



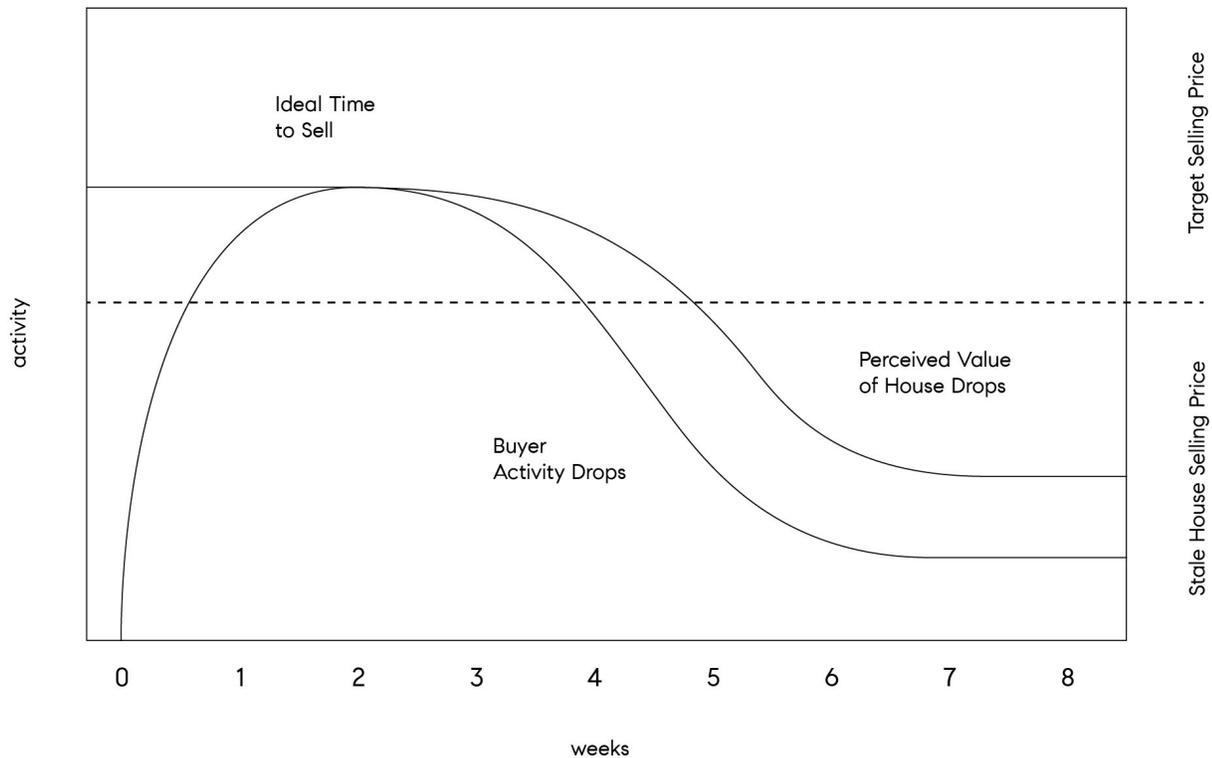
JOE BUCK
South Bay Properties

Representing Your Home

Marketing Your Property

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

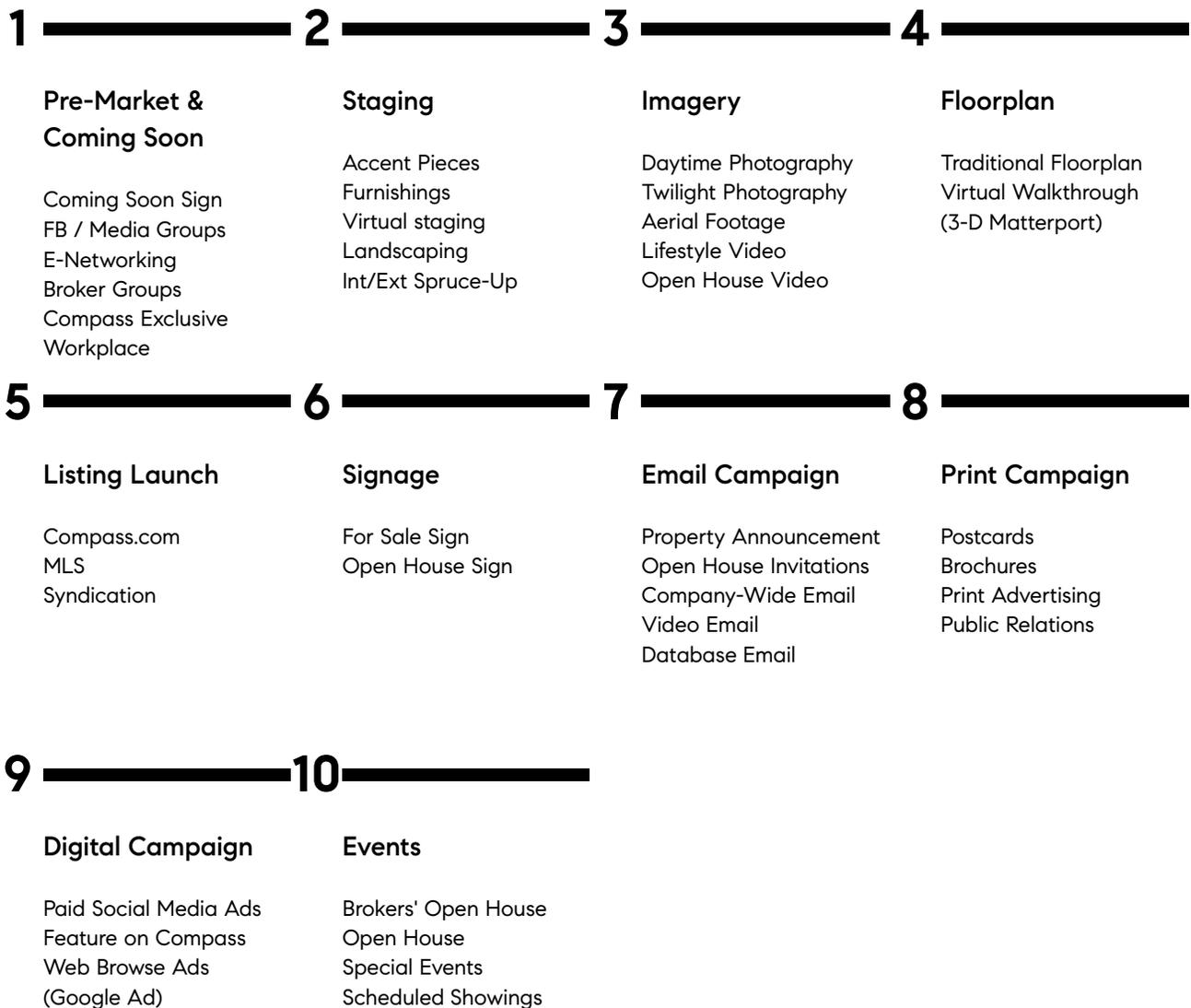
The period of time during which your home receives peak attention once it's been listed

9%

The average percentage below market value that homes sell for after 24+ weeks on the market

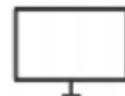
Your Marketing Timeline

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.



Virtual Open Houses

Create a virtual open house experience using a 3D (Matterport) video, standard video, or keynote slideshow of a property with added voiceover and/or music guiding viewers through the home. Your video can be recorded live in the home using Instagram Live or Facebook Live, or voiceover can be added to a pre-recorded video or slideshow and shared on your Instagram story or feed.



[Get Started](#)

Interactive Home Tours

Create a live video home tour, share a live listing pitch, or upload a pre-recorded video or slideshow to Marco Polo. This video can be shared directly with the buyer or seller and their families. Viewers can easily provide feedback (on their own time) via live video, text, or emoticons that can be quickly viewed and shared by you.



[Get Started](#)

Virtual Neighborhood Tours

