



## SELLER'S GUIDE



COMPASS



# SOUTH BAY BORN & RAISED



## MEN OF THE SOUTH BAY

### JOE BUCK

Broker Associate, Joe Buck – South Bay Properties | Compass

A third-generation native of the South Bay, Joe Buck was born and raised in Redondo Beach. After graduating from Redondo Union High School, he earned a bachelor's degree in psychology from the University of Southern California, where he played Division 1 basketball. He continued playing basketball professionally for a decade. Meanwhile he got involved in the real estate industry in 2009 when he acquired his first income property. In 2015 he retired from professional sports to pursue his career in real estate full time and joined Compass two years ago.

#### WHAT DOES JOE BUCK – SOUTH BAY PROPERTIES STAND FOR?

As a real estate specialist and licensed Realtor®, I embrace the ideology that residential real estate is about more than just properties. It's about people. It's about pride of ownership. It's about your most valuable asset. It's about your family's home and creating lifelong memories. It's about relationships and trust. Real estate is really about YOU. I pride myself on attentiveness to my clients' needs and maintaining an open line of communication throughout the entirety of the home buying and selling process.

#### HOW HAS YOUR EXPERIENCE AS A PROFESSIONAL ATHLETE HELPED YOUR PERFORMANCE AS A REALTOR?

I became passionate about real estate investing at the same time I was playing professional basketball. Leveraging the success of my income property venture paved the way for future investments and provided a wealth of knowledge and experience in the industry. So after I retired from basketball, it was a natural fit to turn real estate into my full-time work.

Channeling the foundation and fundamentals of my professional athletic career and applying them in every aspect of my

business help me be competitive for my clients. I have an obsessive attentiveness to detail, and I strive nonstop for perfection. This was second nature for most people in the world of professional sports, but it's rare to find that level of detail and perfection in the business world—and it's definitely what differentiates me in this competitive market. So far in 2022 I'm undefeated for buyers!

Living and playing around the world has also enhanced my ability to adapt quickly to variable circumstances and develop immediate rapport with people from all walks of life. The recent pandemic shutdown was similar to some of the more intense pre-season training phases where the objective was to add more difficulties to the normal routine so you were challenged under extreme conditions. During that year or two of the shutdown, I felt like I was "training in sand"—everything was a bit heavier, more challenging to trudge through. But my business became fully adapted, even under that extra "weight." It's this tenacity that makes me unrelenting when it comes to my clients' best interests.

#### TELL US WHY OPEN HOUSES ARE IMPORTANT TO YOU.

I hold a lot of open houses because I love the personal interaction aspect of this business. It always gives me a chance to engage with my community—meeting neighbors and potential clients. A good chunk of my business comes from meeting people at open houses, and I think it's because people immediately get a sense and first impression of how I work and how much emphasis I put on doing right by my clients.

#### DESCRIBE YOUR WORKING STYLE.

I am obsessive with details, structure and systems and demanding of myself in all categories. My clients understand this about me, so they give me their ultimate

trust to lead the way—whether it be constructing an offer or operating through my listing-preparation process. I attribute my success to having systems in place for everything, which helps clients successfully close whether they are buying or selling. 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.

#### WHAT DO YOU LOVE ABOUT WORKING IN THE SOUTH BAY?

I genuinely love the process of helping people buy and sell in my hometown. This is the best place in the world—nothing comes close to the South Bay. I truly have such a sense of pride in helping people find their new homes here where they can experience the best lifestyle on the planet.

#### HOW WOULD CLIENTS DESCRIBE YOU?

Here is a review from a recent client: "If 10 stars were available, he would get 12. I've worked with and been around many agents over the last 10 years, and Joe makes them all look like they're in slow motion. The BUCK stops here. Literally! Joe isn't just a real estate agent. He is a business. He understands the ins and outs of every aspect of the buying process—from inspections to contingencies, appraisals and market trends. When my wife and I were in the process, it seemed like there was a list of 20 things that had to be checked off before closing. And if any one of those went wrong, it could derail the whole closing. Joe was always calm, cool and collected. He was always over-communicating, and even though he was working with other clients, he always made time to take our phone calls and talk through buying scenarios with us. His knowledge and experience are unparalleled, and we look forward to working with him on future transactions." – Shawn P.

SOUTH BAY | 310-995-1195 | 888-JOE-BUCK | SOUTHBAJJOEBUCK.COM | DRE #01995305

as seen in **southbay**



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SHOWING CHECKLIST

# COMPASS



JOE BUCK  
*South Bay Properties*

**140+**

OFFICES WITH OVER  
500 EMPLOYEES

**28k+**  
AGENTS

**#1**

BROKERAGE  
in Los Angeles Co.,  
CALIFORNIA  
& the US

**71 Markets**  
**Over 4,000**  
EMPLOYEES  
**\$100M+**  
TOTAL CAREER  
SALES VOLUME

FORTUNE  
**500**  
COMPANY

HELPED  
**100+**  
FAMILIES IN  
THE SOUTHBAY

**100+**  
southbay  
homes sold

**\$600B+**

GROSS TRANSACTION  
Volume since 2021

**#1 BROKERAGE**  
FOR NATIONAL MEDIA  
COVERAGE & DIGITAL REACH

**100+ 5-STAR**

Reviews on Zillow,  
Yelp, Google &  
Facebook



## SELLER SERVICES

- Detailed CMA, Interactive Listing Presentation, Media Engagement & Data Analysis
- Suggestions for improvements / renovations for increase in sales price
- Home staging consultation
- Hands on coordination of all aspects of the listing and escrow processes
- Guidance through each step of the transaction (repairs, staging, marketing, listing, negotiation, contracts, and escrow)

## MARKETING SERVICES

- *Marketing through a variety of digital channels for highest visibility*
- *Professional photography and video services*
- *Local and regional publications*
- *Direct mail to the local community*
- *Syndicated on Compass websites locally and nationally*
- *Real-time data mapping & analysis for enhanced listing promotion and exposure*

## ABOUT JOE

A third 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 sure-fire 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.

