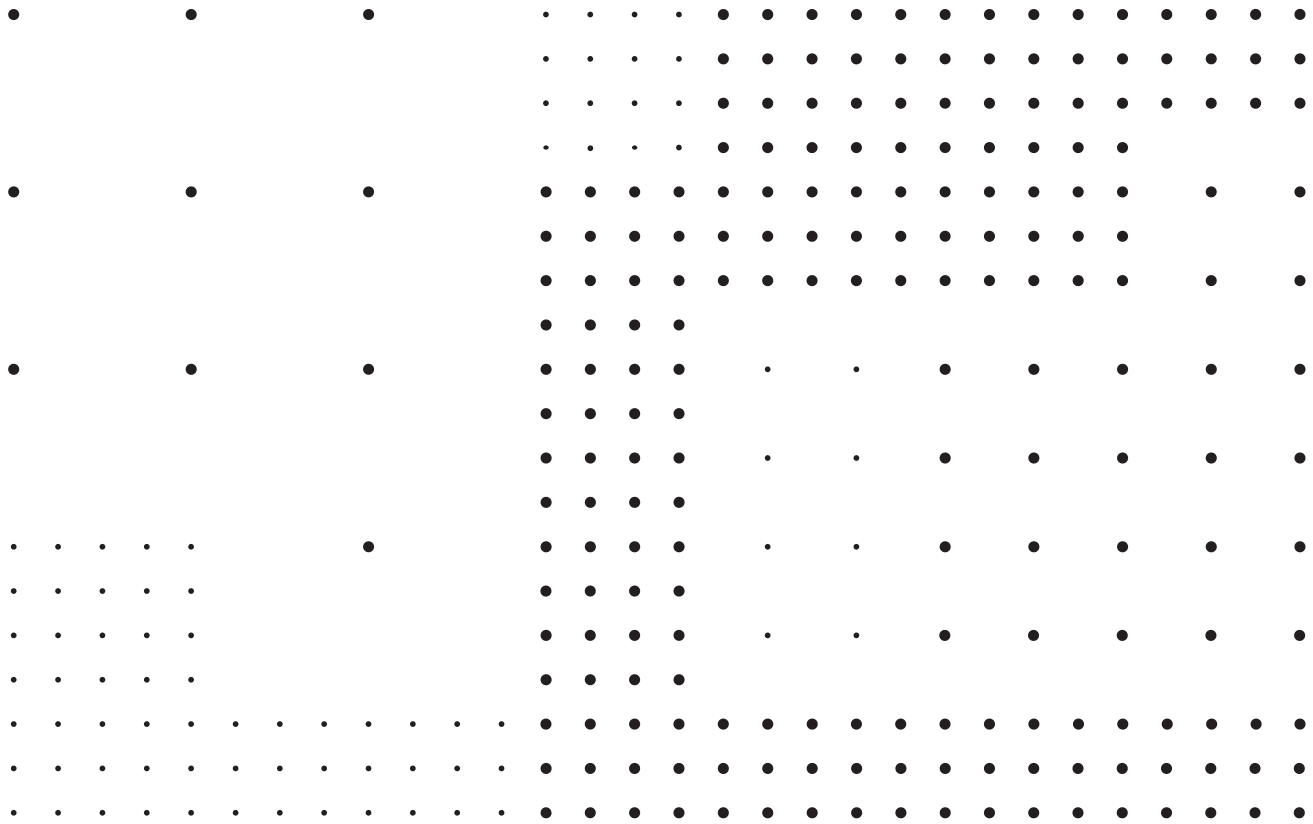


Selling with Cody and The
Catalyst Team

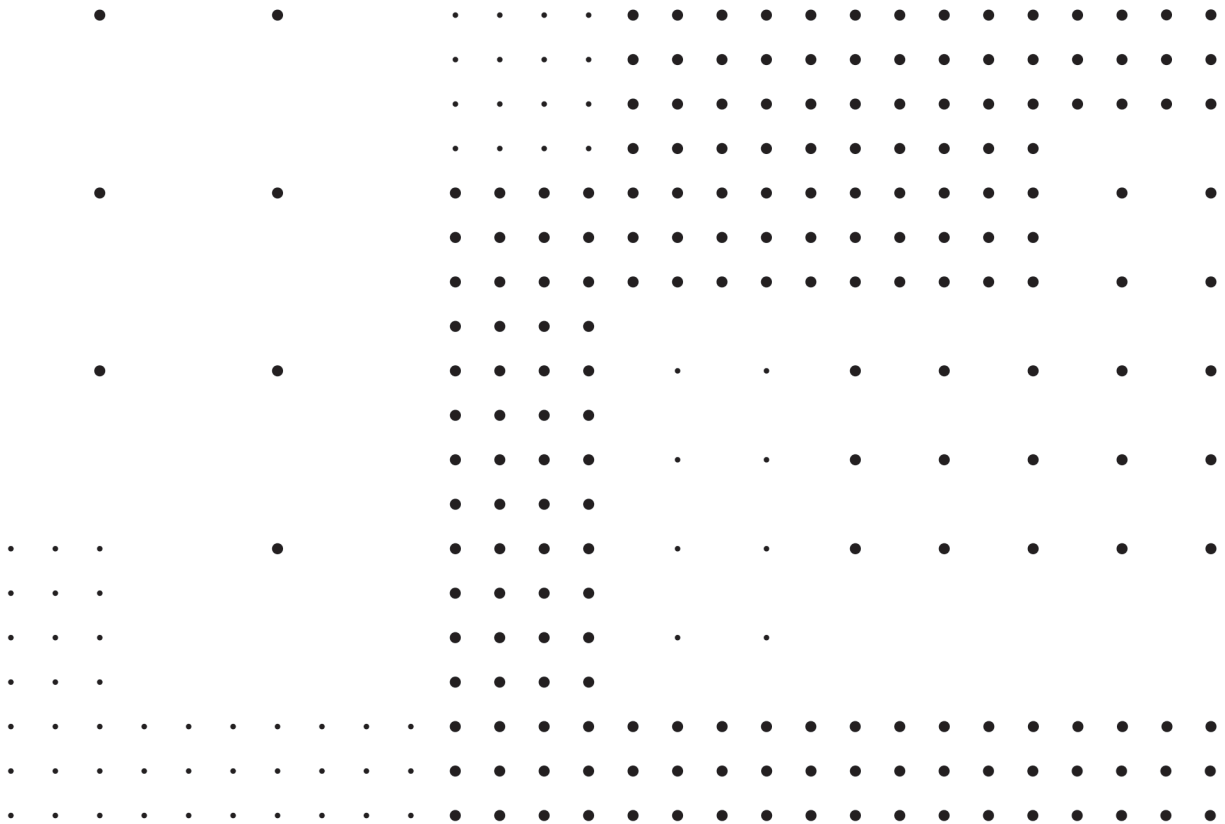
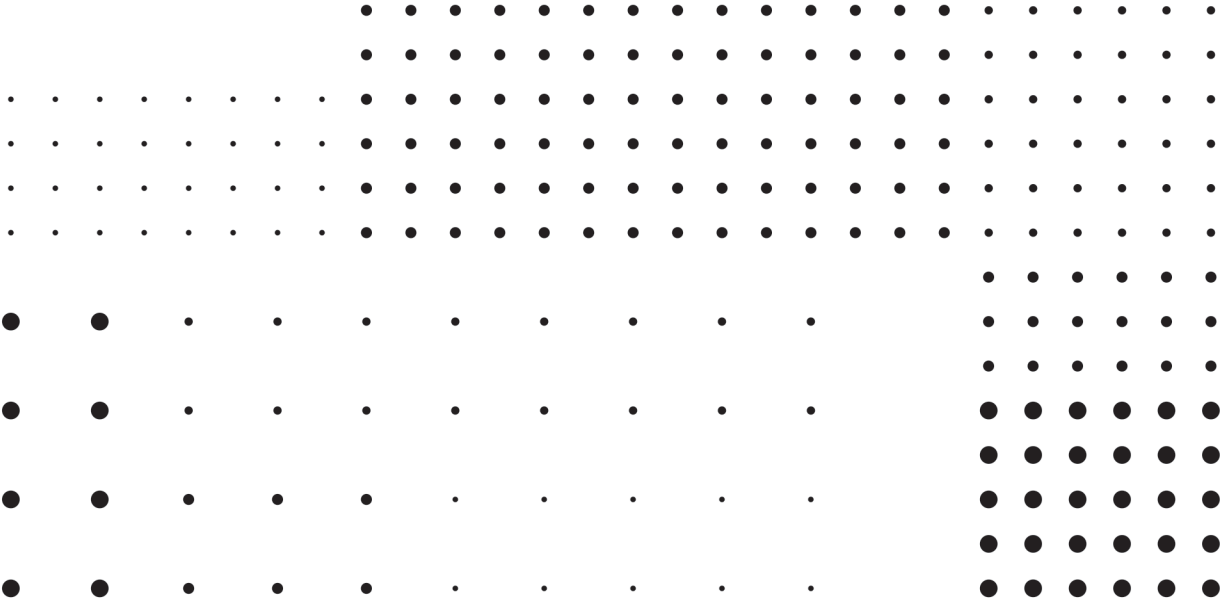