Share a live or pre-recorded walk/run/bike/ hike/tour of a neighborhood and/or specific points of interest, i.e. schools, shops, parks, trails, pools, gardens, etc. You can shoot original footage or add an opening and closing slide to a pre-existing video found on YouTube, Instagram, Facebook, or even within your own lifestyle video. *Be sure to always tag/credit the original content creator.



[Get Started](#)

Dynamic Digital Brochures

Home features will come to life inside this dynamic, digital brochure while creating an immersive experience for even the most discerning of buyers. Pages will turn and videos will play while allowing you to capture real-time data and actionable insights from potential buyers. Just upload a PDF to FlippingBook.com, add videos and links, and share. *This VAS requires a paid subscription to FlippingBook.com.



[Get Started](#)

Video Mail

Your pre-recorded video message is embedded into an email as a Gif image and will enable the recipient to see live motion (without sound) upon opening the email. This Gif image can be added to your Compass Marketing Center emails as well as your Compass CRM emails. *With optional paid subscriptions to services like BombBomb, the recipient can reply back to your video with another video.



[Get Started](#)

Live Postcards



[Get Started](#)

This email is formatted like a postcard-only with your video message, listing, or neighborhood tour embedded as a Gif image. The Gif image will auto-play when the recipient opens the email. The recipient must click to play the actual video (if sound is included). You can also send postcards via direct mail and include a QR code to play the video.