### LISA, REDONDO BEACH



*Joe is a total rock star! The entire process, from the staging transformation of the house to the closing of the sale, was professional and excellent. Hire him! :)*

### ARCHIE, MANHATTAN BEACH



*We were able list property with ease. Communication was good through sales process. Joe recommended staging property and expedited open house during Covid.*

### MICK, HERMOSA BEACH



*Joe is the best resource you'll find for South Bay real estate. Extremely well versed in the various neighbourhoods, price points, lenders, inspectors etc - he will help you get into a terrific home in an extremely competitive market!*

### MICHAEL, TORRANCE



*Joe helped my wife and I sell our house of 30 years and purchase a new home, both in Torrance. He is really a one stop solution to this daunting process. Explaining everything along the way with clear concise communication. Joe is a pleasure to work with.*

### JOHN, PALOS VERDES



*Joe Buck's work ethic, knowledge base and professionalism are second to none. He has the ability to act on a dime and problem solve with poise and assertiveness when things get hectic or hiccups occur. He is well versed in all things real estate: loans, market values, negotiations, business savvy endeavours, home remodelling, property management, and so much more. He has been a huge asset and great resource for me and my family over the past several years. If you are considering buying or a selling, I highly recommend Joe Buck!*

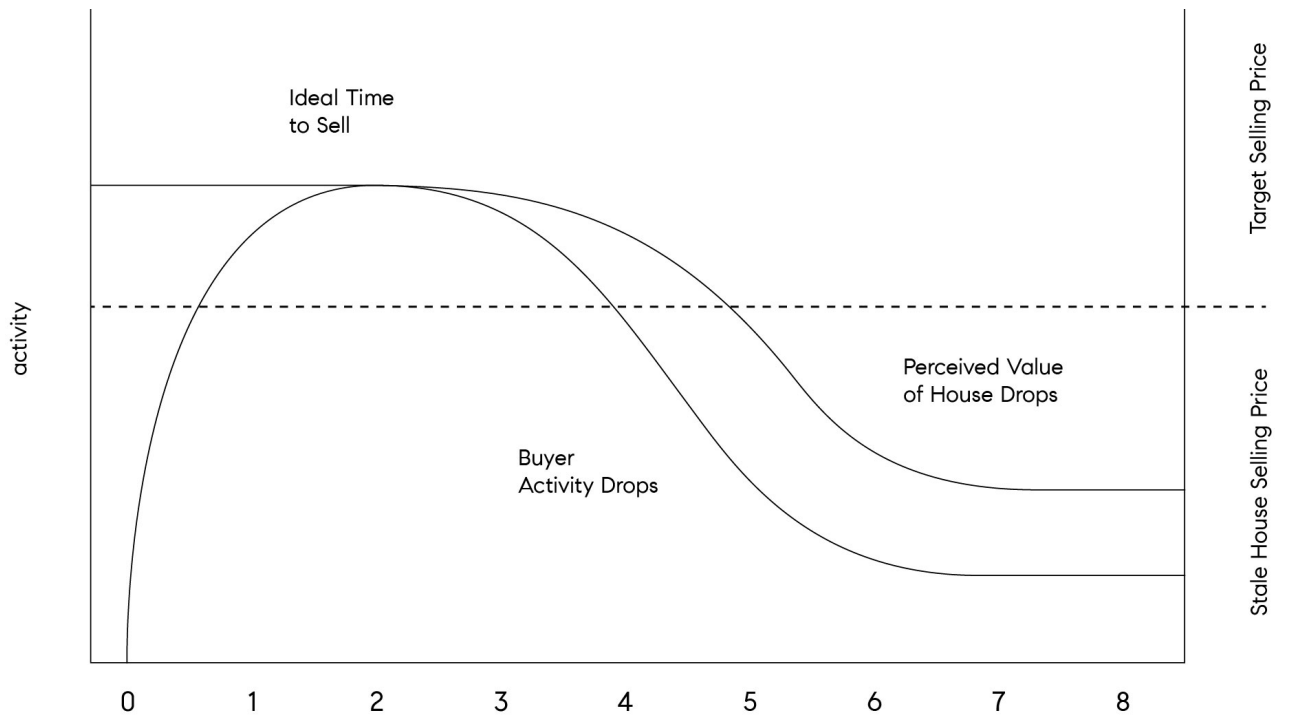






## PRICING YOUR PROPERTY TO MAXIMIZE BUYER ACTIVITY

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.