Our mission is to help everyone
find their place in the world.



COMPASS





A message from our founder

My earliest inspiration for Compass came from someone I greatly admire who is now an agent at Compass: my mother. Growing up, it inspired me to see how hard she worked and how much she cared about the people she served.

Today, the thousands of incredible entrepreneurs who make up our coast-to-coast community of real estate agents continue to inspire me and guide our vision for an industry reimagined at Compass.

We invite only the most talented, highest-integrity professionals in the country to join Compass and then we give them what my mother never had: the same incredibly high level of support, care, and expertise that they provide to sellers like you.

Partnering with top technology, business, and marketing leaders, we've developed a fleet of these world-class entrepreneurs to ensure every step of your experience is seamless. As you'll find in the pages that follow, we've made it our mission to invest in our agents so that they can invest in you, from granting buyers an exclusive first look at your home to empowering you with interest-free loans to make improvements to your property for a faster, more lucrative sale.

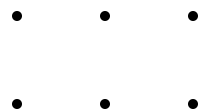
Like you, I understand the importance of choosing an advisor with the utmost integrity and skill. Buying or selling a home is often the most important financial decision a person will make in their lifetime; it can help make the future you imagine for yourself and your family possible. But it's also about finding a property, a neighborhood, a community that makes you feel like you truly belong — which is why at Compass, we know that the key to selling your home is to help its next owner fall in love with it, the same way you did.

The agents of Compass inspire me daily, but the community we've built together is wholly inspired by you. I want to thank you for providing this opportunity to the agent in front of you, and by extension, to all of us at Compass. Your trust is something we don't take lightly and I am personally committed to providing every resource at our disposal to achieve your goals. Our mission is to help everyone find their place in the world and we're honored to help you embark on your next chapter, wherever it may lead.

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin". The signature is written in a cursive, slightly slanted style.

Robert Reffkin
Founder & CEO





Cody Hernandez

Licensed Real Estate Salesperson

Cody is a licensed real estate salesperson who specializes in NYC sales and rentals. He understands that every person is as different as every home. He can differentiate between what "most people" want and what you want. This is the main difference between a good broker and a great one. Cody is especially proficient in helping first time home buyers see the path of ownership all the way to the finish line. He shared this knowledge recently where he hosted a free community workshop, in which he helped clients who were interested in buying homes learn more about the process of purchasing and owning their own home. He knows where to find the best cup of coffee or the best cocktail in almost any neighborhood in NYC. So whether you need help getting to know the neighborhood or are looking to rent or buy, let him help you find the home of your dreams, not someone else's.

My Team

The Catalyst Team

The Catalyst Team at Compass has over 35 years of combined real estate experience in NYC. We are dedicated to bringing all the integral people and services together for every client we work with. Known for tremendous knowledge and insight into the multi-faceted dimensions of NYC real estate, our team will be the catalyst for your success.



Our Stats

\$50M

Total production
last 18 months

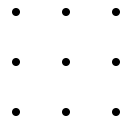
500+

Transactions last
18 months

40

Collective years
in real estate

About





About

**How my expertise will optimize
your seller experience**

Testimonials

Cody is warm, caring, and personally invested in making finding a home an easy and fun process. He genuinely listens, quickly understands your wants, needs, and budget, and then shows you amazing apartments! The amount of time and care Cody gave me was pleasantly surprising. I'm sending all my friends his way for all their real estate and moving needs!

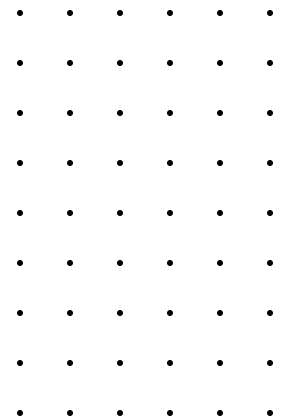
Dana / Hudson Heights

Cody was an amazing agent! Under an extremely tight deadline, Cody was able to curate an amazing list of options within my criteria/bounds and show them immediately. He was communicative, transparent and extremely helpful! Would recommend him to anyone looking to live uptown! Cody is the best!

Elyse / Upper East Side

Cody is professional, kind, energetic, and he does not mess around! He is both gentle and assertive, and he is transparent and clear. He cares about his clients, and your happiness is his happiness. He really understands how destabilizing moving can feel, so he does everything in his power to make you feel empowered and supported. He listens intently to what you want. He is creative and genuinely susses out the spaces he believes will satisfy you. He walks you through everything and explains and re-explains everything as much as you need him to. He assures you that you are not alone in what can be a lonely and emotional process. Grateful to have worked with him. He is fantastic.