Mobile Listing Ads



[Get Started](#)

Run a geo-targeted mobile ad campaign to reach buyers in the right place, at the right time. Now more than ever, buyers and sellers are spending most (if not all) of their time at home. Create a geofence around the neighborhoods where you'd like your ads to be seen. These ads will appear in mobile apps and will retarget viewers on their desktops or laptops. *This VAS requires a paid advertising buy.

Real-time Digital Ad Insights



[Get Started](#)

The Compass Digital Ad Tool allows for the quick and easy launch of optimized Facebook and Instagram ad campaigns to promote properties to a highly targeted audience. Once the listing ad campaign is live, you can provide your clients with real-time, detailed results in the form of a digital ad report. This tool allows you to act swiftly to market and sell homes with confidence.

Live Virtual Buyer Events



[Get Started](#)

From virtual cooking demos to wine-tastings and afternoon tea parties, to fireside chats and game nights, your home (or your sellers home—if permitted) will be the cinematic backdrop, and you will be the sole entertainer. Viewers can join the fun online via Facebook or Instagram Live while being introduced to the home (or your brand) in a subtle, yet impactful and memorable way.

Enhanced 3D Virtual Staging



[Get Started](#)

Enhanced 3D staging marries augmented reality and virtual staging on the Matterport platform to integrate highly realistic furniture and residential interiors and finishes into its 3D models. The result is a sophisticated visual experience that appeals to the most scrutinizing of buyers. Each virtual staging is conceptualized, designed, and custom-built to capture the unique essence of the home.

**This VAS is a paid service supplied by a third party vendor.*

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.

-
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-



-
-
-

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

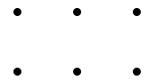
Testing the market with Coming Soon helps your listing to perform even better, once it opens to the public. You'll gain invaluable insights on pricing, photos, and positioning.



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 listings 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.

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

“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

THE DECOR

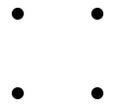
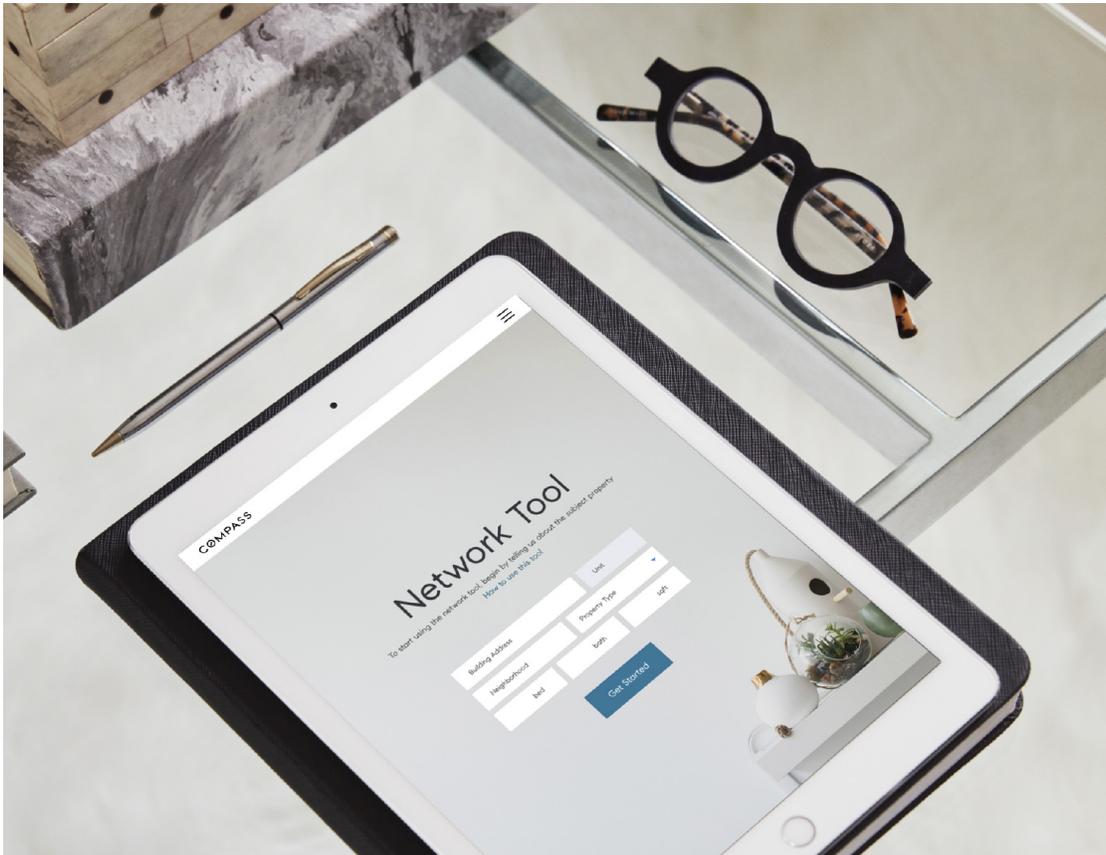
TOWN&COUNTRY



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

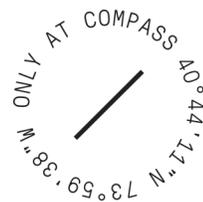
Networking Capabilities

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.



