

Seller's Guide



COMPASS

SELLING YOUR HOME

Selling a home is one of the most emotionally and financially significant decisions you will make. My duty is to represent you and your best interests. With my industry knowledge, cutting-edge technology tools, and extensive network, the entire home selling process will be smooth and stress-free. Rest assured that you will be in dedicated, trustworthy hands as I guide you through the process of selling your home.

How I support you

- Provide real-time market insights on comparable homes with the Compass CMA tool (competitive market analysis)
- Connect you with reputable contractors and staging professionals to enhance your home's appeal
- Showcase your property with high-quality professional photography and virtual tours
- Implement a pre-marketing strategy, including Private Exclusive and Coming Soon listings, to test the market and build excitement before going live on the MLS
- Utilize targeted advertising and marketing to reach potential buyers
- Negotiate the best terms of sale to maximize the value of your home
- Guide you through the entire selling process, from listing to closing, ensuring a seamless experience



Proven Success

100

Lifetime
Transactions*

40M

Lifetime Sales
Volume*

Rookie of the Year Award 2018

NJ REALTORS®
Circle of Excellence Sales Award
Recipient: 2020, 2021, 2023

CARLOS BELTRAN



Carlos Beltran is an accomplished attorney and licensed Broker Associate/Realtor, bringing over 20 years of combined experience in representing buyers, sellers, and investors in luxury residential, commercial, and investment properties across New York, New Jersey, and Florida.

He serves as a valuable intermediary, facilitating communication and collaboration among all parties involved in the real estate transaction.

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



When you work with me, you will get:

- Extensive experience in real estate with a track record of successful transactions
- Tailored advice and guidance to meet your unique needs and goals.
- In-depth knowledge of the local market trends and property values.
- Strong negotiation skills to ensure you get the best deal.
- Prompt and transparent communication throughout the entire process.
- Smooth and efficient handling of paperwork and legalities.
- Access to a network of reliable professionals, from lenders to inspectors.
- Dedication to providing top-notch service for a seamless experience.



01

Let's Talk

Meet with your Compass agent to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. Your Compass agent will analyze comparable property sales, assess the competition, work with you to determine pricing strategy, and 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, your Compass agent will ensure that the property is visually ready for showing. Your agent will schedule a professional photo shoot, commission an illustrative floor plan, and prepare a listing description. At this time, you should also sit down with your agent and complete the Seller Disclosure documents that will be necessary for the transaction.

03

Going Live

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

04

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.

05

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.





06

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.

07

Communication

You and your Compass agent will establish the best method and frequency of communicating as the process unfolds. Your agent will provide you with regular feedback and will keep you updated with continuous traffic metrics and information from the market.

08

Negotiations

Once we receive an offer, your agent will contact you to review the terms of the offer and analyze the pros and cons. Together you will 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

Escrow

Once a contract has been agreed to and signed by all parties, an escrow will be opened and the buyer's contingency period will begin. Timelines for the completion of buyer and seller responsibilities will be listed in the purchase contract and adhered to in the escrow. Your Compass agent will keep a close eye on the timelines and ensure that you are in compliance with your responsibilities, while also holding the buyer's side to task to keep the process moving.