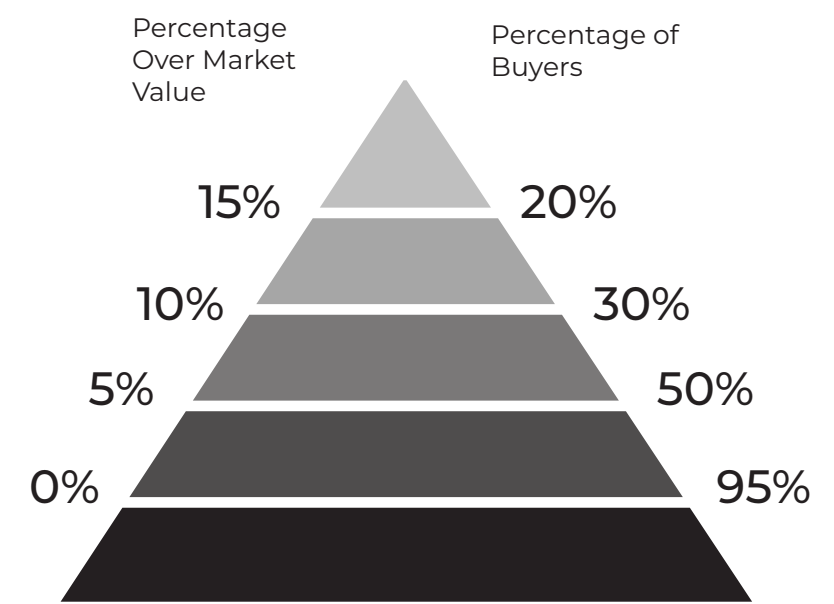
**80%**  
The percentage of buyers who purchase their home at its fair market value

**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

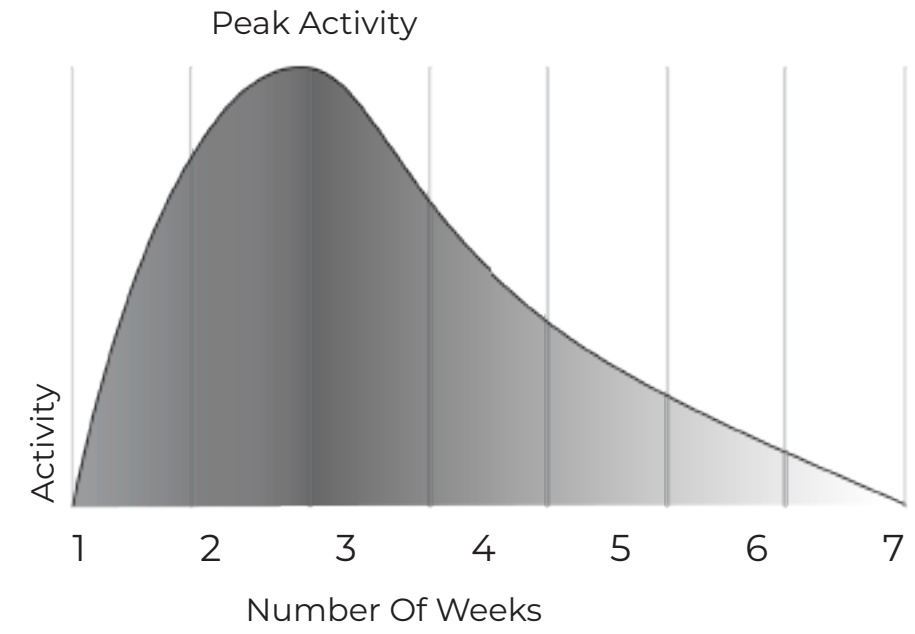
## ATTRACTING BUYERS USING COMPETITIVE PRICING

Using competitive analysis, market research, and Compass' suite of AI-powered tools, we recommend a price for your property to generate the most activity and offers early on before buyers move on to newer listings.



If the asking price is too high, then the property appeals to fewer buyers.

## TIMING OF BUYER ACTIVITY



A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize your home's position in 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

## 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

# MAXIMIZE THE VALUE OF YOUR HOME WITH COMPASS CONCIERGE

The hassle-free way to sell your home faster and for a higher price. Compass Concierge helps you maximize your home's value with home improvement services like staging, flooring, painting and more. No upfront costs, no interest.

From staging to renovation, we can leverage our exclusive Concierge program to prepare your home for the market with zero upfront costs or interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.



## HOW IT WORKS

- 01 Determine a budget and updates together, then apply for Concierge funds
- 02 Immediately receive your Concierge Card or request cash
- 03 Work with trusted vendors to complete home improvements
- 04 Repay at closing!\*

Apply at [concierge.notablefi.com/apply/start](https://concierge.notablefi.com/apply/start)

## 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

## WITH COMPASS CONCIERGE, THE OPTIONS ARE ENDLESS:

- Floor Repairing
- Carpet Cleaning & Replacement
- Staging
- Deep-Cleaning De-cluttering
- Cosmetic Renovations Landscaping
- Interior & Exterior Painting
- HVAC
- Roofing Repair
- Moving & Storage
- Pest Control
- Custom Closet Work
- Fencing
- Electrical Work
- Seller-side Inspections & Evaluations
- Kitchen Improvements
- Bathroom Improvements
- Pool & Tennis
- Court Services
- Water Heating & Plumbing Repair
- Sewer Lateral Inspections & Remediation
- +100 other home improvement services

**53%**  
 The percentage of seller's agents who say staging decreases a property's time on market.

**4X**  
 The potential return of every \$100 you invest in staging your home.

(National Association of Realtors, 2019)