Jocelyn / South Harlem



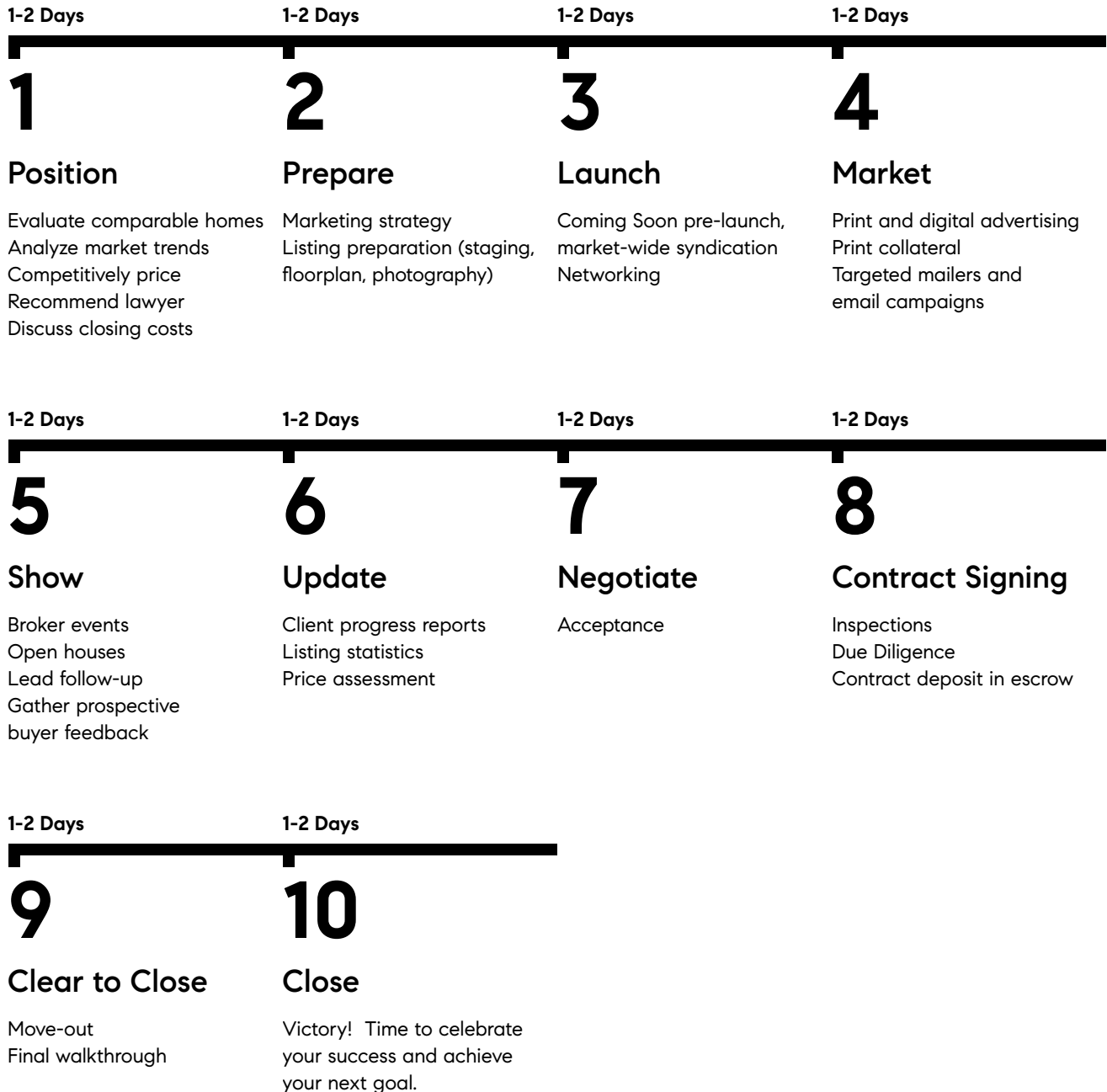


Representing Your Home

How I'll seamlessly manage every
facet of your sale

Your Transaction Timeline

Backed by a proven process, Compass listings spend 19 fewer days on market than the industry average. A swifter sale means a more seamless seller experience and greater value for you.