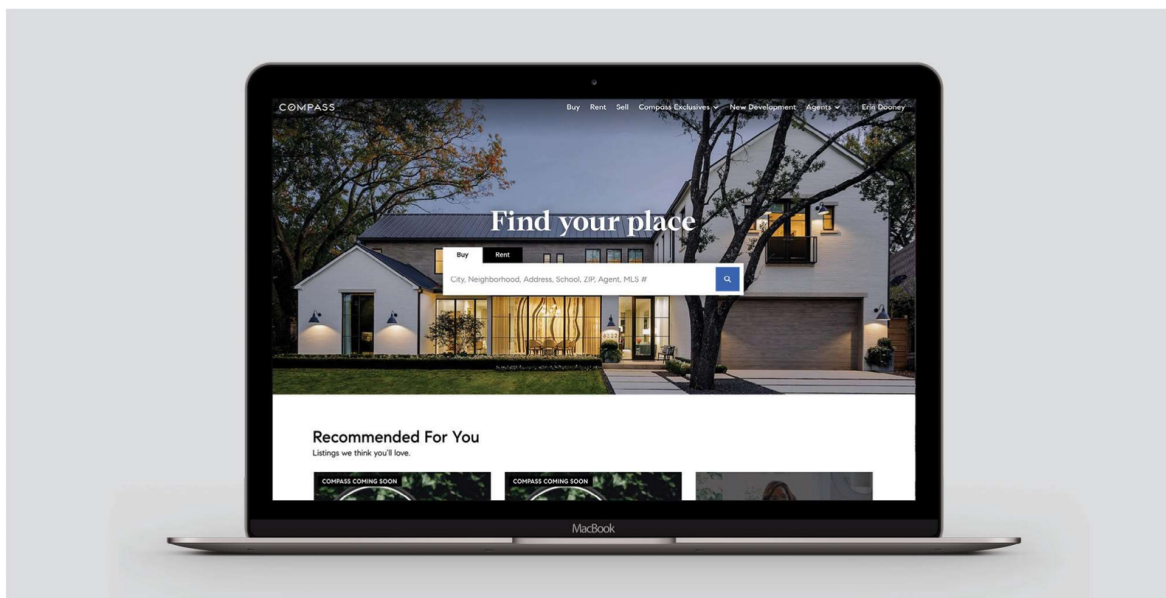
10

Closing

Your Compass agent will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed their inspections, removed their contingencies, and the loan (if any) is ready to fund, your agent will arrange the final walk-through. At or near this time the escrow will close, payment will be made, and the keys will be handed over to the buyer.



Everyone gets a first impression... Compass gets billions.



250M+

Annual website
and social media
impressions*

Digital Reach

Our digital
footprint
attracts potential
buyers to
your listing.

1.4M+

Annual unique
international users
on compass.com**

International Reach

Our website drives
international buyers
to homes like yours
through curated
presentation and
artificial intelligence.

150B+

2021 PR
Impressions***

Media Reach

Our in-house media
team works with top
publications to share
compelling narratives
about your home with
your target buyer.

*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

**Sourced via Google Analytics, 11.2020–12.31.2020.

***Sourced via Meltwater, 11.2021–12.31.2021.

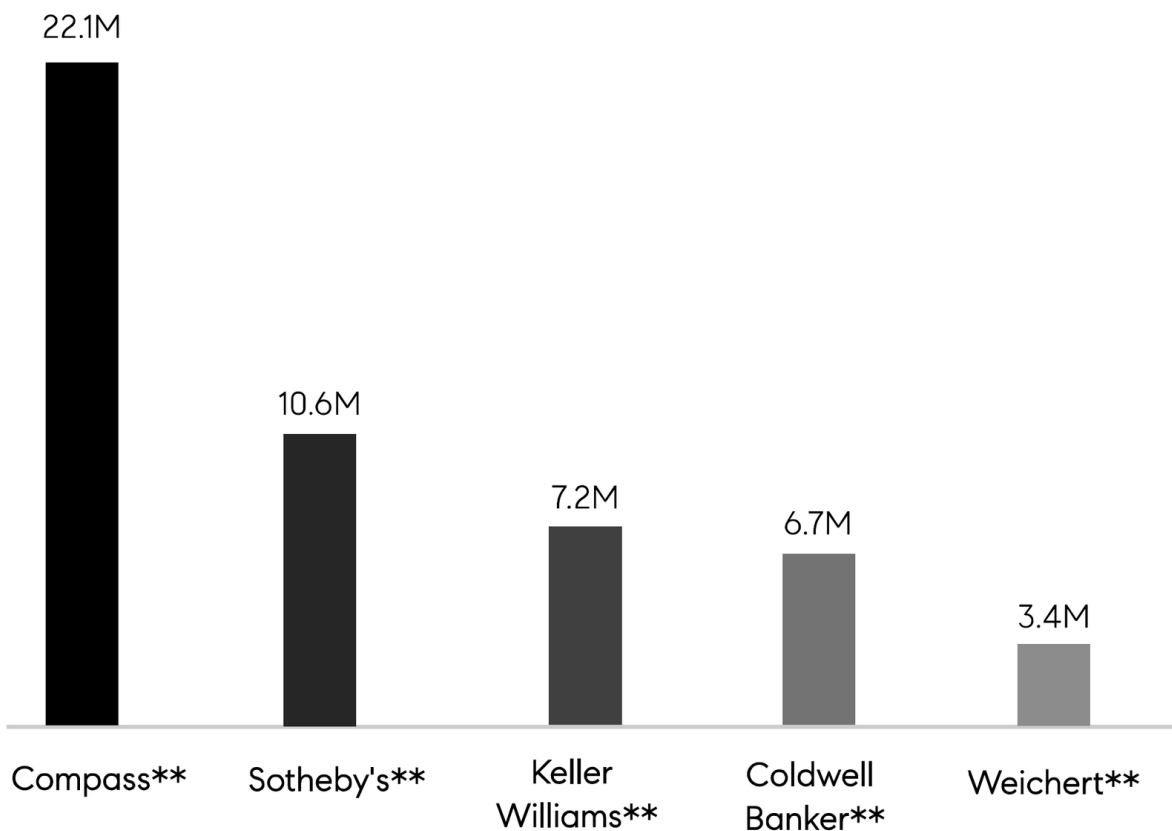
Your Buyer Follows Compass

#1

Real estate website

*Webby Awards People's Voice Winner, 2019 + 2020**

Monthly Website Visitors



*The Webby Awards
2019 (winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass).
2020 (winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass).
**Website visitors sourced via SimilarWeb, 11.1.2022–21.2023

Sharing Your Home Globally

Instantaneously reach millions of potential international buyers on a vast network of trusted sites.