# COMPASS CONCIERGE | CASE STUDIES

4 DAYS  
on the market

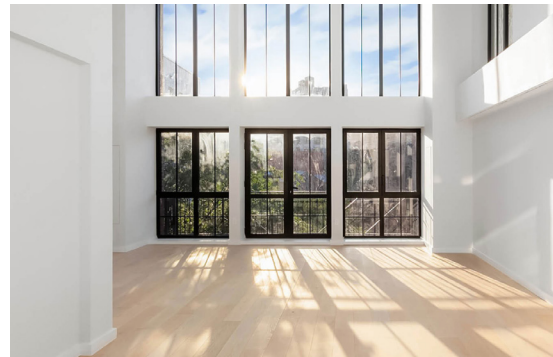
\$200K  
above list price



BEFORE



AFTER



BEFORE



AFTER



## UNLOCK MORE BUYERS FOR YOUR HOME WITH COMPASS BRIDGE LOAN SERVICES.

“A LOT OF PEOPLE ARE LOCKED INTO THEIR CURRENT SITUATIONS — THEY OWN A HOME AND HAVE A FAMILY AND ARE NOT COMFORTABLE SELLING BEFORE THEY BUY. THERE COULD BE 10-15% OF THE MARKETPLACE THAT WOULD LIKE TO MOVE IF THEY COULD. BLS OPENS UP CONVERSATIONS WITH THOSE BUYERS — WHICH WASN'T AN OPTION BEFORE!”  
- COMPASS AGENT

Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. With BLS, I can help browsing homeowners access their equity to become more serious buyers when they see a home like yours on the market.

**67%**

Of potential buyers for your home likely need to sell their own home in order to buy\*

## 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 time-line.

### 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.



# OUR EXCLUSIVE PRE-MARKETING ADVANTAGE

## PRIVATE EXCLUSIVE

A Private Exclusive listing is an off-market home that can be shared by a Compass agent with their Compass colleagues directly. Property details aren't disseminated and won't appear on public home search websites. Listing your home as a Private Exclusive allows you to control what information is shared — while still getting exposure to top agents at Compass.

[compass.com/private-exclusives](https://compass.com/private-exclusives)

## COMING SOON

Compass Coming Soon gives us valuable opportunities to market your property while building anticipation among potential buyers and pressure-testing our pricing strategy — all without accruing days on market.

[compass.com/coming-soon](https://compass.com/coming-soon)

Compass Coming Soon and Private Exclusives are subject to local MLS restrictions and not available in all markets. Local policy definitions may restrict how Private Exclusive listings can be shared between agents, even within the same brokerage. Where the programs are available, pre-marketing and listing strategies are independently determined by the client. Compass does not recommend one particular strategy or guarantee results.

Data refers to a comparison between MLS and Compass Coming Soon listings vs. listings that go straight to active.  
\*Viewership sourced via Compass.com 1/2020-8/2020.  
\*\*Days on market sourced via Compass.com 1/2020-7/2020.  
\*\*\*Open house traffic sourced via Compass.com 1/2020-9/2020.



**2-3X**  
More views  
by consumers  
and agents\*

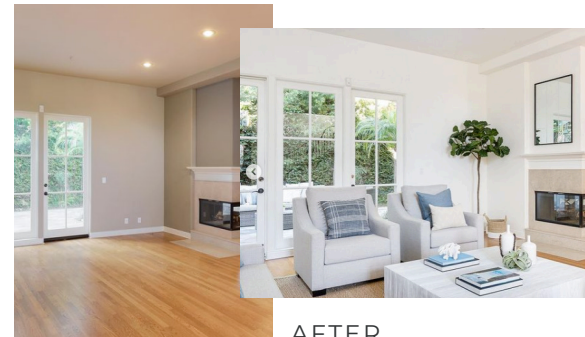
**7%**  
Fewer days  
on market  
vs. listings that go  
straight to active\*\*