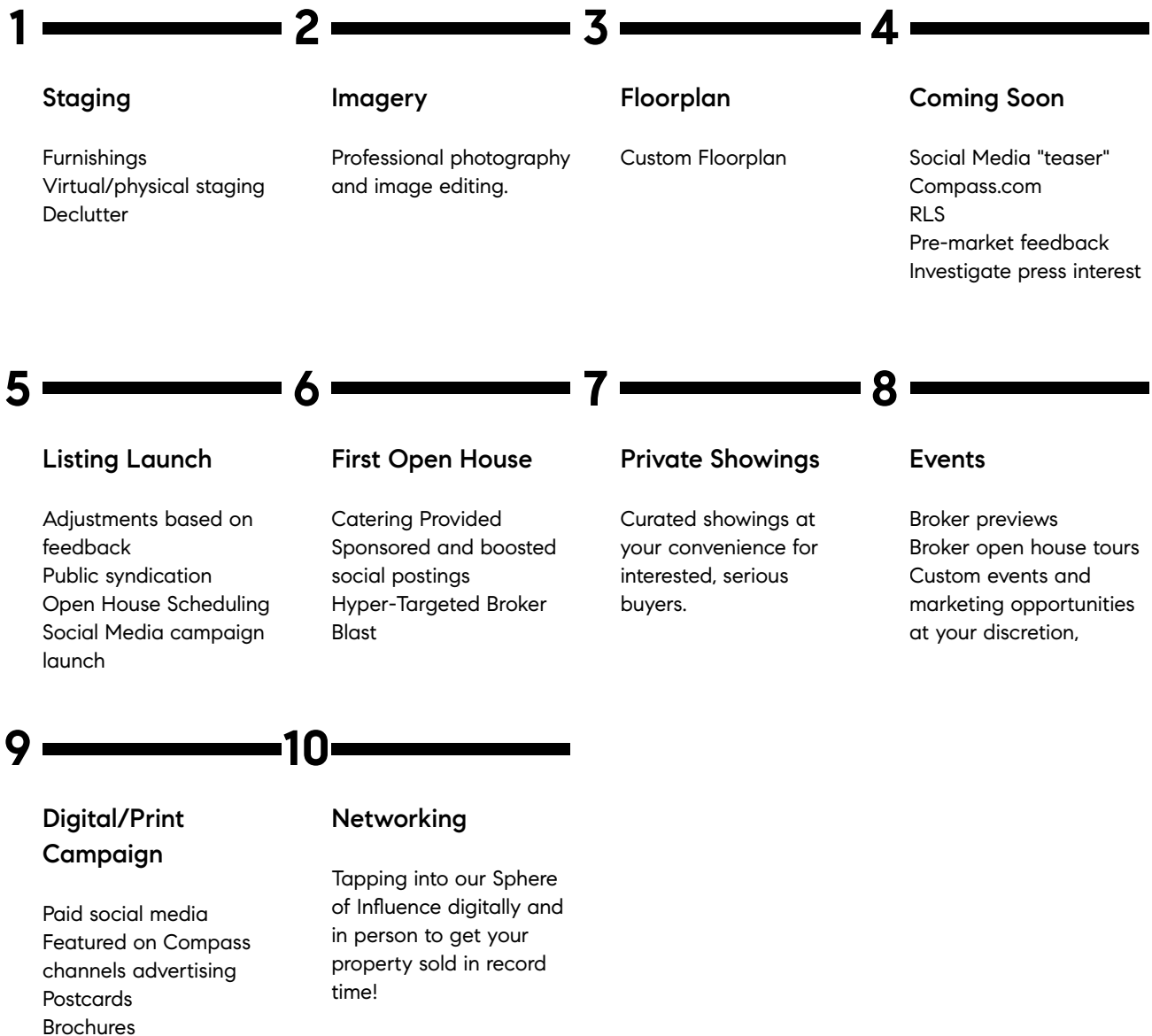


Representing Your Home

Marketing Your Property

Your Marketing Timeline

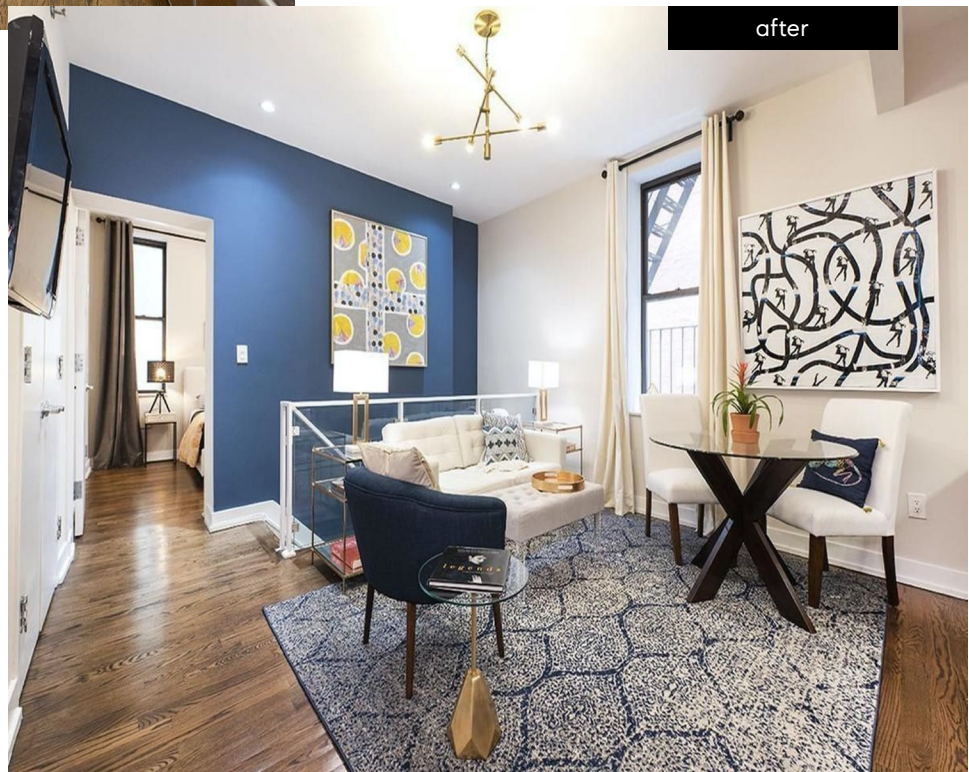
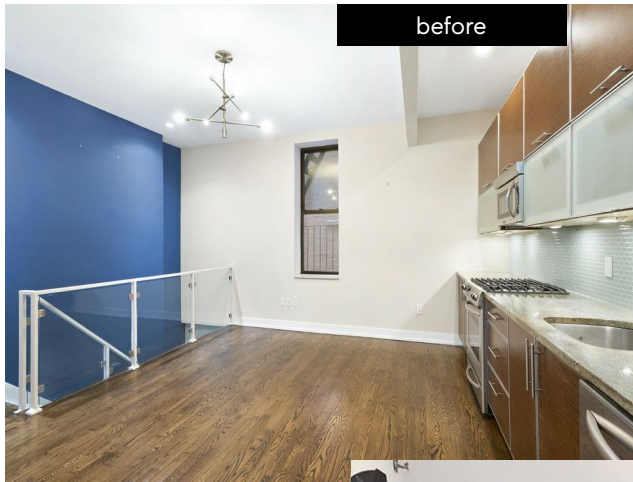
Working with our in-house marketing and advertising agency, I will target the right audience across the most effective channels through cohesive branding — all to elevate the style and story of your home.



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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-

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

Marketing Your Home Through Compass

Drive interest and buzz by pre-marketing your home on Compass.com and syndicating to the broker community.*

Create Early Demand

Listing your property as a Compass Coming Soon can build anticipation among potential buyers and brokers, drive up it's value, and shorten the sales timeline.

Drive Buyer and Seller Excitement

By creating visibility for your home early on, you can start engaging your network and the agent community faster which can help open house attendance and maximize awareness.

Get More Exposure

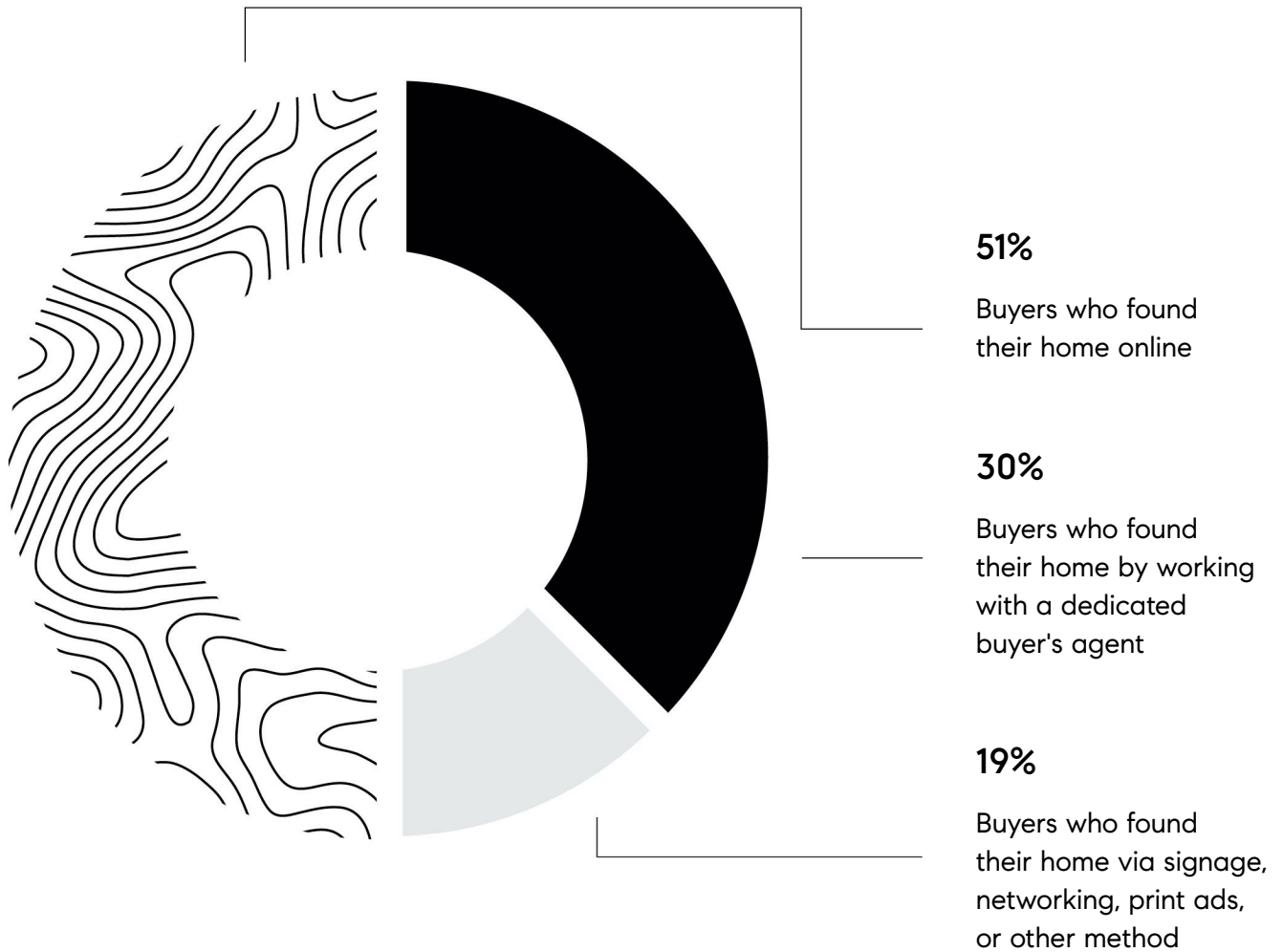
Tap into our Google search advertising to build momentum. We reach prospective buyers precisely when they're searching to help increase traffic for your property.



