

PREPARED BY COMPASS DESIGN STUDIO

Compass
**Strategic Communications:
Promotion / Marketing Materials**

The Ask

Compass is a nationally recognized brokerage with 33,200+ agents throughout the country.

How can we create a suite of collateral accessible to all agents with a consistent, yet customizable message, that also focuses on the benefits of Compass?

The Strategy

As Compass has continued to establish itself in the real estate industry with meaningful data to back it up, we want to give our brand the care and attention it deserves. By spotlighting our brokerage's key differentiators, this campaign gives agents the opportunity to blend Compass' story with their own to serve clients better.

The Strategy

The greatest stories are born of open conversations. Through dozens of fruitful conversations with agents across the country, we heard two sentiments about messaging that were loud and clear.

1. On the Headline: Agents are looking for something **customizable, personable, humble, and authoritative**.
2. On the Value Propositions: Agents are looking for **specificity** — strong claims that are not generic, that only Compass can make.

The Ideation

The mission-driven headline “Find Your Place in the World” resonated most because of its consistency with our Compass roots, its flexibility, and its personability with potential clients. It can be easily customized to each agent’s market — Find Your Place can become Find Your Place in *Anaheim*, Find Your Place in *Ridgefield*, Find Your Place in *El Paso*, and the list goes on and on.

The Result

The Compass Advantage campaign – A 360° asset suite that provides agents with consistent, customizable content that they can share with their network to convey Compass' competitive advantage and the unique value they bring to their clients. The robust asset suite includes print, social, email, and video materials.

The Application

A robust suite of multi-channel assets at your fingertips!

Overview One Sheets



Pillar One Sheets



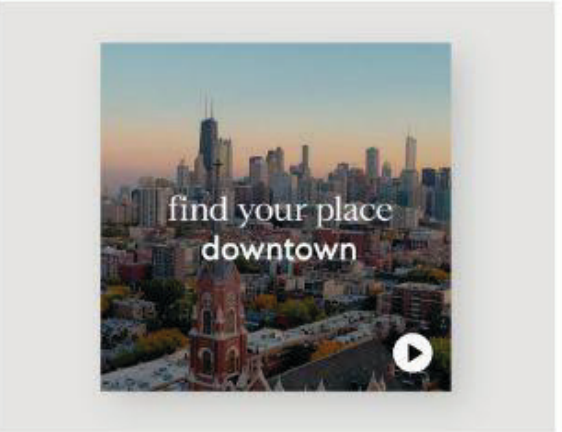
Buyer Brochure



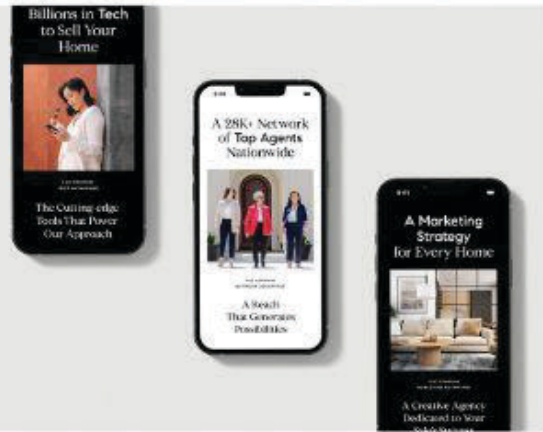
Seller Brochure



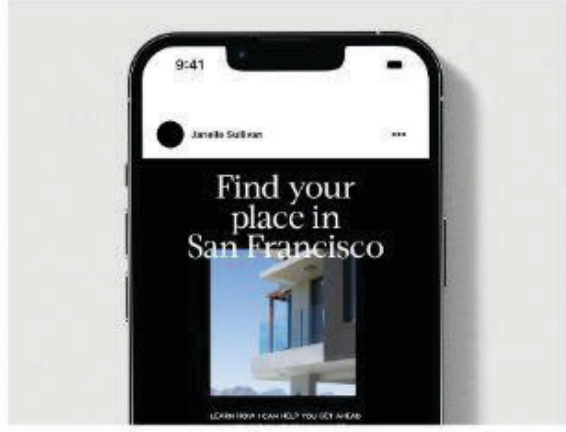
Sizzle Video



Email Campaign



Social Media Carousels & Stories



Listing Presentation



Listing Print Ads



Print Ad Insert



**Fully Customizable.
Make everything
personal to you and
your clients.**

- Update the headline with your market
- Add your own beautiful lifestyle photography
- Add listing photography specific to your market

**Find your
place**



**in
the world**

Marketing Strategy for Every Home

A creative agency dedicated to your sale's success.