307M+

Annual international buyers reached*

50+

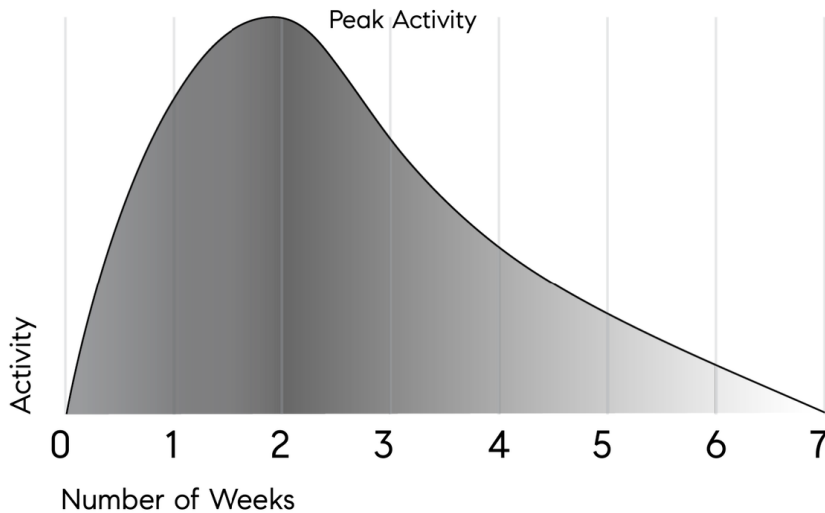
Countries your home syndicates to*

96+

International portals your home syndicates to*

Pricing Your Property to Maximize Buyer Activity

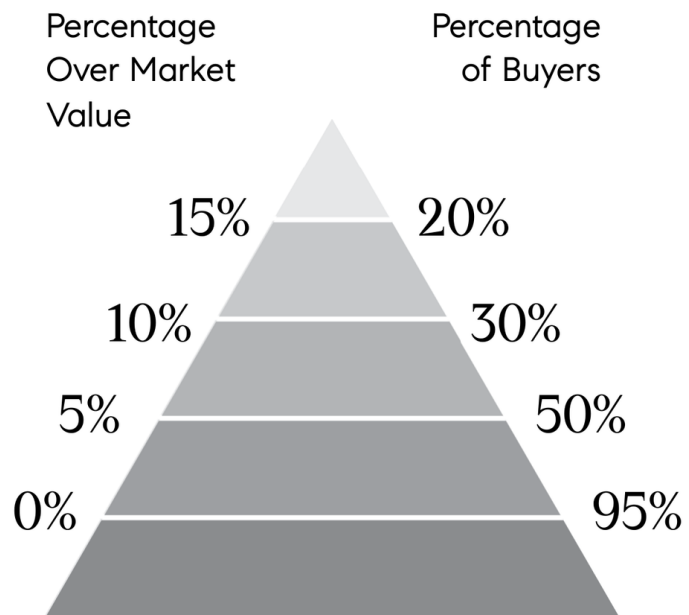
Timing of Buyer Activity



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.

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.

Compass Concierge is the hassle-free way to help sell your home faster and for a higher price.

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

1. Determine a budget and updates together, then apply for Concierge funds
2. Immediately receive your Concierge Card or request cash
3. Work with trusted vendors to complete homes improvements
4. Repay at closing, delisting, or 12 months after approval.*

2x

Sellers who use Compass Concierge are nearly twice as likely to sell their home in 60 days (compared to the average MLS listing in Compass markets)**

Apply at
concierge.notablefi.com/apply/start



Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Concierge Capital loans are provided by Notable Finance, LLC, NMLS# 1824748 and are made or arranged pursuant to a California Finance Lenders Law license. Loan eligibility is not guaranteed and all loans are subject to credit approval and underwriting by Notable.

Compass is not a lender and is not providing loans as part of the Compass Concierge program.

*Homes up to \$5M may be eligible in certain areas via Concierge Classic.

**Data is sourced from certain regional MLSs and has been aggregated to create an approximated national data set for purposes of providing estimates set forth above.

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

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



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***

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.

