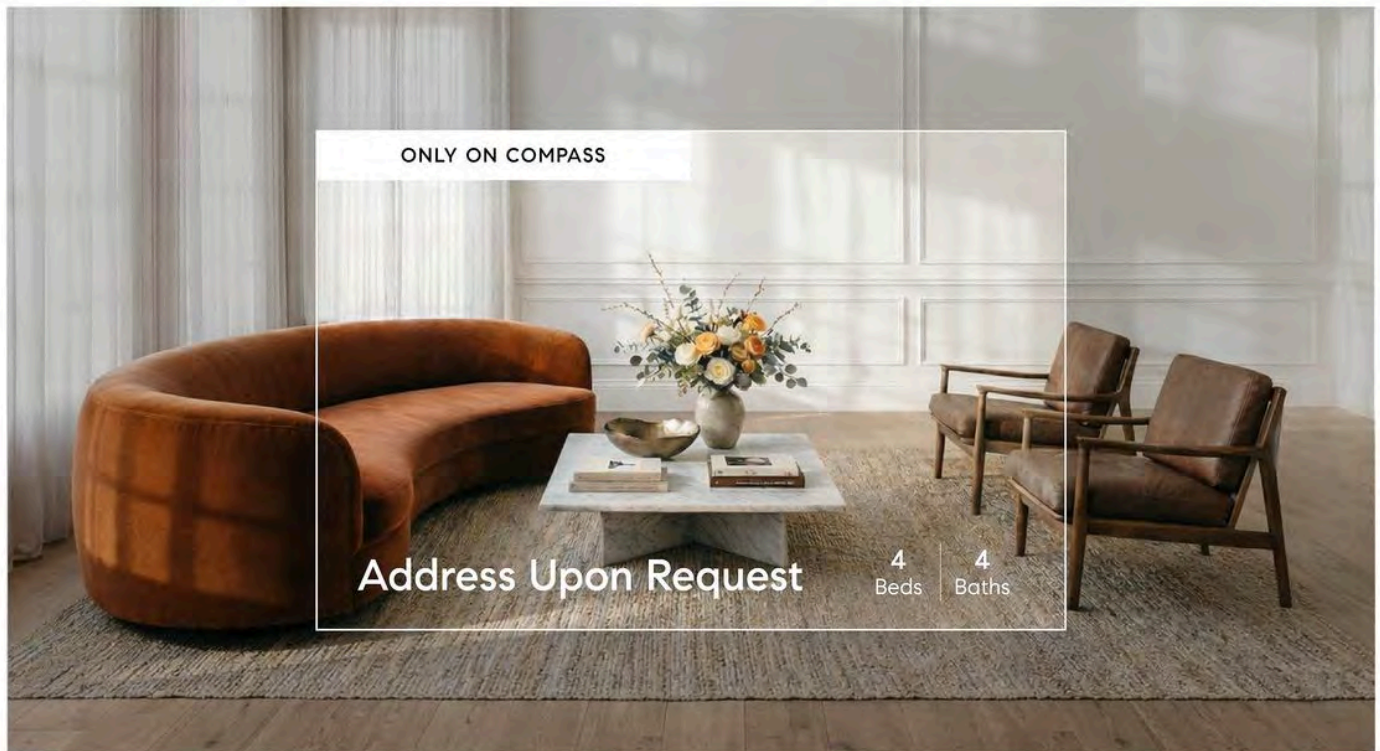


Sell Your Home With Privacy

When your home is listed as a Private Exclusive or Coming Soon, you can choose what details are shared publicly. Making your address available upon request helps encourage serious buyers to reach out – bringing early interest without compromising your privacy.



Connect Directly With Interested Buyers

With your address not initially posted or shared publicly, buyers must contact me directly to learn more. This helps identify serious interest, leading to more productive conversations and earlier showings.

Enter the Market With Demand In Place

Early inquiries and showings help establish momentum before a broader market launch – creating competition, strengthening offers, and supporting a better outcome.

Your Home. Your Choice.

With the ability to choose how and when your home is marketed, and what information is shared, you remain in control of selling your most valuable asset.

Stephanie Buelow

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COMPASS REAL ESTATE



PRIVATE EXCLUSIVE

Sell Your Home Faster, Smarter, and for More.

The Framing

3-Phased Marketing is how a home builds demand before it goes public — and how it launches on the seller's timeline instead of the market's.

Why Sellers Choose It

Demand - buyer interest and agent feedback accumulate before the public clock starts.

Timeline - the seller decides when the home goes public.

Readiness - staging, photography, repairs, and scheduling finish before launch, not during it.

Privacy - the seller decides what becomes public, and when.

Positioning - real buyer response informs how the home comes to market.

And It Isn't Hidden

A Private Exclusive is open to any buyer who contacts Compass and marketed across our 340,000-agent network. No buyer who reaches out is turned away. What doesn't start is a public clock before the home is ready for one.

“Why Wouldn't I Just List on the MLS Right Away?”

You can, and plenty of sellers do. The question is what your home has behind it the moment the public clock starts. A Private Exclusive gives it time to build real demand and finish getting ready — so it goes public with interest and buyer-demand already in place.

The Proof

In our largest study yet — 70,809 Compass home sales — homes that launched in phases sold for 4.6% more, reached contract 34% faster, and were 29% less likely to take a public price cut.