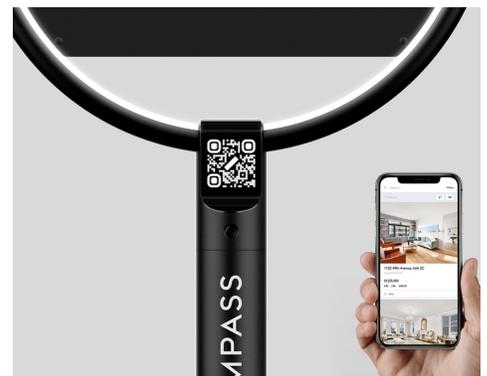
- •
- •
- •

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.



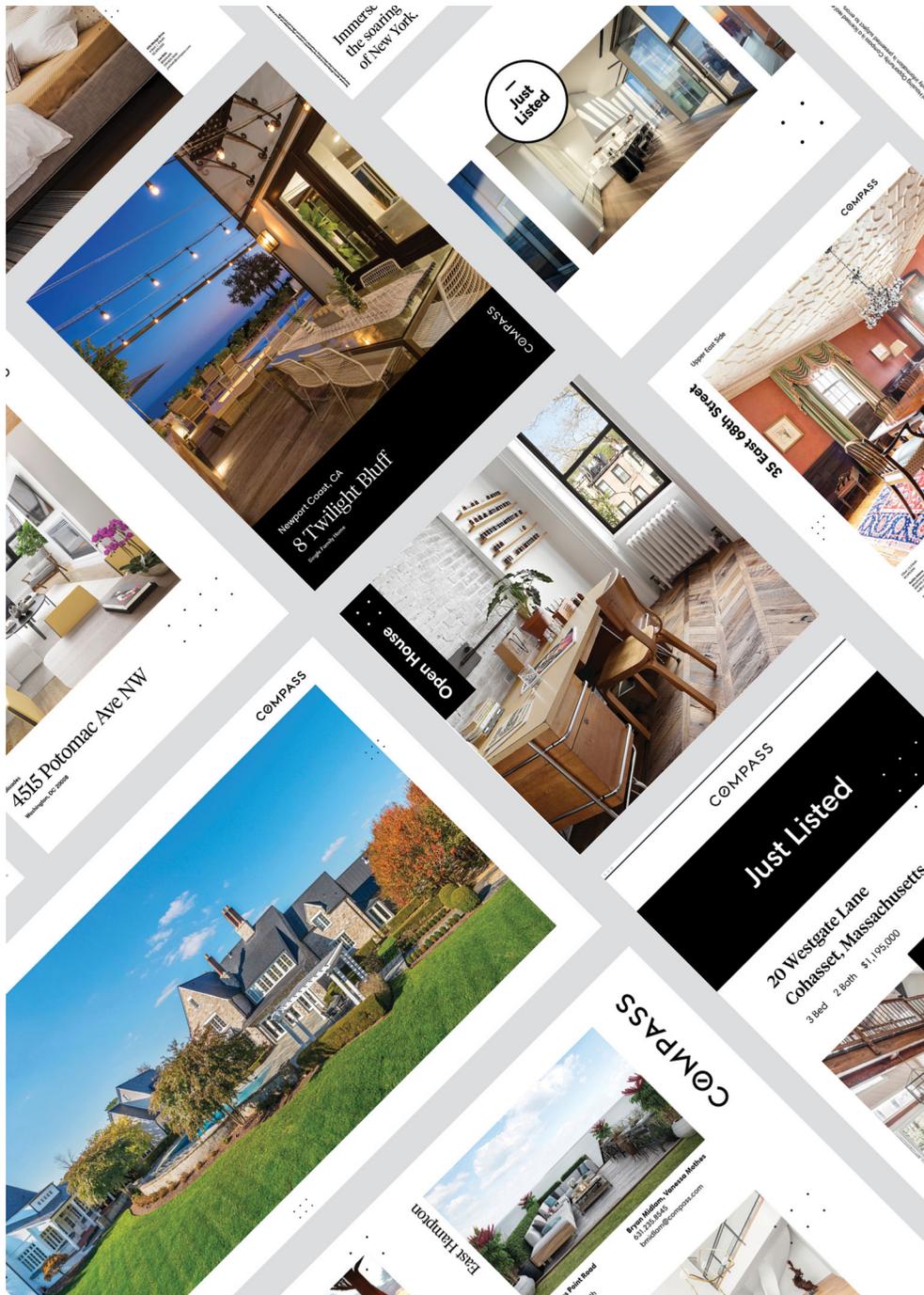
45%

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.