Every home has a story, but not every brokerage has the expertise to tell yours. The good news? 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 now, when, and where it counts most. Guided by the support of our in-house creative team, we unite innovative design with real-time insights to generate strategies that bring your goals to life.

Firstname Lastname
Agent Title
M: 000.000.0000
O: 000.000.0000
agent_email@compass.com

COMPASS

Investing Billions in Tech to Sell Your Home

At Compass, the technology of the future is already changing outcomes today. Not only has the company invested almost \$1.5B dollars in tech over a 10-year period, but we continue to spend more than \$100M annually on research and development* to help our agents make buying or selling easier for you.

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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 now, when, and where it counts most.

A 28K+ Network of Top Agents Nationwide

When it comes to your next home purchase or sale, Compass has a strong, connected network. We can prove it too: In 2023, 11% of Compass transactions resulted directly from intra-brokerage referrals*, demonstrating the ability of Compass agents to help their clients navigate markets everywhere at the highest standards. And what's more, in the first half of 2023 Compass agents across the U.S. sold 492 homes per day*.

COMPASS

Investing Billions in Tech to Sell Your Home

The cutting-edge tools that power our approach.



In the world of real estate today, it's not enough to simply keep up with the latest technology—you deserve an agent who's always one step ahead. That's why I chose Compass, a forward-thinking brokerage where the technology of the future is already changing outcomes today. Not only has Compass invested almost \$1.5B dollars in tech over a 10-year period*, but we continue to spend more than \$100M annually on research and development* to help our agents make selling easier for you.

It's this commitment to cutting-edge progress that's powered proven tools such as **Compass Collections**, a curated portfolio of listings where you can collaborate in real-time as you search for homes. Then there's **Marketing Center**, a digital hub that allows us to create eye-catching materials that showcase your listing in its best light.

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COMPASS

A 28K+ Network of Top Agents Nationwide

A reach that generates possibilities.



In real estate, it's not just about what you know, but who you know. Luckily, when it comes to your next home purchase or sale, Compass has a strong, connected network. We can prove it too: In 2023, 11% of Compass transactions resulted directly from intra-brokerage referrals*, demonstrating the ability of Compass agents to help their clients navigate markets everywhere at the highest standards. And what's more, in the first half of 2023 Compass agents across the U.S. sold 492 homes per day*.

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COMPASS

A Marketing Strategy for Every Home

A creative agency dedicated to your sale's success.

COMPASS

Find your home in the world

Find your home with us.



Investing Billions in Tech to Sell Your Home

Find place

the world

Learn why you should list with us.




Using the Compass Advantage and my industry knowledge and expertise to better serve you.

MISSION

I am dedicated to providing a complete home buying experience. It is a collaborative process, and I work with home buyers and sellers towards the same goal. I make strong connections with clients, walking through the process and talking about the pros and cons of every decision made.

IMPACT

\$999M	\$999M
Closed Sales Volume in 2022	Closed Sales Volume in 2022

214 CLARENDON STREET - \$5,000,000

JUST SOLD

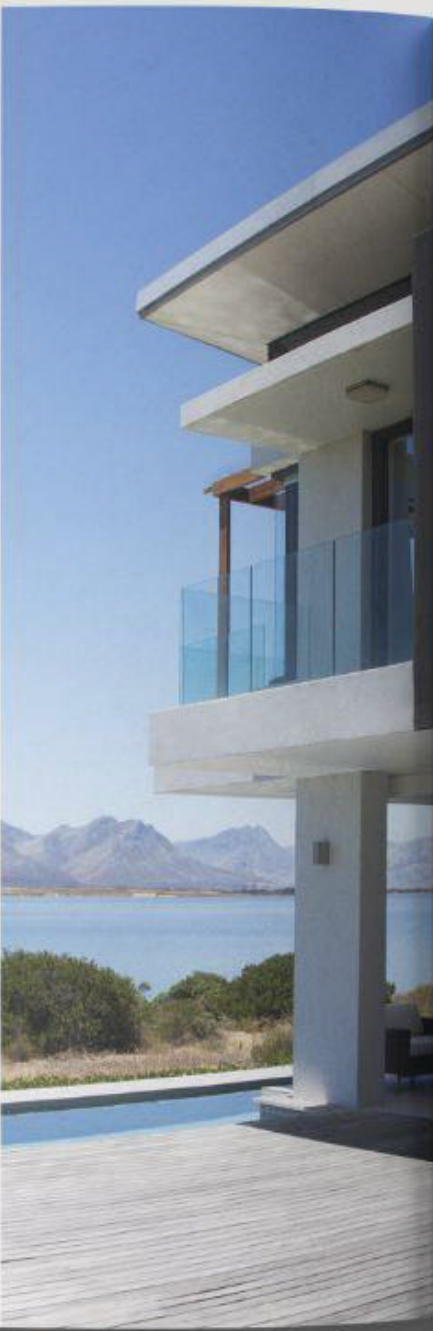
Firstname Lastname
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COMPASS IMPACT