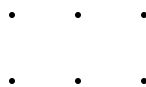
*All listings are simultaneously syndicated to the REBNY RLS. Compass is a licensed real estate broker. All material herein is for informational purposes only, was compiled from sources deemed reliable but is subject to errors and omissions. Compass makes no representation or guarantee that Coming Soons are available in your region, or that its use will result in the benefits described herein. This is not intended to solicit properties already listed. Equal Housing Opportunity.

Sourcing Your Buyer

The next owner of your home could be searching for properties anywhere. That's why I'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.

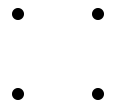
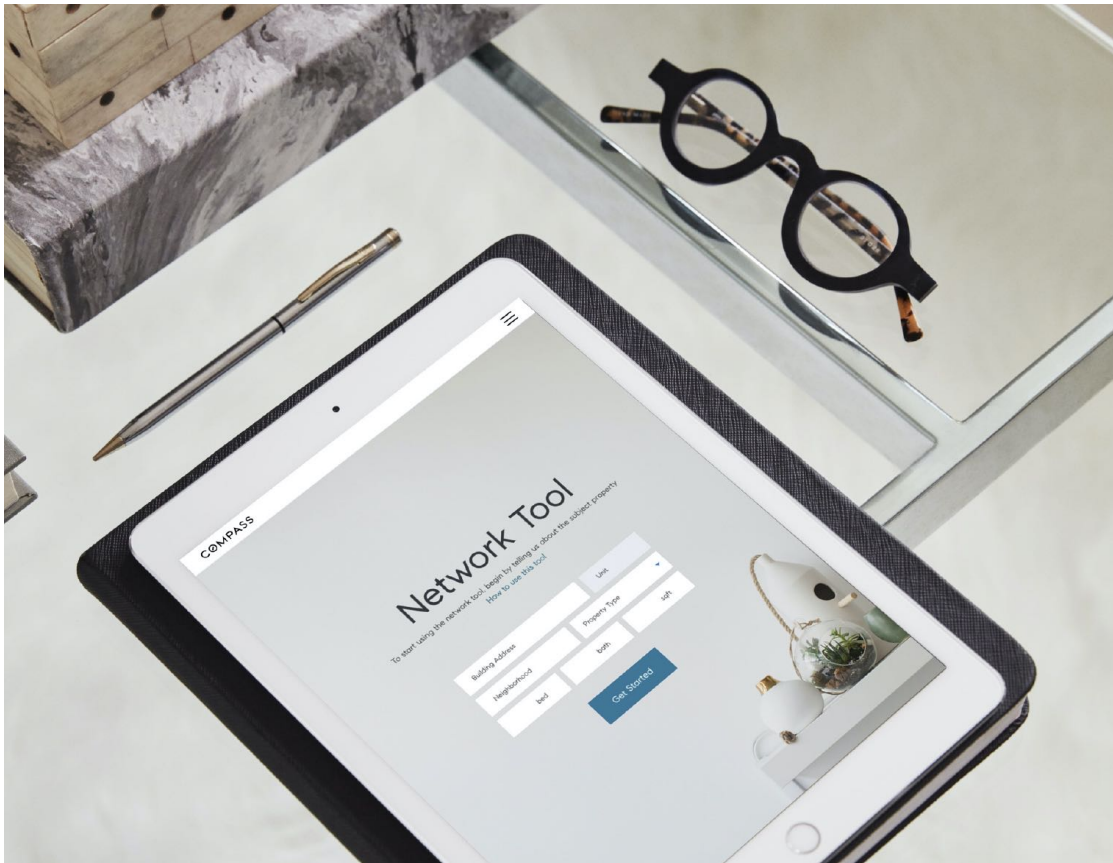


Source:
National Association of Realtors, 2018



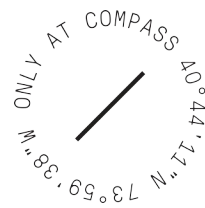
Networking Capabilities

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.
- •
- •
- •
- •



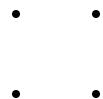
Open House Events

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.



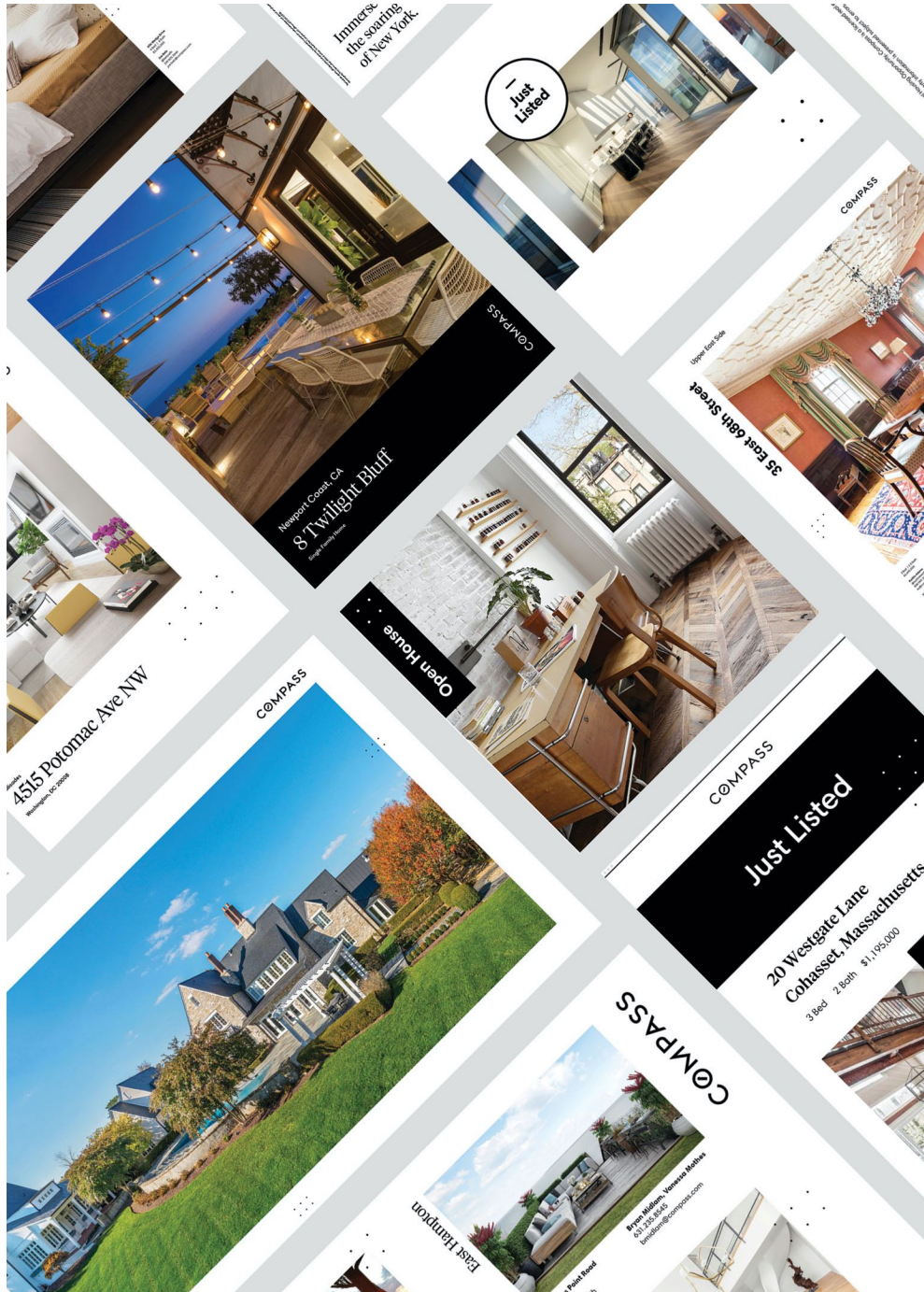
45%

The percentage of buyers who attend open houses over the course of their search process