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](#)

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](#)

Eye-catching design

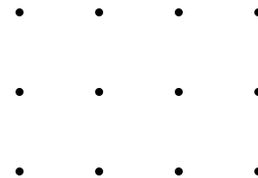
Our crisp, clean aesthetic beautifully frames your images and listing details.

Intelligent targeting

A variety of layouts lends itself to both consumer-facing and broker-facing messaging.

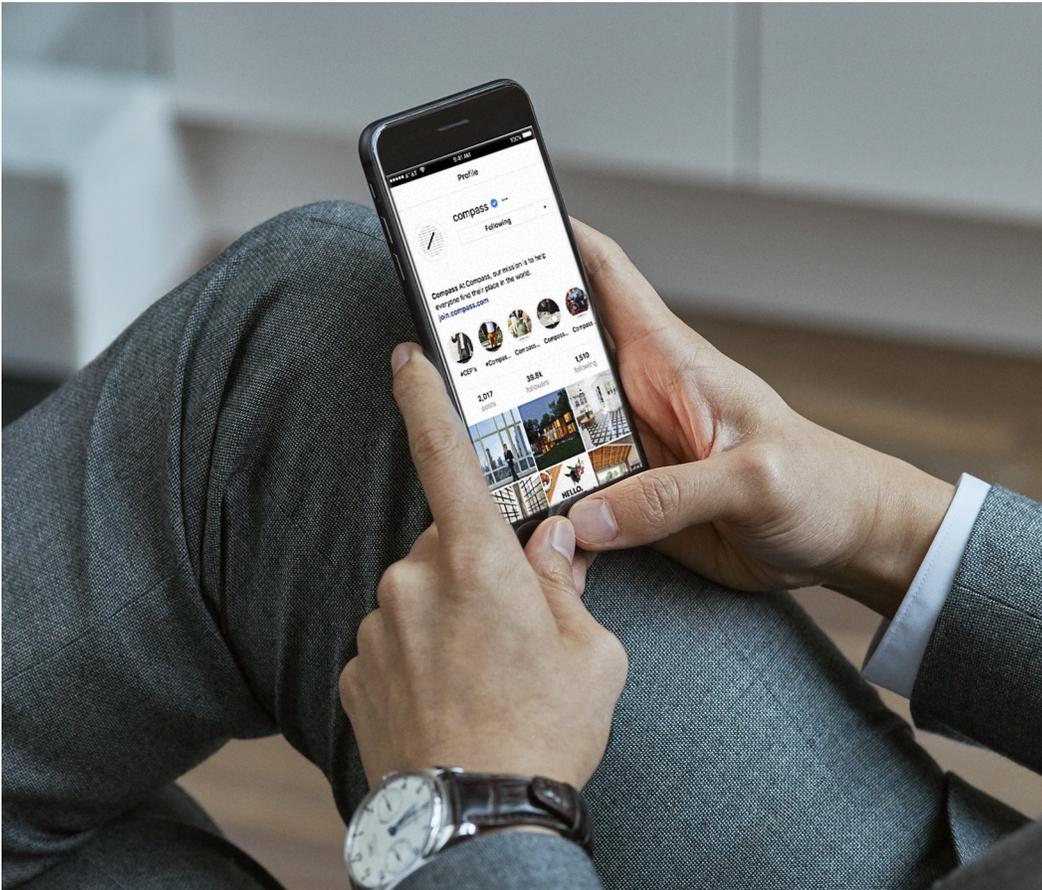
Mobile optimization

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

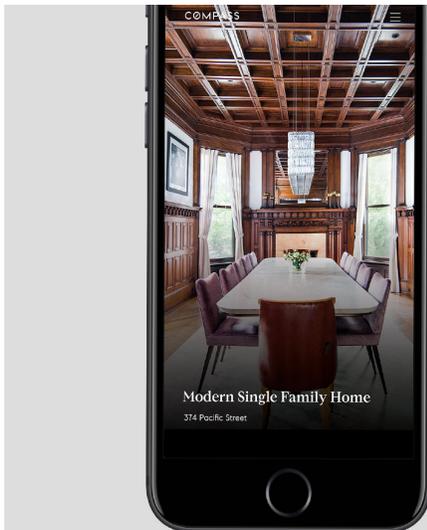
I have access to an exclusive list of social media stars, putting your home in front of their influential followers.