#1
brokerage in the country
by closed sales volume¹

\$100M
invested every year
on technology research
and development

492
homes sold per day by
Compass agents across
the U.S. in the first half
of 2023



GET AHEAD WITH THE COMPASS ADVANTAGE



Investing Billions in Tech to Sell Your Home

You deserve an agent who's always one step ahead. That's why I chose Compass, a forward-thinking brokerage where the technology of the future is already changing outcomes today. Not only has Compass invested almost \$1.5B dollars in tech over a 10-year period², but we continue to spend more than \$100M annually on research and development³ to help our agents make selling easier for you. It's this commitment to cutting-edge progress that's successfully deployed AI across our technology and powered proven tools such as **Marketing Center**, a digital hub that allows us to create eye-catching materials for your listing in seconds. Above all, though, the ever-evolving tools we leverage are key to freeing up our time so we can spend more of it on you.



A Marketing Strategy for Every Home

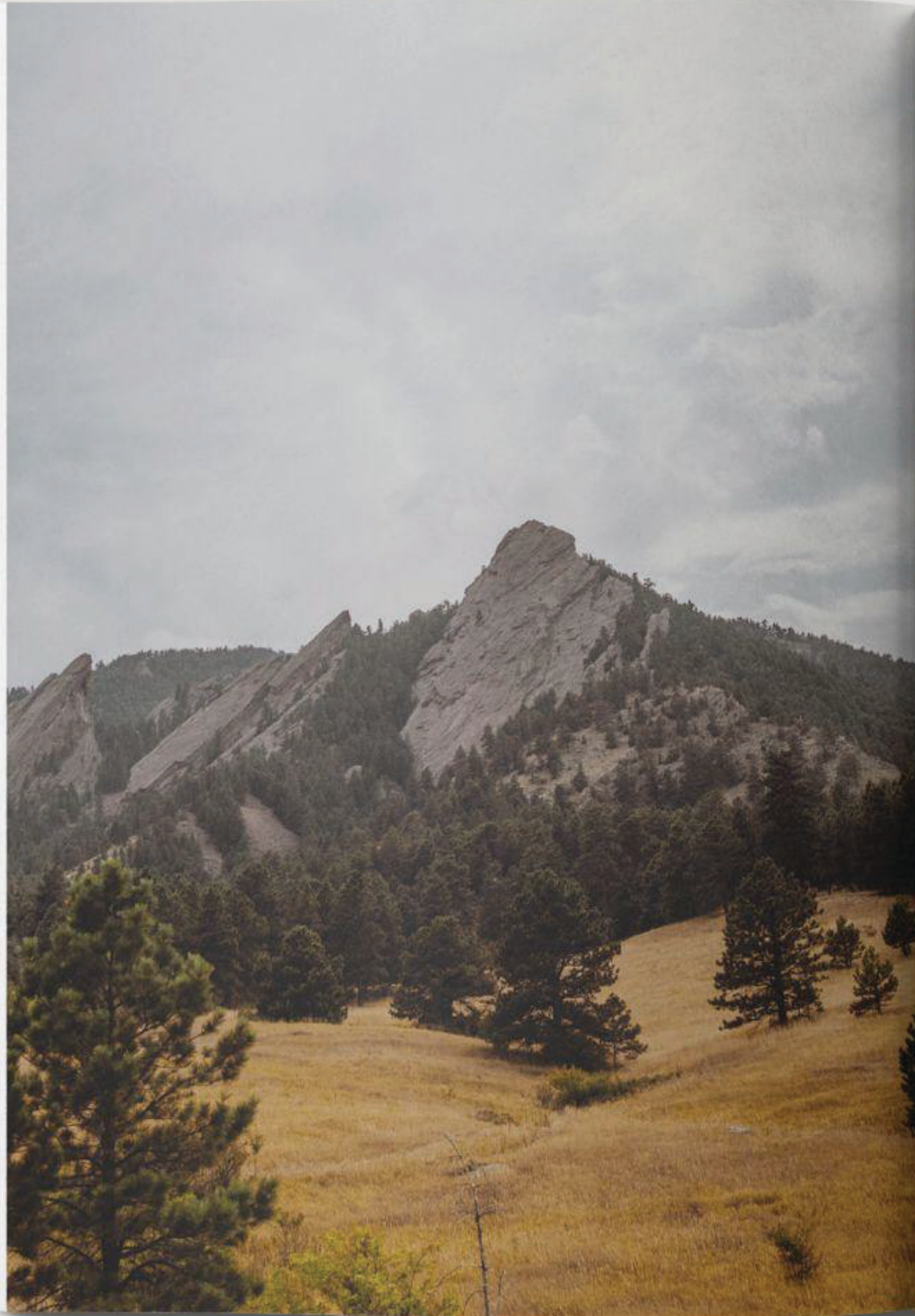
Every home has a story, but not every brokerage has the expertise to tell yours. The good news? As part of Compass, I have access to a dedicated in-house marketing and design agency of over 300 experts nationwide, making it more effective than ever before to reach your buyer how, when, and where it counts most. Guided by the support of our in-house creative team, we unite innovative artistry with real-time insights to generate strategies that bring your goals to life.