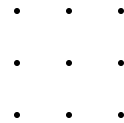
Print Materials

Every single Compass marketing piece — from 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+

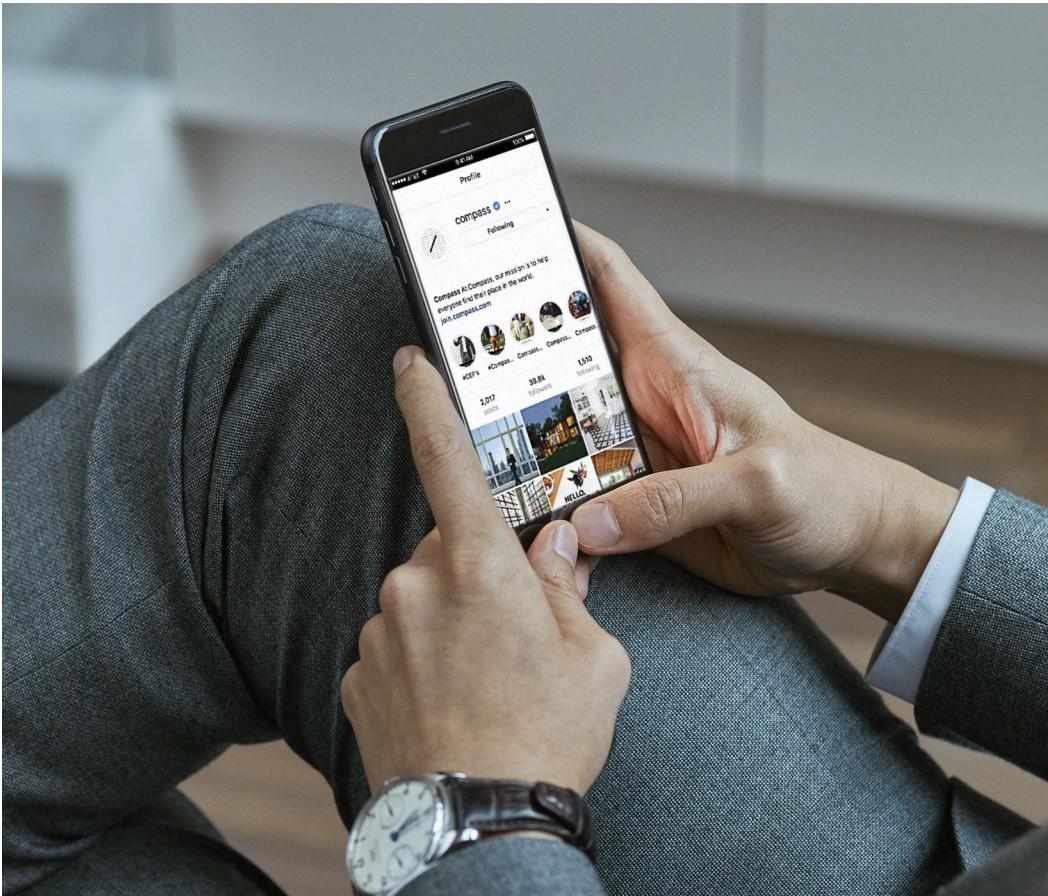
Average monthly page views on Compass.com, where your property's critical selling points are presented via an intuitive, searchable platform

800+

Partner websites to which your listing is automatically syndicated for maximum digital coverage

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

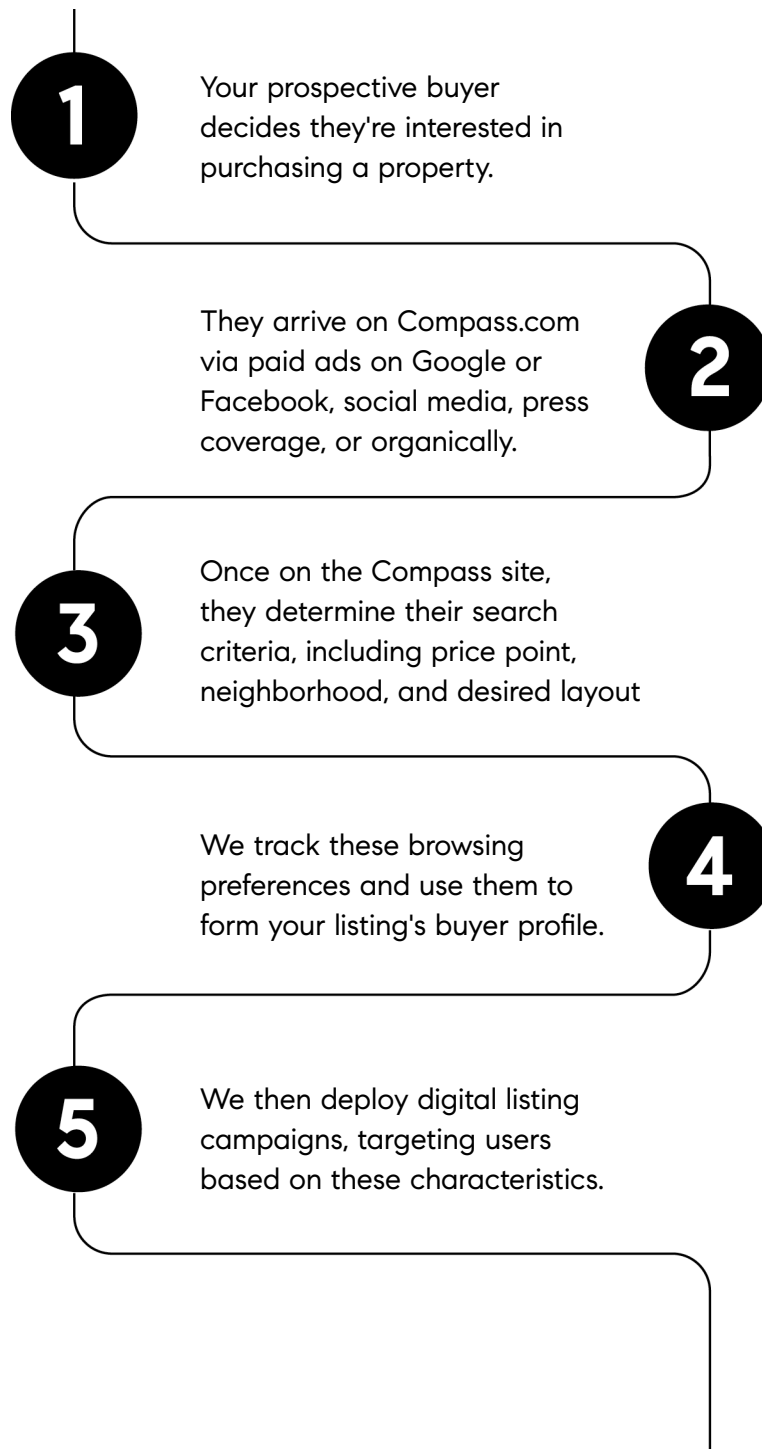
I have access to an exclusive list of social media stars, putting your home in front of their influential followers.

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.