**~19%**  
More traffic at  
an open house\*\*\*

## 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.

## 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



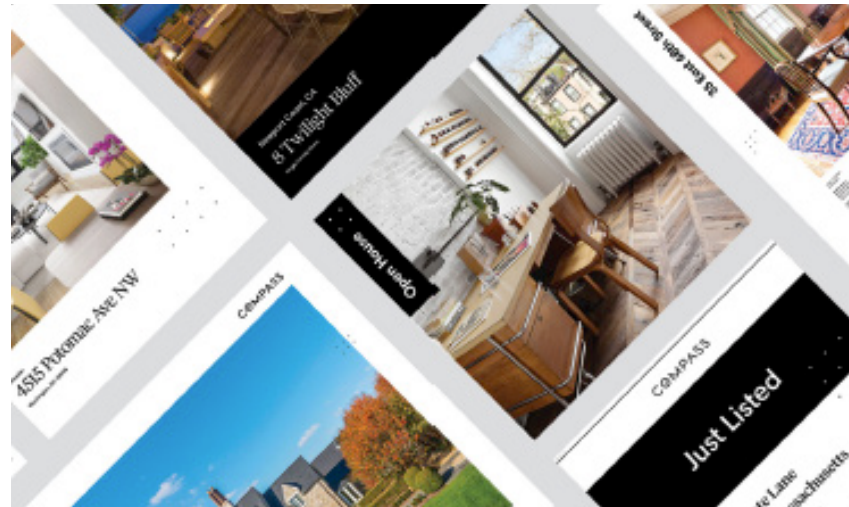


# PRINT MATERIALS

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

## FORMATS

- Postcards
- Note cards
- 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

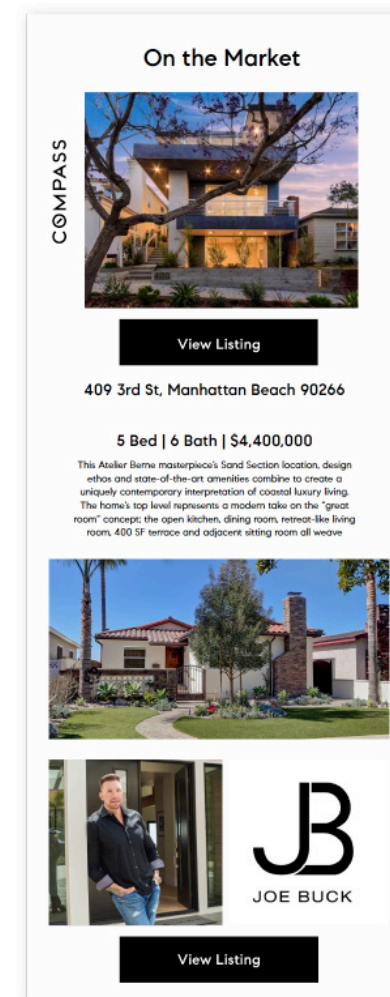
Our crisp, clean aesthetic beautifully frames your images and listing details.

## 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.



# 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.

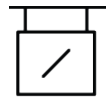
## DYNAMIC STORYTELLING

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.



# NO ONE DOES VIRTUAL MARKETING LIKE US

We have unparalleled technology to market the sale of your home virtually through evolving times.



## VIRTUAL OPEN HOUSE

Using dynamic, guided video, we showcase the key features of your property to our target clientele, wherever they are.



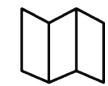
## PRIVATE INTERACTIVE HOME TOUR

We'll take buyers on a virtual journey through your home to highlight the unique features. Our interested buyers can easily provide direct feedback through live video or text.



## VIRTUAL NEIGHBORHOOD TOUR

Our buyers and their loved ones can explore all that the surrounding community has to offer with snapshots of key attributes of the neighborhood.



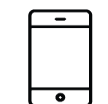
## DIGITAL LISTING BROCHURE

Pages will turn, videos will play, and home features will come to life with interactive brochures to create an immersive experience for even the most discerning of buyers.



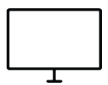
## VIDEO MAIL

More opens lead to more closings. We embed live video into our email marketing to engage clients in a modern and compelling way.



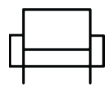
## LIVE POSTCARD

We utilize animated emails to showcase the most attractive elements of your property. This helps grab the attention of buyers at every stage of their home search.



## DIGITAL MARKETING & INSIGHTS

We'll run and actively optimize Facebook and Instagram ad campaigns to promote your property to high intent buyers.



## ENHANCED 3D STAGING

We've partnered with the nation's leading virtual staging firm to provide touch-free staging in order to show your home in its best light virtually.

# 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 time-line
- Improves chances of competing offers
- Can drive a higher purchase price





## 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.



## KEY METRICS

### 333 21ST PLACE

**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**

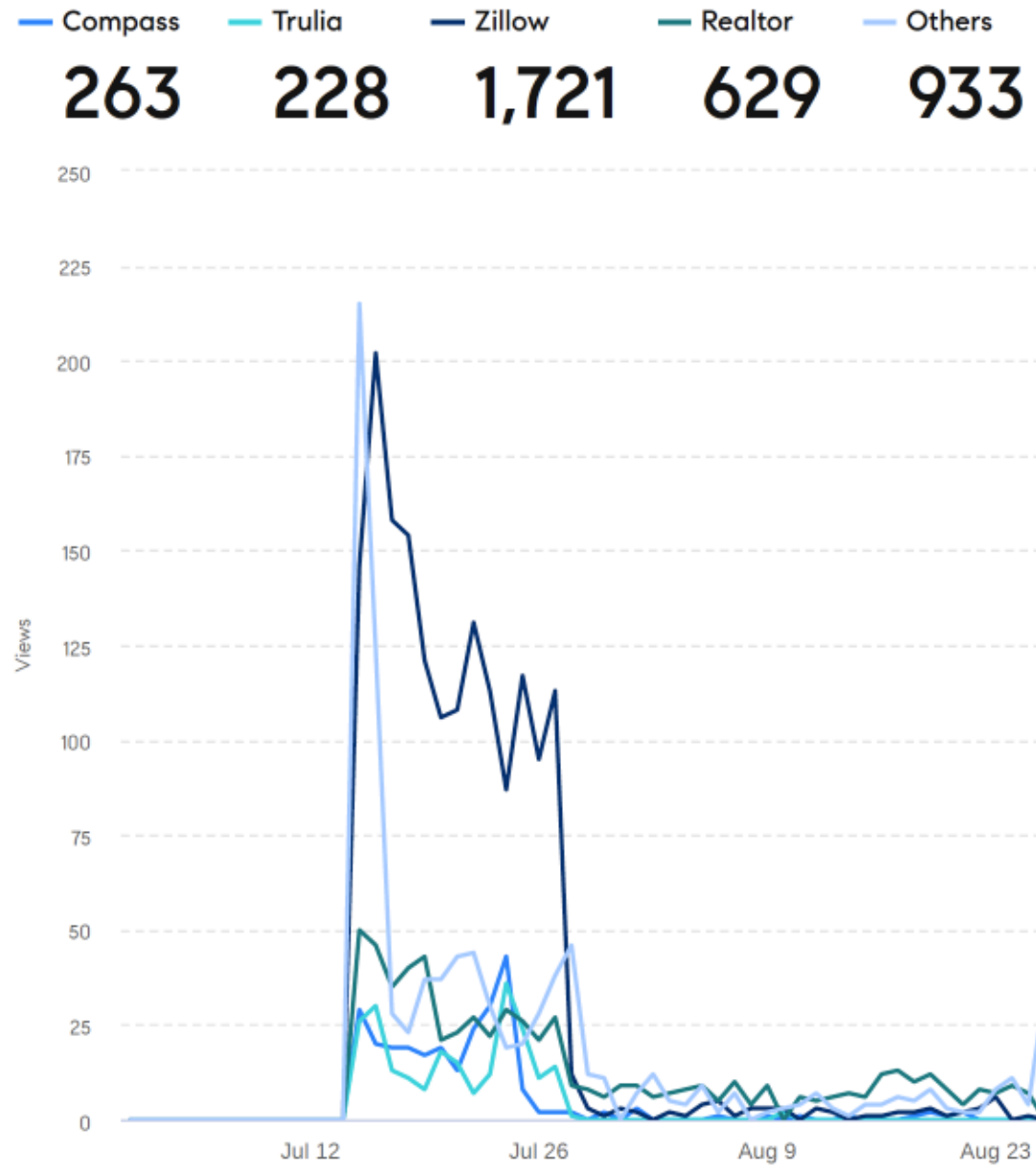
**100%** ↑ within 1<sup>ST</sup> 60 DAYS