50 THINGS A SELLER'S AGENT DOES TO ENSURE A SUCCESSFUL TRANSACTION

01. We will meet for a seller consultation.
02. Conducts a thorough market analysis to determine the property's value.
03. Sign Exclusive Listing Agreement and align on the best communication plan throughout the entire process.
04. Provides recommendations on preparing the home for sale.
05. Recommends reputable contractors for repair estimates.
06. Provide guidance on leveraging your home's equity to fund essential repairs and prepare the property for staging.
07. Conduct thorough research with the city or town, addressing and resolving any potential issues that may arise (i.e. open permits, violations, or fines).
08. Assists with staging or recommends professional stagers., attorneys, and title companies.
09. Offers guidance on disclosure requirements and documentation.
10. Develops a comprehensive marketing plan.
11. Creates and distributes high-quality promotional materials.
12. Establish communication with the HOA to ensure adherence to sales rules and regulations. (if applicable)
13. Aid the seller in collecting necessary documents, including building financials, reserve studies, board minutes, special assessment, pending litigation, and certifications.
14. Lists the property on the Multiple Listing Service (MLS).
15. Install Signage.at the property.
16. Send targeted "Just Listed" ads in print and digital form marketing to demographics likely to show interest and looking to purchase in the area.
17. Implements targeted online marketing strategies, including social media promotion.
18. Hosts Broker open's and open houses to attract potential buyers.
19. Keeps the seller informed about market trends and competitor properties.
20. Responds promptly to inquiries and requests for information.
21. Provides regular updates on marketing efforts and showing feedback.
22. Screens potential buyers to ensure qualified showings.

23. Offers guidance on pricing adjustments if necessary.
24. Notify you upon receipt of offers.
25. Review and Counsels the seller on offer terms and conditions.
26. Advise and strategize with you on counteroffer response.
27. Negotiate terms as needed with the buyers agent or buyer in writing.
28. Notify you when terms are agreed upon.
29. Assist with the review of the final contract, disclosures, pre-approval or proof of funds,, and wiring instructions, if applicable.
30. Coordinate the signing of the final agreement.
31. Initiate Attorney Review in attorney review states or submit the agreed upon terms to the Attorney in non Attorney Review States,
32. Create and execute closing timeline and transaction review.
33. Ensures that the Buyer's Earnest Money Deposit has been received.
34. Assist with coop-condo board applications if required.
35. Coordinates timelines and deadlines, facilitating communication among all parties involved to ensure a smooth transaction closure.
36. Coordinates home, mold, environmental, and structural inspections (if necessary).
37. Coordinates the appraisal.
38. Addresses any issues raised during inspections, appraisals, and title.
39. Negotiates repairs and concessions based on inspection and appraisal reports,
40. Monitors the buyer's loan process and notify you when the buyer's final loan commitment has been obtained.
41. Ensure buyer's obtain the proper Certifications: Certificate of Occupancy, Fire Certificate, and Green Card if required to close.
42. Request final closing figures from the closing agent (attorney or title company).
43. Advise you to carefully review closing figures with settlement service provider.
44. Obtain final utility readings required by the Title Company.
45. Recommends reputable service providers, such as movers, contractors and utility companies.
46. Coordinate final walk-through and address issues that may arise by communicating with you.
47. Attends the closing to ensure a smooth process.
48. Coordinates the transfer of keys and possession.
49. Assists with post-closing matters and questions.
50. Congratulate you on the sale of your home!

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, title insurance and escrow fees.

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.

Conventional Mortgage

A mortgage or Deed of Trust not obtained under a government insured program such as FHA or VA.

Credit

Money given to a buyer from a seller through escrow at closing.

Escrow

A neutral third party that handles the transfer of any money during the sale of a home from initial deposit to final funding and closing.

Earnest Money Deposit

Buyers in California usually deposit 3% of the purchase price to show that the buyer is serious about purchasing the home. It is usually refundable in the event a contingency in the sales contract cannot be met.

Fixed Rate Mortgage

A loan on which the interest rate and monthly payment do not change.

Home Warranty

A policy that covers certain repairs (e.g. plumbing/heating) of a newly purchased home for a period of time, typically one-year.

Preliminary Title Report

A report showing the condition of title before a sale or loan transaction. After completion of the transaction, a new title insurance policy will be issued.

Title Insurance

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

Recording Fees

Money paid to the lender for recording a home sale with the local authorities, thereby making it part of the public records.

**Carlos Beltran**

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I LOOK FORWARD TO WORKING WITH YOU

I am dedicated to ensuring a swift and high-value sale for my clients, facilitating a seamless transaction. We'll strategically market your home to attract buyers, maximizing its appeal and value. I'll guide you through every step, providing expert advice for a streamlined experience. Let's work together to sell your home at the best price, allowing you to confidently move forward with your plans.



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