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.

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.



"This limestone mansion is certainly one of our city's most spectacular homes."



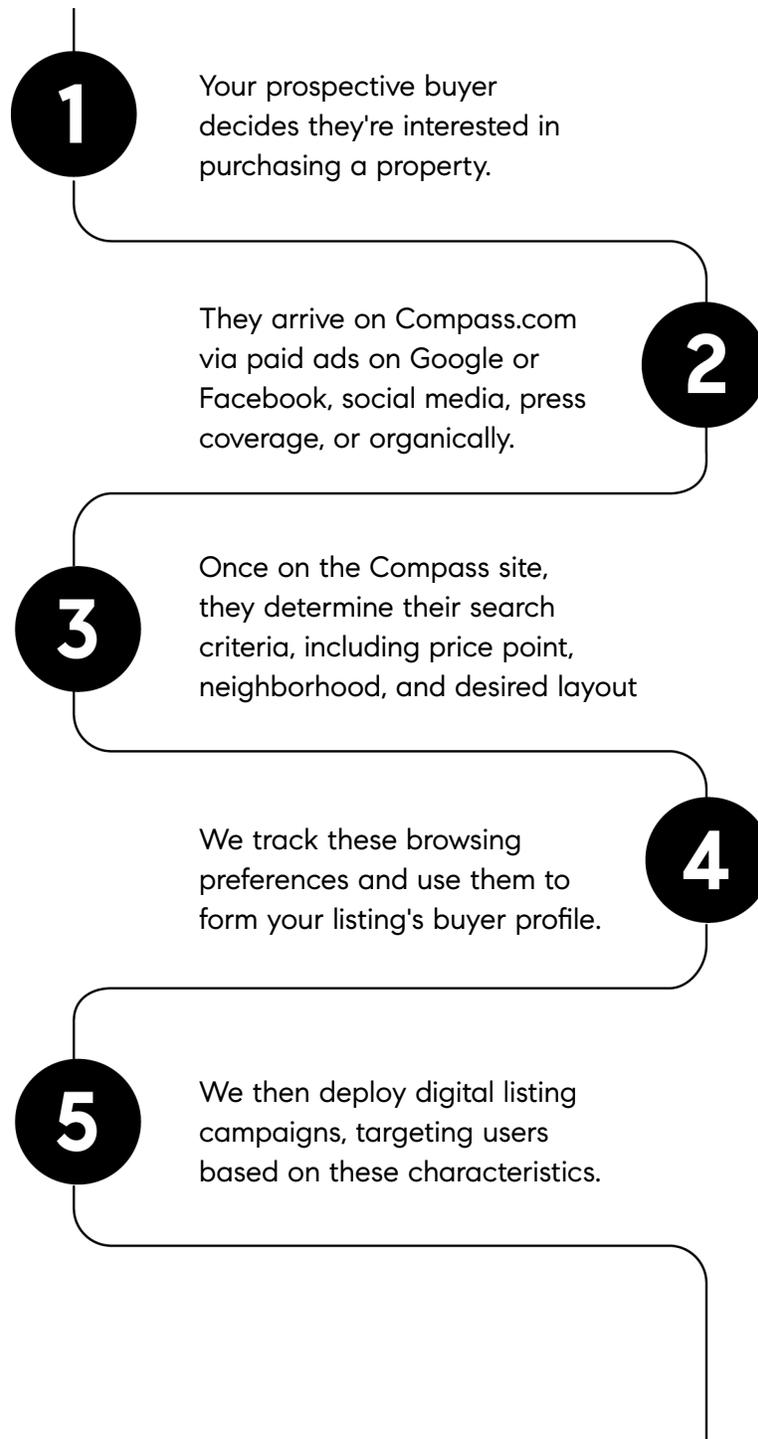


Representing Your Home

Analyzing the Market

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



Listing Insights

3215 Vista Drive

Report of the last 30 days

- Site Tracking Analysis -

3215 Vista Drive

Report of the last 30 days

Total Views

1,163

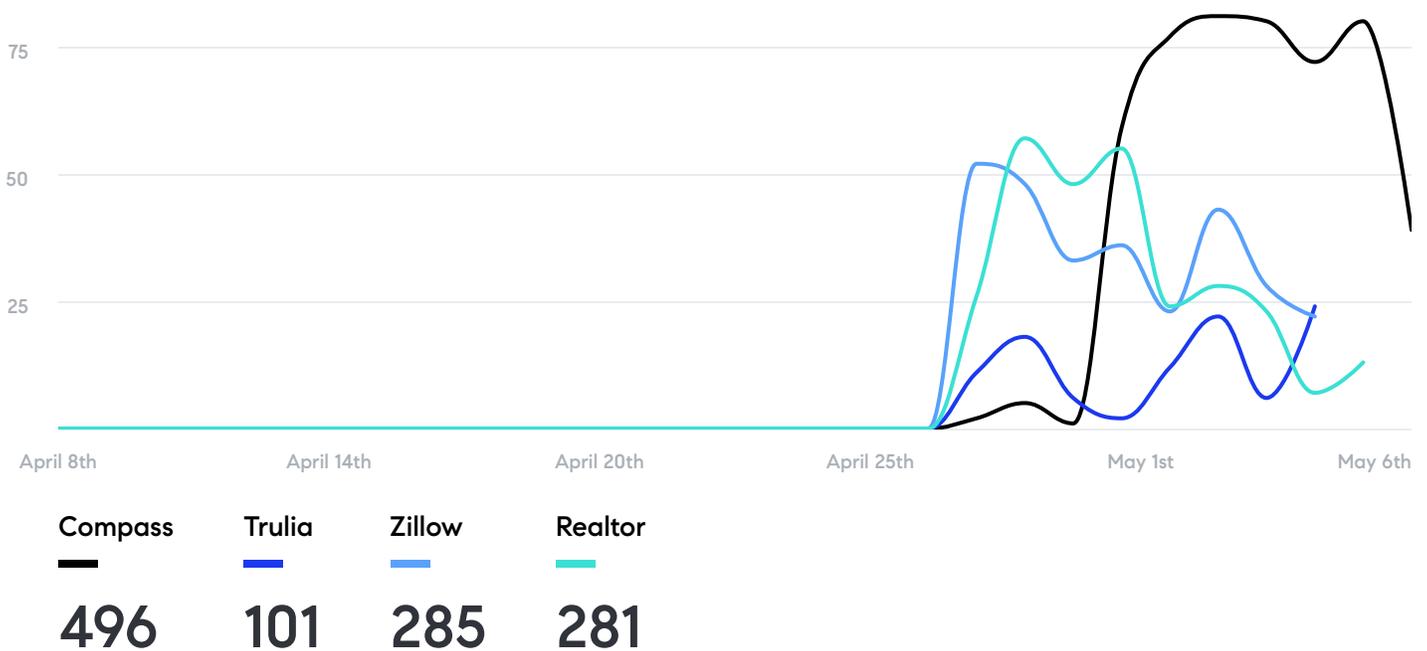
Avg Time Spent

54s

New Visitors

147

Views by Publisher



Time Spent

The average time spent on this page is **54 seconds**.



Views

30% of your views came from **new visitors**.



Traffic Source

Direct was your top traffic source, with **1%** of your visitors.



Social

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

COMPASS



Digital Ad

3215 Vista Drive - Digital Listing Ad

Ad Performance Report

Ad Views

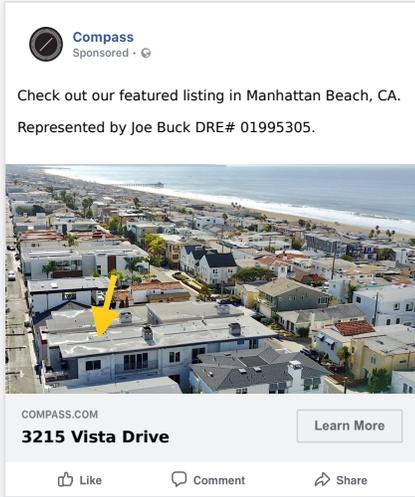
7,832

Clicks

494

Days Remaining

1



Reach

Your listing ad was shared with 3941 potential buyers.



Engagement

494 people visited your listing on Compass.com.



Popularity

Your listing has been most popular on Thursdays.