**100%** ↑ within 1<sup>ST</sup> 60 DAYS

**100%** ↑ within 1<sup>ST</sup> 60 DAYS



## VIEWS BY PUBLISHER



## PROMOTION AND SOCIAL - DIGITAL ADS

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

## VIEWS BY CITY

| CITY            | IEWS      | CITY          | IEWS     |
|-----------------|-----------|---------------|----------|
| Los Angeles     | <b>61</b> | San Diego     | <b>3</b> |
| Manhattan Beach | <b>10</b> | Thousand Oaks | <b>3</b> |
| Torrance        | <b>10</b> | Seattle       | <b>3</b> |
| Redondo Beach   | <b>5</b>  | Las Vegas     | <b>2</b> |
| Long Beach      | <b>3</b>  | San Francisco | <b>2</b> |
| El Monte        | <b>3</b>  | Chicago       | <b>2</b> |





# JOE BUCK DIGITAL ADS

## 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      |



## BRAND IMPRESSIONS

282,411

## CLICK THROUGH RATE(CTR)

0.16%

**COST \$375**

## SITE VISITS

163

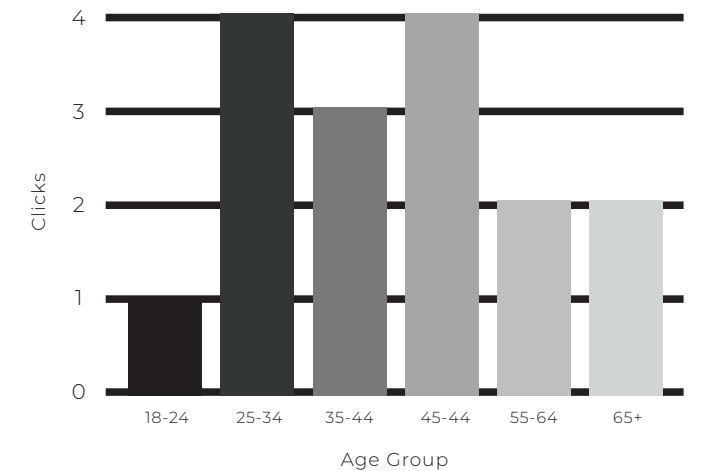
## COST PER CLICK

\$2.30

