

CONNECTICUT



YOUR SELLER'S GUIDE



COMPASS

YASHMIN LLOYDS

Consistently recognized as a top-producing agent, Yashmin Lloyds is a founding member of Compass's Greenwich office with over \$375 million in sales. With a background in luxury hotel sales and marketing, she brings strong negotiation skills and deep market knowledge to her real estate clients. A Fairfield County resident for 20 years and mother of three, Yashmin offers invaluable insight into Greenwich's neighborhoods, schools, and lifestyle. Her strategic marketing approach and dedication to client success make her a trusted expert in the local market.

Let me show you why I am the right agent for you.



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GUIDING YOU HOME WITH THE COMPASS ADVANTAGE

Investing Billions in Tech to Sell Your Home

At Compass, the technology of the future is already shaping real estate today. We've invested over \$1 billion in our technology platform to help agents make buying or selling a home easier for you. This includes Compass One, an all-in-one client dashboard that enhances transparency and keeps you connected with your agent at every step of your journey.

A Marketing Strategy for Every Home

As part of Compass, I have access to a dedicated in-house marketing and design agency of over 300 experts nationwide, making it more effective than ever before to reach your buyer how, when, and where it counts most.

A 33K+ Network of Top Agents Nationwide³

A network that arms us with privileged access to the homes you've been waiting to find and the prospects ready to buy.

#1

Residential Real Estate Brokerage in the United States¹

\$216.8B

2024 Gross Transaction Value²



¹#1 based on 2023 closed sales volume. T. Velt, "eXp, Compass top 2024 RealTrends Verified brokerage rankings for second year," HousingWire, Online, HW Media, 3/22/2024, <https://www.housingwire.com/articles/exp-compass-top-2024-realtrends-verified-brokerage-rankings-again/> ²Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions and includes a de minimis number of new development and commercial brokerage transactions. ³Agents are defined as all licensed agents on the Compass platform. Excludes approximately 1,000 principal agents located in Texas who joined Compass during the second quarter of 2024 as part of the Latter & Blum Holdings, LLC acquisition. These agents operate with a flat fee / transaction fee based model, which is different from the Company's standard compensation model.

KEY TERMS

APPRAISAL

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

ASSESSED VALUE

Value placed upon property for property tax purposes by the tax collector.

CLOSING COSTS

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, and title insurance.

CLOSING STATEMENT

The statement which lists the financial settlement between Buyer and Seller, and the costs each must pay.

CONTINGENCY

Certain criteria that have to be met in order to finalize the sale.

DEBT-TO-INCOME RATIO

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

EARNEST MONEY DEPOSIT (EMD)

A good faith deposit the buyer makes with an offer to show that you are serious about buying the property. In exchange, the seller agrees to stop marketing the property.

FINAL WALKTHROUGH

The buyer reviews the house just before closing to make sure everything is in the same condition and that all home inspection items are fixed.

INSPECTION

An expert conducts a formal review of the property to find visible issues that need to be repaired. Buyers typically make their offers contingent on an inspection, but sellers can conduct a pre-offer inspection to appeal to buyers. The buyer may choose to do additional inspections like radon and a sewer scope.

LIEN SEARCH

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

PRE-APPROVED

Advanced approval from a bank or other lending institution for a home mortgage.

PRE-QUALIFIED

Potential buyers provide an overall financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for.

TITLE INSURANCE

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.

RECORDING FEES

A fee paid to the local government to officially report a sale of a home; usually paid by the buyer.

SELLER TIMELINE

01

Let's Talk

We'll meet to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. I will analyze comparable property sales, and work with you to determine pricing. You'll outline a strategic plan to achieve the best possible result for you as a seller.

02

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, I will work with you to ensure the property is visually ready to make the right first impression with buyers. I will prepare to market your property, which can include scheduling a photoshoot, organizing staging, commissioning an illustrative floor plan, and writing a listing description. We'll also sit down to complete the Seller Disclosure documents necessary for the transaction.

03

Going Live

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



Compass Connecticut, LLC is a licensed real estate broker. All material is intended for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description or measurements (including square footage). This is not intended to solicit property already listed. No financial or legal advice provided. Equal Housing Opportunity. Photos may be virtually staged or digitally enhanced and may not reflect actual property conditions.