Lift

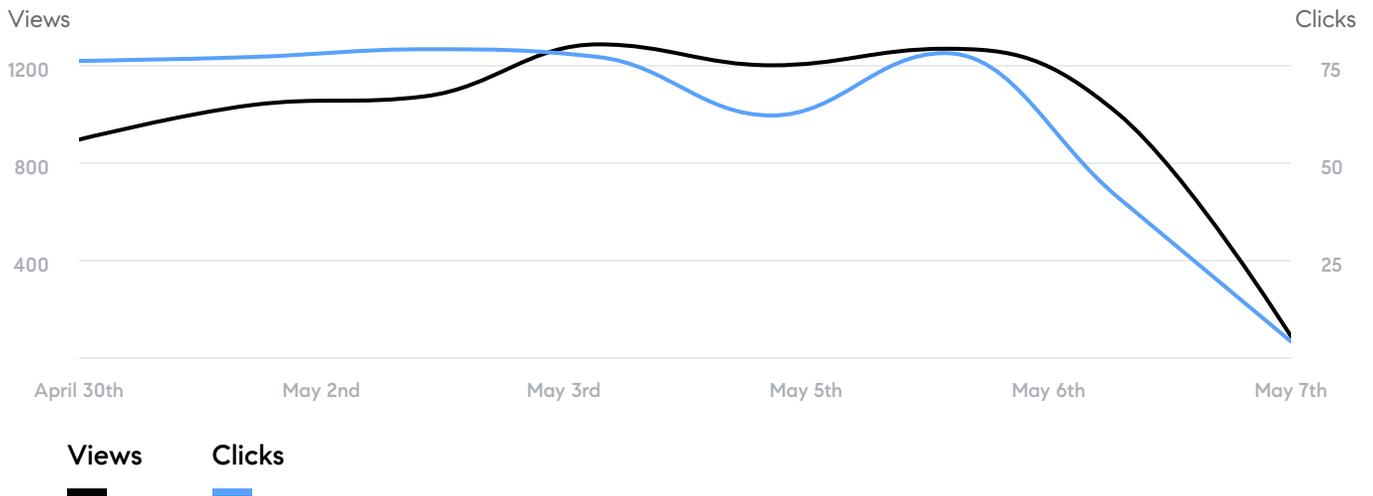
Traffic to your listing increased 82.8% within a week of ad launch.



Progress

You are 9 days through your 10 day Facebook campaign.

Digital Ad Trends



Joe Buck

DRE# 01995305
Broker Assoc.
310.995.1195
joebuck@compass.com

DIGITAL ADS // JOE BUCK

06.16.20 - 07.05.20

BRAND IMPRESSIONS

282,411

SITE VISITS

163

CLICK-THROUGH-RATE (CTR)

0.06%

Performance Recap

- Joe's campaign has run for the past 2 weeks and we're excited to have been able to generate +280K ad views targeted to our list of zip codes. As you'll see in the table, our ads appeared on top-tier media sites.
- We saw the highest engagement rates come from NY Times, KTLA and the LA Times.
- According to Google's user data (detailed in the next page), most of our profile visits were driven from users that are classified as being in the Top 10% of Household Income. As part of Google's restriction on zip code targeting we won't be able to guarantee the continued use of demographic reporting.

WHERE OUR ADS WERE SEEN

WEBSITE	IMP.	CLICKS
foxnews.com	15,480	15
nytimes.com	3,232	8
cnn.com	3,755	6
drudgereport.com	4,679	3
ktla.com	3,570	3
breitbart.com	1,597	2
washingtonpost.com	2,069	2
App: LA Times	1,224	2
people.com	2,721	2
huffpost.com	1,201	2

COST-PER-CLICK (CPC)

\$ 2.30

COST

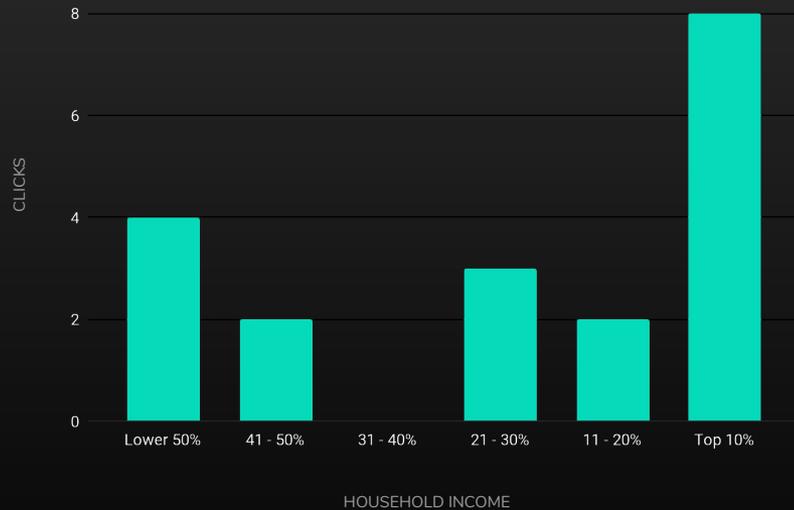
\$ 375

(Campaign Budget: \$750)



CLICKS BY HOUSEHOLD INCOME //

Google's algorithms use search history (Google), browsing behavior (Chrome) and location information (Android) to make finely tuned guesses about the demographics of its logged-in users. Below are how many clicks we've generated from each income bracket (excluding unknown users):



CLICKS BY AGE //

Google uses those same data points to infer the ages of its users. Below are how many clicks we've generated from each age group (excluding unknown users):