**CAMPAIGN BUDGET \$750**

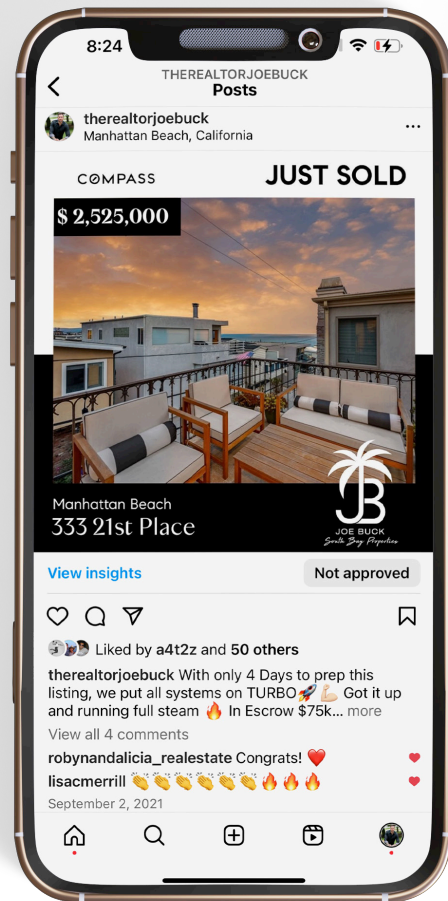
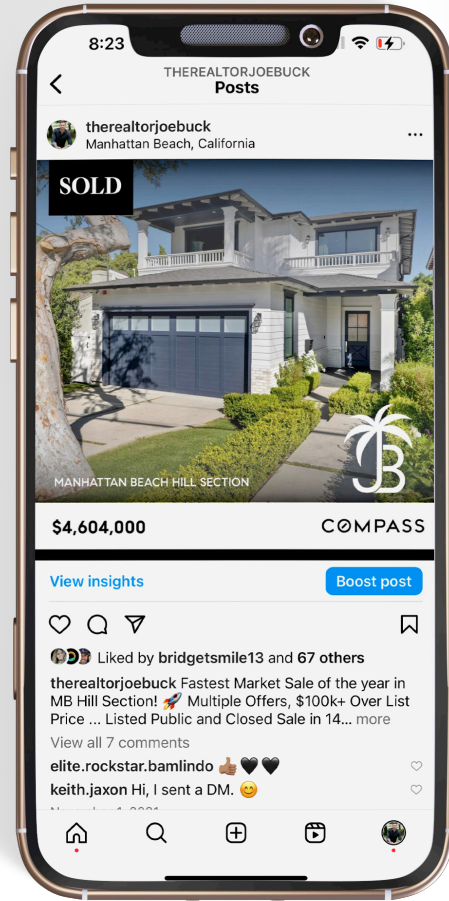
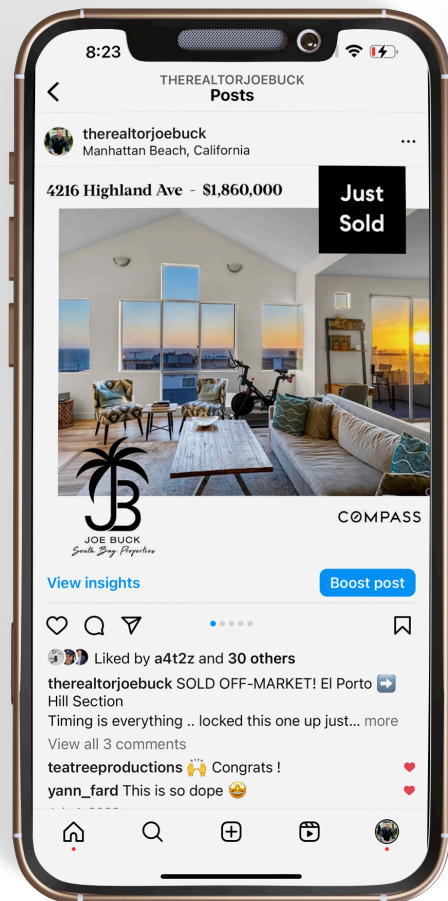
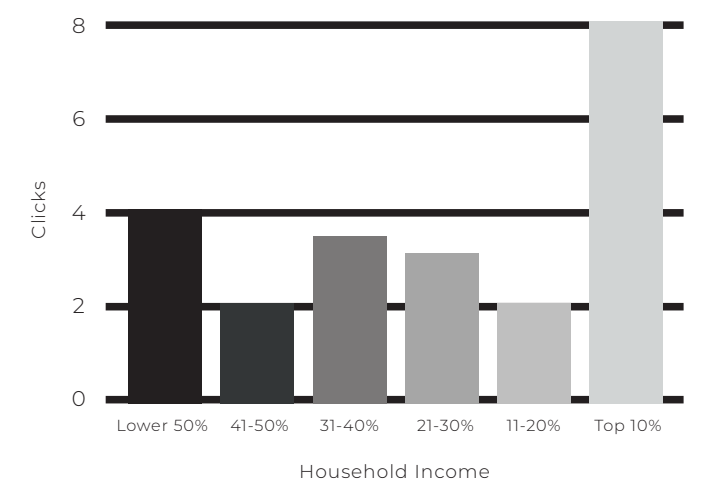
## CLICKS BY HOUSEHOLD INCOME

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):







## PRE-LISTING CHECKLIST

### INTERIOR

- CLEAN ALL BASEBOARDS
- DEEP CLEAN KITCHEN AND BATHROOMS
- WIPE DOORS AND DOORKNOBS
- CLEAN ALL WINDOWS
- DEEP CLEAN CARPETS
- REMOVE ALL PERSONAL PHOTOS
- DE-CLUTTER AND ORGANIZE GARAGE
- CLEAN AND ORGANIZE GARAGE
- CLEAN AND ORGANIZE PORCH / PATIO
- EMPTY AND CLEAN TRASH CANS
- REPLACE WORN BEDDING, SHOWER CURTAINS, RUGS
- REMOVE EXCESSIVE FURNITURE
- REPAIR MISSING OR CRACKED CAULKING
- ELIMINATE/NEUTRALIZE ODORS
- ADD LAMPS IN DARKER AREAS

### EXTERIOR

- REFRESH PAINT ON MAILBOX, FRONT DOOR
- MOW THE LAWN, TRIM BUSHES
- ADD FRESH PLANTS TO PLANTERS
- REMOVE YARD CLUTTER
- ADD WELCOME MAT, HANG WREATH
- REPAIR SHED