A 28K+ Network of Top Agents Nationwide

These days, selling successfully isn't just about what you know, but who you know. Luckily, when it comes to your next listing, Compass has a strong, connected network. We can prove it too: In 2022, 10% of Compass transactions resulted directly from intra-brokerage referrals, demonstrating the ability of Compass agents to help their clients navigate markets everywhere at the highest standards. And what's more, in the first half of 2023 Compass agents⁴ across the U.S. sold 492 homes per day⁵.

¹ 2022 closed sales volume. ² \$1.5B. ³ \$100M. ⁴ 10%. ⁵ 492 homes per day. ⁶ \$1.5B. ⁷ \$100M. ⁸ 10%. ⁹ 492 homes per day. ¹⁰ \$1.5B. ¹¹ \$100M. ¹² 10%. ¹³ 492 homes per day. ¹⁴ \$1.5B. ¹⁵ \$100M. ¹⁶ 10%. ¹⁷ 492 homes per day. ¹⁸ \$1.5B. ¹⁹ \$100M. ²⁰ 10%. ²¹ 492 homes per day. ²² \$1.5B. ²³ \$100M. ²⁴ 10%. ²⁵ 492 homes per day. ²⁶ \$1.5B. ²⁷ \$100M. ²⁸ 10%. ²⁹ 492 homes per day. ³⁰ \$1.5B. ³¹ \$100M. ³² 10%. ³³ 492 homes per day. ³⁴ \$1.5B. ³⁵ \$100M. ³⁶ 10%. ³⁷ 492 homes per day. ³⁸ \$1.5B. ³⁹ \$100M. ⁴⁰ 10%. ⁴¹ 492 homes per day. ⁴² \$1.5B. ⁴³ \$100M. ⁴⁴ 10%. ⁴⁵ 492 homes per day. ⁴⁶ \$1.5B. ⁴⁷ \$100M. ⁴⁸ 10%. ⁴⁹ 492 homes per day. ⁵⁰ \$1.5B. ⁵¹ \$100M. ⁵² 10%. ⁵³ 492 homes per day. ⁵⁴ \$1.5B. ⁵⁵ \$100M. ⁵⁶ 10%. ⁵⁷ 492 homes per day. ⁵⁸ \$1.5B. ⁵⁹ \$100M. ⁶⁰ 10%. ⁶¹ 492 homes per day. ⁶² \$1.5B. ⁶³ \$100M. ⁶⁴ 10%. ⁶⁵ 492 homes per day. ⁶⁶ \$1.5B. ⁶⁷ \$100M. ⁶⁸ 10%. ⁶⁹ 492 homes per day. ⁷⁰ \$1.5B. ⁷¹ \$100M. ⁷² 10%. ⁷³ 492 homes per day. ⁷⁴ \$1.5B. ⁷⁵ \$100M. ⁷⁶ 10%. ⁷⁷ 492 homes 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