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

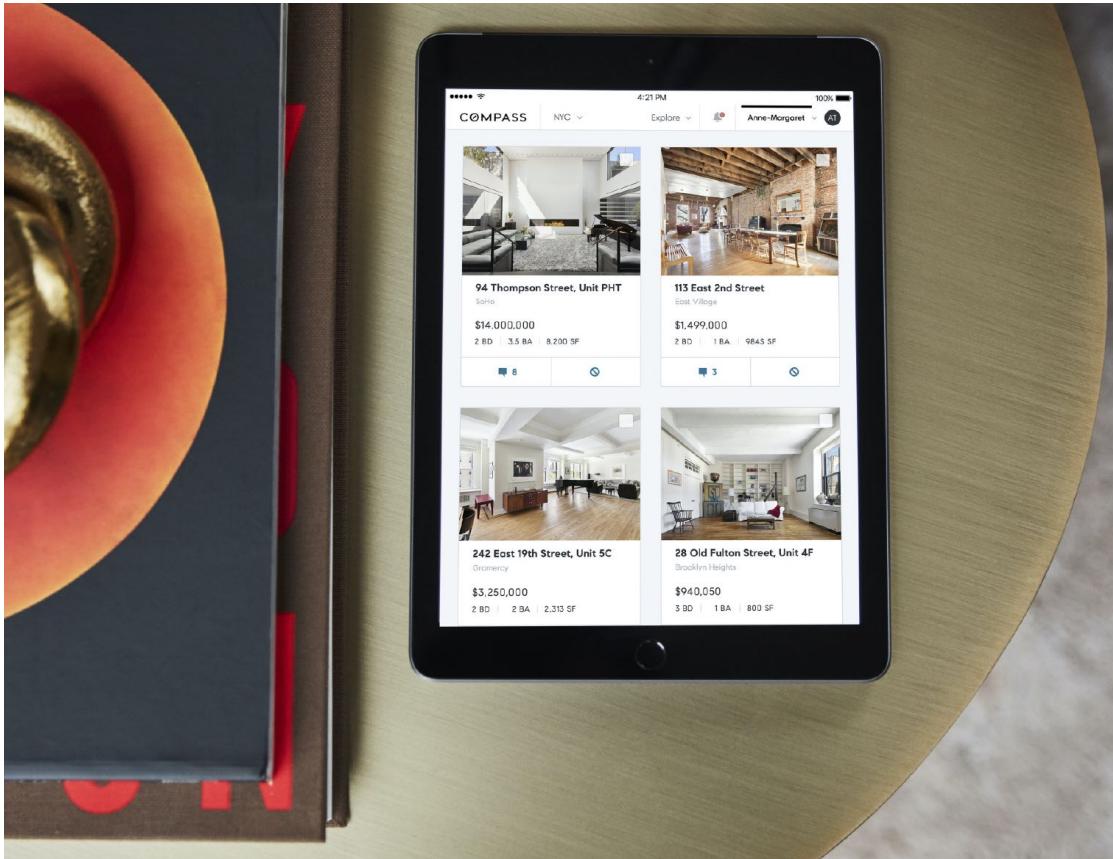


Representing Your Home

Supporting Your Sale

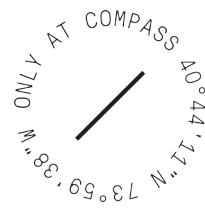
How will I monitor the market?

Called the Pinterest of real estate, Collections allows us to track the local landscape for the duration of your sale in a centralized, visual space.



Collections

Together, we can keep a close eye on homes similar to yours, keeping tabs on the competition in order to make strategic decisions based on price and status updates.



How will I assess our strategy?

Using our digital dashboard, I can remain fully accountable for the key metrics you need to know and deliver regular performance updates throughout the selling process.

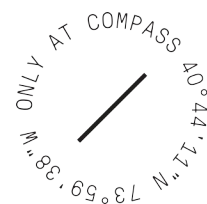


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Insights

The Insights dashboard grants me access to real-time data about your listing's traffic, so I'm able to refine marketing and pricing strategy and discover new lead-generation opportunities.



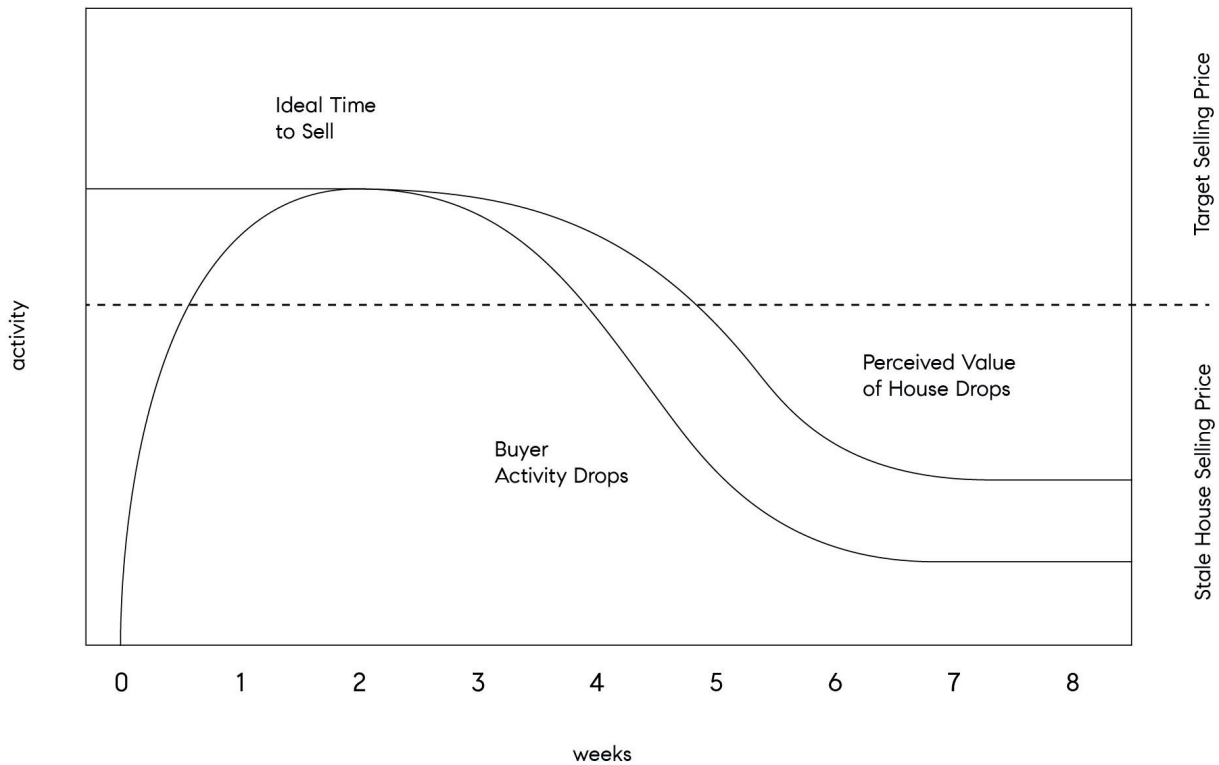


Representing Your Home

Analyzing the Market

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

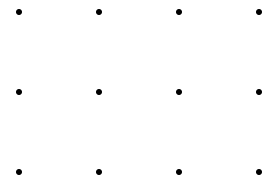
The period of time during which your home receives peak attention once it's been listed

9%

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

Closing Costs

From your attorney to property surveyors, there are a number of costs to anticipate throughout the selling process. Here are the standard fees you can expect to incur.