### CUSTOM TIPS

- PACK ALL PERSONAL ITEMS IN BEDROOMS: PHOTOS, JEWELLERY, REMOTES, CLOTHES, ETC.
- PACK 75% OF CLOTHES - REMEMBER YOU WILL BE MOVING SOON, LESS TO DO LATER.
- STAGER WILL BRING SMALL ACCENTS LIKE PILLOWS, TABLE CENTREPIECE, FAUX PLANTS, AND FINISHING TOUCHES TO PREP BEFORE PHOTOS
- MAKE A TIMELINE TO ENSURE A EFFICIENT TRANSITION

## SHOWING CHECKLIST

### GENERAL

- LEAVE ALL LIGHTS ON AND ALL FANS OFF
- TOUCH UP PAINT AND FILL HOLES OR SCRATCHES IN WALLS
- OPEN ALL BLINDS, SHADES AND CURTAINS
- ADD FRESH FLOWERS
- DECLUTTER AS MUCH AS POSSIBLE
- FLUFF AND ARRANGE PILLOWS

### OUTSIDE

- HIDE GARBAGE CANS
- MOVE YARD CLUTTER
- HOUSE NUMBERS CLEAN AND VISIBLE
- PLANT FLOWERS
- POWER WASH EXTERIOR
- TURN ON OUTSIDE LIGHTS

### BEDROOMS

- MAKE BEDS AND TIDY UP ROOMS
- PUT CLOTHING AND TOYS AWAY
- REMOVE FAMILY PHOTOS
- CLEAR NIGHT STANDS OF PERSONAL ITEMS

### KITCHEN

- CLEAN SINKS AND PUT AWAY ALL DISHES
- LEAVE PAPER TOWELS
- ADD NICE SOAP PUMP
- CLEAR COUNTER TOPS OF APPLIANCES
- ORGANIZE ALL OPEN SHELVES
- REMOVE ARTWORK AND MAGNETS FROM THE REFRIGERATOR
- REMOVE POT HOLDERS, DISH TOWELS

### BATHROOMS

- CLEAN COUNTERTOPS OF ALL PERSONAL ITEMS
- CLEAR SHOWER STALLS AND BATHTUBS OF ALL PERSONAL ITEMS
- CLEAN MIRRORS AND GLASS SURFACES, HIDE BINS
- HANG CLEAN TOWELS NEATLY, REMOVE RUGS
- KEEP TOILET SEAT DOWN
- CLEAN OR REPLACE SHOWER CURTAIN



## SHOWING CHECKLIST

### MAIN LIVING AREAS

- CLEAN ALL BASEBOARDS
- DEEP CLEAN KITCHEN AND BATHROOMS
- WIPE DOORS AND DOORKNOBS
- CLEAN ALL WINDOWS
- DEEP CLEAN CARPETS
- REMOVE ALL PERSONAL PHOTOS
- DECLUTTER AND ORGANIZE GARAGE
- CLEAN AND ORGANIZE GARAGE
- CLEAN AND ORGANIZE PORCH / PATIO
- EMPTY AND CLEAN TRASH CANS
- REPLACE WORN BEDDING, SHOWER CURTAINS, RUGS
- REMOVE EXCESSIVE FURNITURE
- REPAIR MISSING OR CRACKED CAULKING
- ELIMINATE/NEUTRALIZE ODORS
- ADD LAMPS IN DARKER AREAS

### OUTSIDE

- REFRESH PAINT ON MAILBOX, FRONT DOOR
- MOW THE LAWN, TRIM BUSHES
- ADD FRESH PLANTS TO PLANTERS
- REMOVE YARD CLUTTER
- ADD WELCOME MAT, HANG WREATH
- REPAIR SHED



## PHOTOGRAPHY CHECKLIST

### GENERAL

- LEAVE ALL LIGHTS ON AND ALL FANS OFF
- TOUCH UP PAINT AND FILL HOLES OR SCRATCHES IN WALLS
- OPEN ALL BLINDS, SHADES AND CURTAINS
- ADD FRESH FLOWERS
- DECLUTTER AS MUCH AS POSSIBLE

### OUTSIDE

- HIDE GARBAGE CANS
- MOVE YARD CLUTTER
- HOUSE NUMBERS CLEAN AND VISIBLE

### KITCHEN

- EMPTY SINKS AND PUT AWAY ALL DISHES; PUT ALL SPONGES, DISH SOAP UNDER THE SINK
- CLEAR COUNTER TOPS OF APPLIANCES
- REMOVE ARTWORK AND MAGNETS FROM THE REFRIGERATOR
- REMOVE POT HOLDERS, DISH TOWELS

### BEDROOMS

- MAKE BEDS AND TIDY UP ROOMS
- PUT CLOTHING AND TOYS AWAY
- REMOVE FAMILY PHOTOS AND ANY INAPPROPRIATE ARTWORK

### BATHROOMS

- CLEAN COUNTER TOPS OF ALL PERSONAL ITEMS
- CLEAR SHOWER STALLS AND BATHTUBS OF ALL PERSONAL ITEMS
- CLEAN MIRRORS AND GLASS SURFACES, HIDE BINS
- HANG TOWELS NEATLY AND REMOVE RUGS
- KEEP TOILET SEAT DOWN
- CLEAN OR REPLACE SHOWER CURTAIN







COMPASS



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