arrive on Compass.com via paid ads on Google or Facebook, social media, press coverage, or organically.

3

Once on the Compass site, they determine their search criteria, including price point, neighborhood, and desired layout.

4

We track these browsing preferences and use them to form your listing's buyer profile.

5

We then deploy digital listing campaigns, targeting users based on these characteristics.

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

333 21ST PLACE



KEY METRICS

70%

of views came from new visitors

SOCIAL

was your top traffic source with 33% visitors.

69%

of views came from Mobile visitors

FACEBOOK

was your top social channel,
with 100% of social traffic.

3,774

Total views for your listing

1M 4S 100%

Avg time spent

**140 NEW
VISITORS**

100% ↑ within
1ST 60 DAYS

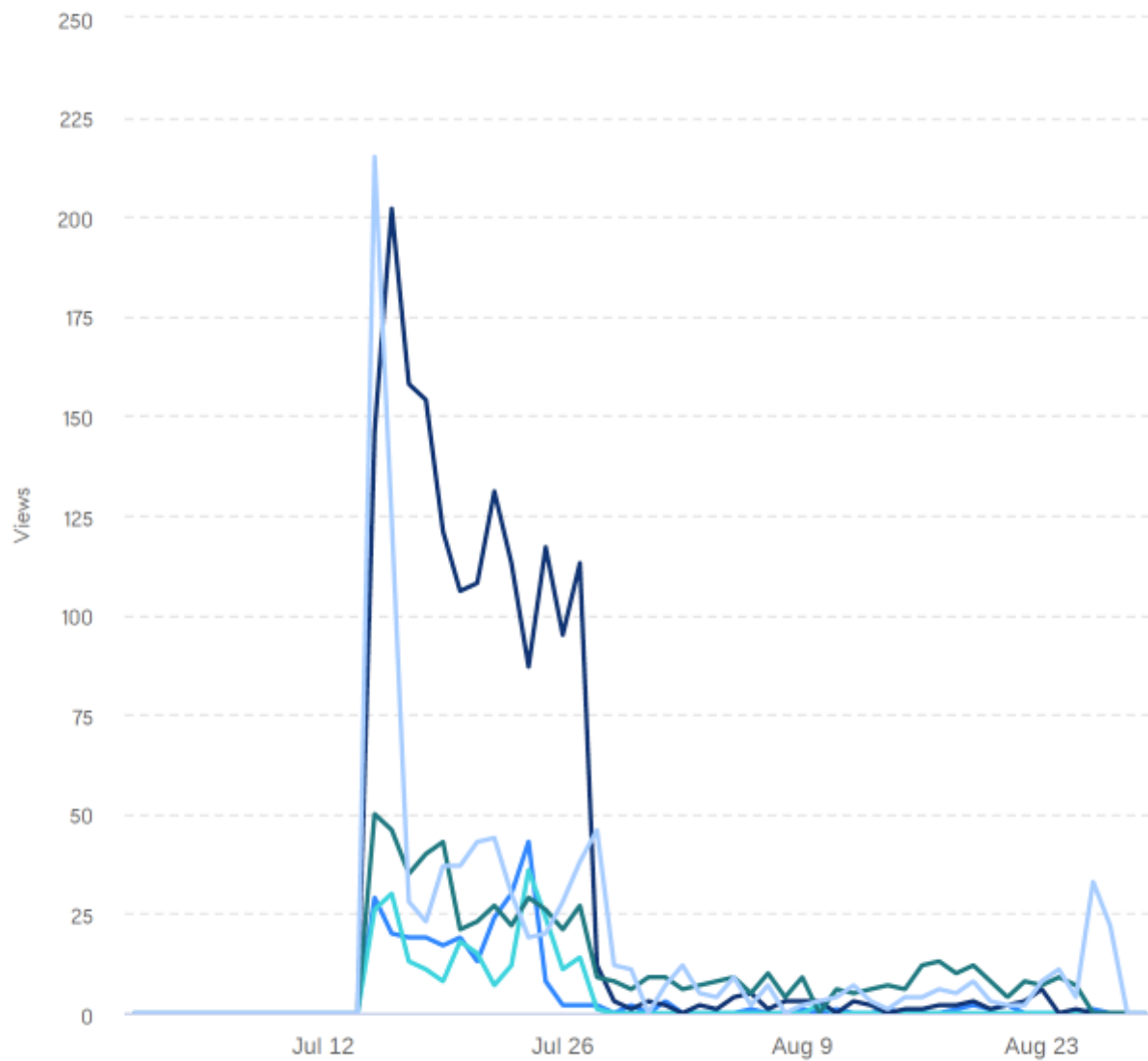
100% ↑ within
1ST 60 DAYS

100% ↑ within
1ST 60 DAYS

VIEWS BY PUBLISHER

Compass Trulia Zillow Realtor Others

263 228 1,721 629 933

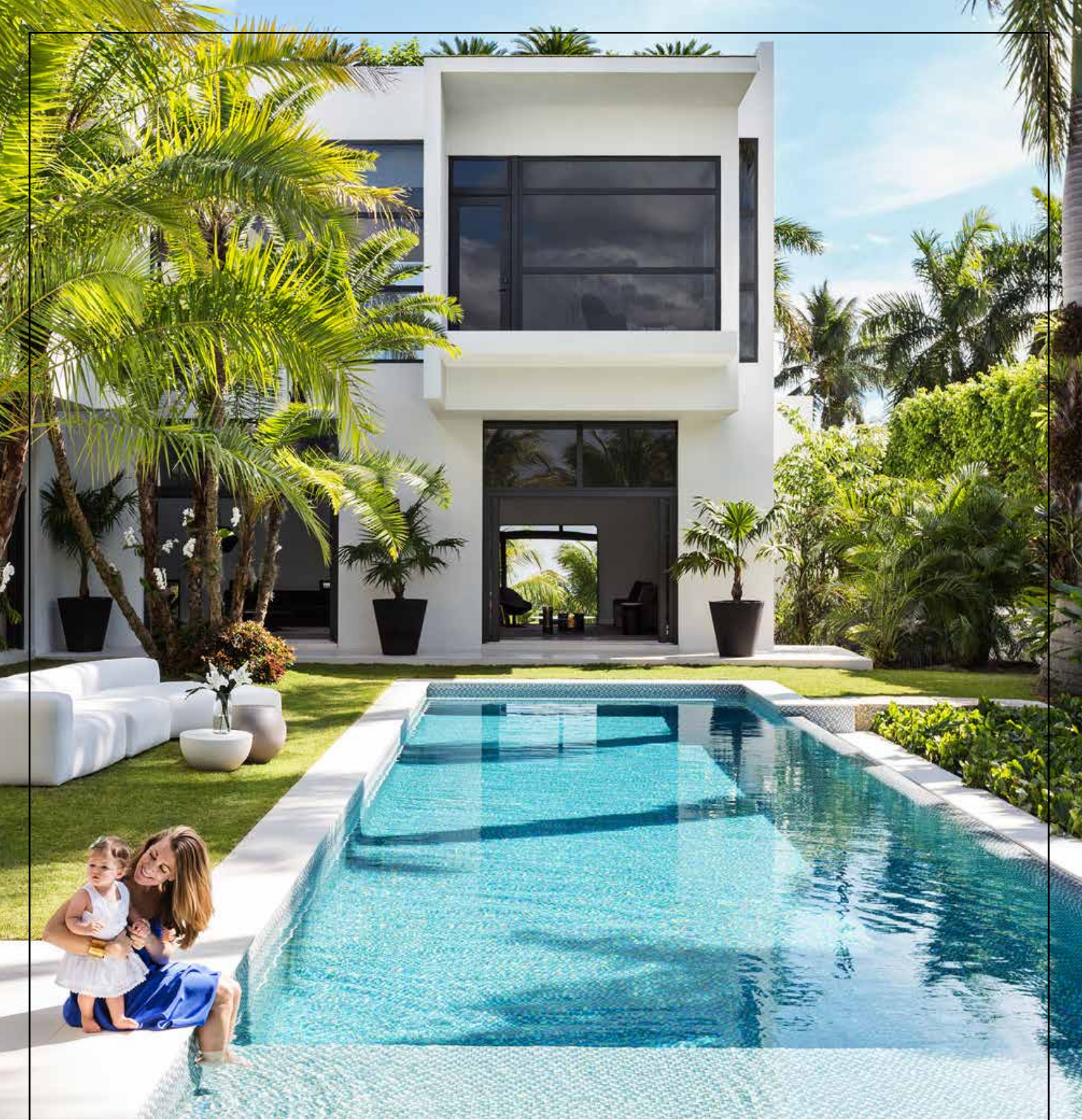


PROMOTION AND SOCIAL - DIGITAL ADS

	DATES	AD IMPRESSIONS	AD CLICKS	CLICK THROUGH RATE
GOOGLE	17 - 24 Jul	8729	90	1.03 %
FACEBOOK	17 - 24 Jul	1239	73	5.89 %
INSTAGRAM	17 - 24 Jul	1368	26	1.90 %
GOOGLE	17 - 24 Jul	8729	90	1.03 %

VIEWS BY CITY

CITY	VIEWS	CITY	VIEWS
Los Angeles	61	San Diego	3
Manhattan Beach	10	Thousand Oaks	3
Torrance	10	Seattle	3
Redondo Beach	5	Las Vegas	2
Long Beach	3	San Francisco	2
El Monte	3	Chicago	2



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