Type	Fee	Estimated Cost
Broker	Broker	6%
Bank	Payoff Bank Fees	\$300-\$1,000
Attorney	Your Attorney	Consult your attorney (~\$2,500+)
Building	Managing Agent Closing Fee Move out Fee Move out Deposit	\$500+ \$500-\$1,000 \$500-\$1,000 (refundable)
Government	Residential NYC Transfer Tax: \$500,000+ NY State Transfer Tax NYS Equalization Fee Pick up/Payoff Fee to Title Closer	1.425% .4% of purchase price \$75 \$250-\$500
Recording & Closing	Pick up/Payoff Fee to Title Closer	\$250-\$500



Discovering Compass

How we're building the first modern
real estate platform

Our Regional Success

A look back at how we've transformed the market.



2012

October

Ori Allon and Robert Reffkin found Compass

November

Opens first NYC office; closes on \$8M seed round

2013

May

Publicly launches as Urban Compass in NYC with Mayor Bloomberg

August

Launches consumer mobile app

September

Closes \$25M Series A round of financing

2014

June

Leonard Steinberg, America's number one real estate agent, joins as President

July

Closes \$42M Series B round of financing

2015

February

Rebrands from Urban Compass to Compass

July

Launches Valuation tool

September

Closes \$60M Series C

October

Launches fifth market in the Hamptons; unveils Market app

2016

May

Launches Open House app

August

Closes \$90M Series D with a reported valuation of more than \$1 billion

November

Launches Collections

2017

January

Maëlle Gavet, former Priceline COO, joins Compass

May

Updates agent app

July

Launch Marketing Center

August

Madan Nagaldinne joins as Chief People Officer

November

Compass raises \$100M in Series E round with participation from Fidelity Investments, IVP, and Wellington

December

Compass raises \$450M as part of Series E fundraise, with participation of SoftBank Vision Fund

2018

February

Launches market in Westchester

May

Khurrum Malik joins as CMO; May Matt Rosenberg joins as CRO

The Compass Advantage

Compass takes a tech-driven, personalized approach, combining a collaborative agent community, in-house creative agency, and the industry's most tenured leadership team.



Our leaders hail from the world's most innovative companies:



Google

facebook.

Microsoft

CONDÉ NAST

L'ORÉAL

ROLEX

Neiman Marcus

TIFFANY & CO.

#1

Our rank as the nation's largest independent brokerage

1.9M+

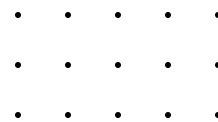
Average monthly page views on Compass.com

\$6.4B

Our company valuation, with \$1.5B in financing raised

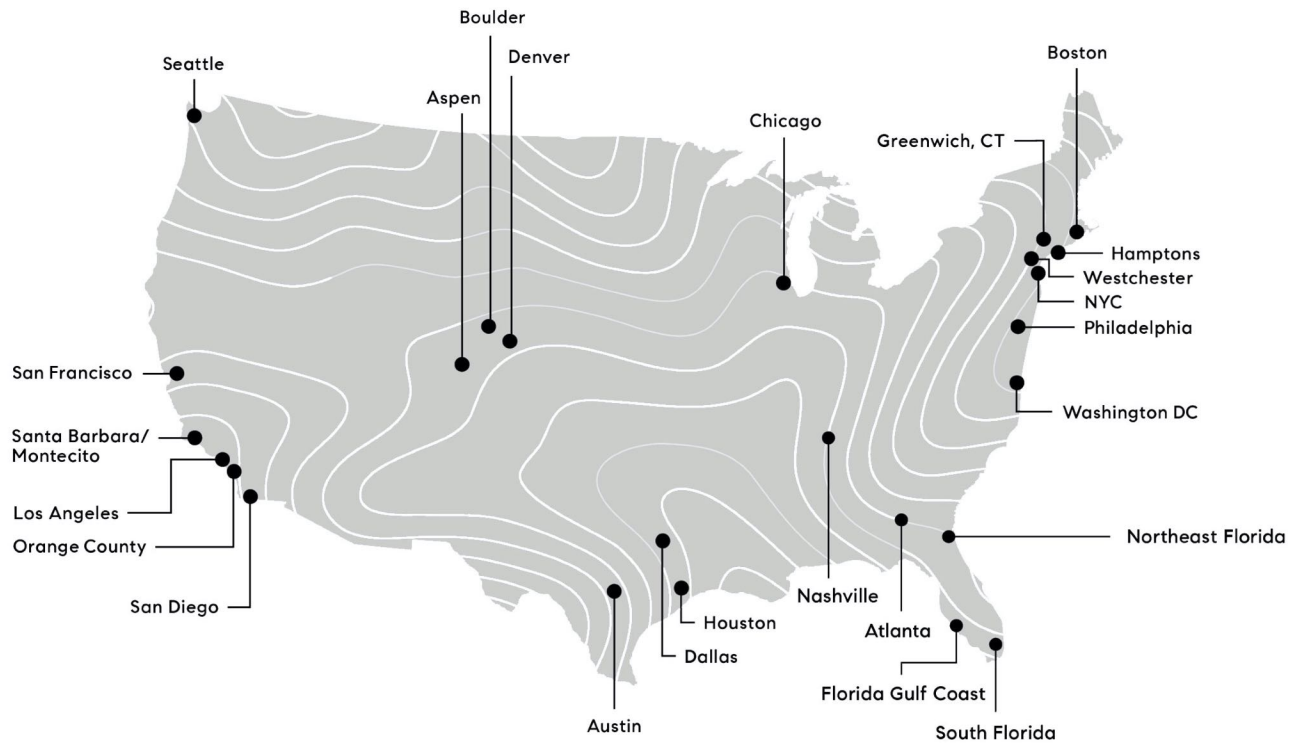
100K+

Transactions closed across the country in 2019



A Nationwide Network

Since our launch in 2012, we've been simplifying the real estate process one community at a time. Today, we have more than 300 offices extending from coast to coast.



15k+

Compass agents nationwide

130+

Compass cities

300+

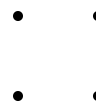
Compass offices

\$88B+

Total sales volume in 2019

National Rank

In just six years, Compass has swiftly ascended to become the nation's #3 brokerage by volume and the #1 largest independently owned brokerage.*



Rank	Company	Sales Volume
01	NRT LLC	\$176B+
02	HomeServices of America, Inc.	\$135B+
03	Compass	\$88B+
04	Douglas Elliman Real Estate	\$28B+
05	eXp Realty	\$19B+
06	Hanna Holdings	\$16B+
07	HomeSmart	\$12B+
08	William Raveis Real Estate, Mortgage, and Insurance	\$11B+
09	Keller Williams Realty, GO Management Offices	\$9B+
10	@properties	\$9B+

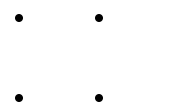
#1

Largest Independent real estate brokerage*

#3

Real estate brokerage in the nation

*Compass 2019 sales volume is reflective of partnership with Pacific Union and Alain Pinel. Source: REAL Trends 2019



Compass Cares

As a company committed to helping everyone find their place in the world, giving back to our communities is central to our mission.



Compass Cares is our way of empowering agents and employees to give back to local communities with our time, resources and skills — because no one knows a community better than the agents and employees who serve it.

Through Compass Cares, 100% of our transactions lead to a donation back to the communities we serve. We turn local knowledge into local impact by supporting meaningful local causes. Compass Cares

connects the generosity and compassion of our people to a giving platform of over 1 million nonprofits to create a regional and national community of givers. Because here at Compass, we believe it's our responsibility to make the world a little better, one place at a time.

COMPASS CARES