04

Spreading the Word

I will develop and execute an intelligent, effective marketing plan. The Compass marketing team will produce beautiful print and digital collateral to strategically showcase your property. Eye-catching yard signs are produced and can be placed outside your property.

05

Making Connections

I will continuously leverage professional contacts and the Compass Network Tool to find ideal buyers and brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

06

Building a Strategy

I will conduct an assessment of the market response within the first couple weeks your listing is live. Feedback from agents and buyers is aggregated, and the listing strategy is revised if necessary.

07

Communication & Measuring Success

You and I will establish the best method and frequency of communication. I will provide frequent updates and continuous traffic metrics, as well as information about the market.

08

Receiving an Offer

Once an offer is made, I will contact you to review the terms of the offer and to analyze the pros and cons. Together I will help you decide how to respond to the buyer in one of several ways: by accepting the offer, rejecting the offer, or making a counter offer.

09

Negotiating the Details

The contract is negotiated and accepted, and the transaction summary is circulated to all parties. I will observe and record all contingency periods throughout the in-contract stage. A property appraisal and home inspection take place, and any further negotiations are managed. All financial and supplemental information is collated and submitted to the managing agent.

10

Completing the Close

I will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed inspections, removed their contingencies, and the loan (if any) is ready to fund, we'll arrange the final walk-through. Finally, at closing you will hand over keys to the buyer.



MAXIMIZE YOUR HOME VALUE

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.

- Concierge listings sold **11% above ask**—compared
- to MLS listings which sold only **3% above ask** price. (June 2021*)
- **80% of Concierge listings sold within 3 months**—compared to only 61% of all MLS

Key Services Include:

Fresh paint	Custom closets
Strategic staging	Storage support
Updated HVAC	Roofing repair
Updated plumbing	Upgraded electric
Cosmetic renovations	Structural fencing

BEFORE



AFTER

Greater marketing and exposure for your home

Compass gets billions of impressions. That means, when you list with Compass, you do too.

- **250M+** annual website and social**
- **105B+** PR impressions in 2020***

Plus, you get access to **industry-leading technology** to make sure the listing makes an impact and attracts the right buyer.

INTELLIGENT DIGITAL ADVERTISING

By leveraging Compass digital advertising tools across social media, we can generate demand to sell your home faster, and meet buyers where they are, online.

INSIGHTS

Our detailed, custom dashboard allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.

*Based on data from the periods described in the notes above. Data is limited to include properties with a list price of \$500,000 and \$3,000,000. Data is sourced from regional MLSs and aggregated to create a comprehensive national data set. Compass makes no guarantees as to the reliability, accuracy, or up to date nature of any information from MLS sources. This information is provided for informational purposes only and is not a solicitation, recommendation, offer or promise to provide services. Compass is not offering legal, financial or other professional advice. Compass reserves the right to refuse, reject, or cancel the program for any reason at any time without liability. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Individual results may vary. Testimonials are not intended to guarantee the same or similar results. Subject to additional terms and conditions at compass.com/concierge.

**Sourced via Sprout Social and Google Analytics, 1.1.2020–12.31.2020.

***Sourced via Meltwater, 1.1.2020–12.31.2020.



COMPASS
PRIVATE EXCLUSIVES

LAUNCH AS A COMPASS PRIVATE EXCLUSIVE

Start the home-selling process with time on your side. The first stage of the Compass 3-Phased Marketing Strategy, designed to maximize demand and refine your price for the best possible sale outcome.

Soft-Launch to an Exclusive Audience

Showcase your home to our network of top agents and their serious buyers, gathering honest feedback on pricing, with time to make adjustments before going public.

Showcase Before Being Market-Ready

Pre-market your home to interested buyers before investing time or effort into preparing it for the public market.

Generate Early Demand

Build anticipation and interest for your home without the risk of accumulating days on market or public price drops that impact its value.

Test Your Price & Gain Insights

Know exactly how buyers are engaging with your listing – how often it's viewed, liked, or shared. Use this data to refine your pricing and positioning for a stronger public launch.

Attract Competitive Offers

You may secure a competitive offer from a buyer willing to pay a premium for certainty and a less competitive process.

Maintain Your Privacy

Your privacy is valuable. Photos and floorplans of your home are only visible to Compass agents and their serious clients.

LEARN MORE AT [COMPASS.COM/PRIVATE-EXCLUSIVES](https://compass.com/private-exclusives)

Private Exclusives may not be available in all markets, and availability is subject to change. Private Exclusives, inclusive of pre-marketing and listing strategies, are at the discretion of the seller. They are only visible to buyers and the Compass agents representing them in that market. Compass does not recommend one particular strategy or guarantee results. #1 in 2023 closed sales volume in the US per RealTrends.

Maximize your home's value with the Compass 3-Phased Marketing Strategy

COMPASS

PHASE 1 / LAUNCH AS A COMPASS PRIVATE EXCLUSIVE

Validate Pricing

Unlike traditional brokerages that immediately launch your listing to the public — exposing it to negative metrics like days on market and price drop history — Compass gives you a strategic head start. We showcase your home to a private audience first, allowing us to gather honest feedback on pricing with time to make adjustments before going public.

- Showcase your home to our nationwide network of top agents and their serious clients.
- Begin to generate buyer interest without risking public days on market or price drops that impact your home's value.
- You may secure a buyer willing to pay a premium for certainty and a less stressful transaction.

PHASE 2 / LAUNCH AS A COMPASS COMING SOON

Generate Early Demand

Publicly launch your property as a Compass Coming Soon exclusively on Compass.com. This allows you to build buyer anticipation and interest, while staying protected from days on market and price drop history.

- Receive key engagement insights on how agents and their buyers are interacting with your listing — data that is lost once it goes live on other public websites.
- Ensure all inquiries come directly to me rather than other agents who may prioritize their own listings and are unfamiliar with your home. Plus, listing as a Coming Soon on our website can help boost your ranking on Google.
- During this phase, you have greater control over your data, as photos of your home and personal information do not stay on the Internet.

PHASE 3 / LAUNCH ON ALL PUBLIC WEBSITES

Sell Better

Go live on all public websites with the right price and maximum demand gained by pre-marketing.

- Backed by a validated pricing strategy and early buyer demand, your home is positioned for an efficient, lucrative sale — delivering the best possible outcome when it goes live on all public websites.

COMPASS ONE

One Unified Dashboard to Streamline Your Sale

The screenshot displays the Compass One dashboard interface. At the top, there's a navigation bar with 'COMPASS' and user options like 'My Agent', 'Buy', 'Rent', 'Sell', 'Compass Exclusives', and 'My Compass'. Below this, a sidebar on the left contains tabs for 'Overview', 'Buying with George', and 'Selling with George'. The main content area is divided into several sections: a 'Good morning' greeting with a date 'Tues, Jan 28'; a 'Preparing to list' section featuring a property image and details for '2659 W Winona Street' (\$2,870,000); an 'Open houses' section for 'Sat 100 PM - 2:00 PM'; a 'Comments' section with a message about a Market Watch; a 'Documents and resources' section listing documents like 'Listing Agreement' and 'Seller Disclosures'; a 'Contacts' section with agent profiles for George Valdez and Lena Vernon; a '27 days until List date' timeline with events like 'Seller's disclosure due' and 'Listing live as Private Exclusive'; a 'Comparative Market Analysis' section showing a price estimate of '\$2,750,000 - \$2,900,000'; a 'Market overview' section with 'Your Market Watch' featuring four property listings with details like '\$2,995,000', '\$2,425,000', '\$2,400,000', and '\$2,750,000'.

Assess

Using Collections and Comparative Market Analysis, we can start by tracking market trends, pricing, and available inventory for homes that are similar to yours.

Strategize

By launching your listing not once, but three times with our 3-Phased Marketing Strategy, you can test your pricing strategy, generate early demand, and attract the strongest offers.

Analyze

With Insights, gain a more complete picture of traffic and engagement with your listing. Plus, the Reverse Prospecting tool lets us track how often your listing is liked or shared by clients working with Compass buyer agents, helping us focus on the most serious buyers.

Sell

With a validated pricing strategy and maximum reach to discerning buyers, we can secure the best possible sale outcome. And when the sale is complete, I'll be here to guide you through any future real estate needs.