The confidence interval runs 4.2% to 4.9%. The most conservative reading of our own data still leaves about \$18,500 with the seller.

What It's Worth

The median existing home price in June was \$440,600. A 4.6% premium is about \$20,300. National prices are up 1.8% over the last year — the launch decision you make is worth more than two and a half years of appreciation.

The Close

Your home. Your choice. We start privately, launch publicly — all on your timeline.

COMPASS

Compass Real Estate is a licensed real estate broker in Idaho and Wyoming and abides by Equal Housing Opportunity laws. All material presented herein is intended for informational purposes only. Information 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. All measurements and square footages are approximate. This is not intended to solicit property already listed. Nothing herein shall be construed as legal, accounting or other professional advice outside the realm of real estate brokerage. Photos may be virtually staged or digitally enhanced and may not reflect actual property conditions.

PRE-MARKETING BY THE NUMBERS

COMPASS REAL ESTATE

Our research shows that Compass-sold homes that are pre-marketed before going active on the MLS, on average, are associated with these results:

4.6%

Higher
Closing Price

34%

Faster
to Contract

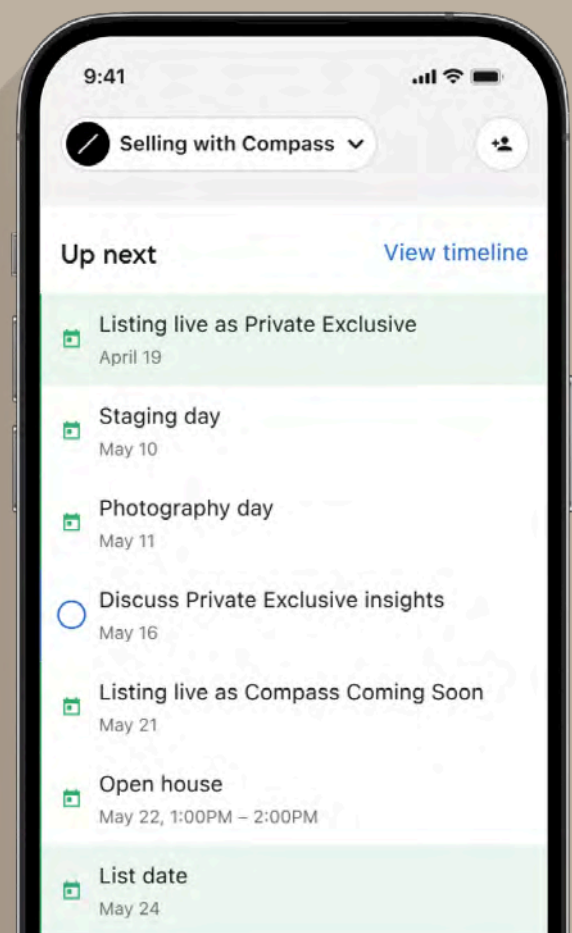
29%

Less Likely to
Drop in Price

One Connected Platform

Partnering with me gives you access to Compass One — our integrated dashboard where we collaborate through each phase of the listing strategy, monitor the market and engagement insights, and stay on top of the transaction. With all the moving parts in one place, you can minimize the stress of the selling process, giving you confidence and clarity at every turn.

**Findings from the internal analysis were based on a hedonic regression analysis that examined Compass residential closed sell-side transactions from January 1, 2024 - December 31, 2024, nationally and for all residential property types (single family, co-op, condo, townhouse, and condop). For 2024, Compass pre-marketed listings are associated with an average 29% increase in the final close price versus Compass listings that went directly to the MLS. The estimated effect has a 95% confidence interval ranging from 19% and 39%. This finding may vary depending on market conditions and seasonality. The results provided are based on current data and methodologies, and should not be interpreted as definitive predictions of future outcomes. Compass utilizes a Compass Private Exclusive listing and/or Compass Coming Soon listing at the direction of the seller. Compass makes no warranty, representation or guarantee as to the accuracy of these results or any actual outcome of using the Three Phase Marketing Program. Results may vary. Correlation does not necessarily equal causation.



How Buyers use Zillow to Negotiate Against You

175 Days on Market

\$3,150,000

32 Sunnyside Lane

Price estimate: \$2,950,000

About the Home

This spacious 4-bedroom, 3-bathroom home in Southern California offers modern living with ample natural light, an open-concept layout, and stylish finishes throughout. Perfect for families or entertaining.

4 beds **3** baths **3,584** sqft

Price History

Date	Event	Price
11/12/2024	Sold	\$2,950,000 (-3.3%)
10/9/2024	Contingent	\$3,050,000
9/3/2024	Listed for sale	\$3,050,000
7/18/2024	Listing removed	\$3,050,000
7/9/2024	Price change	\$3,050,000 (-7.7%)

Additional Insights

Walk Score Poor Car Dependent 1 / 10	Climate Risks Major Fire Factor Insurance: Critical	Climate Risks Major Wind Factor 6 / 100
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Request a Tour **Contact Agent**

Days on Market

The longer a home sits on the market, the more buyers assume it's overpriced or undesirable, leading to lower offers.

Negative Insights Added to Your Listing

Public websites add their own assessments that may not reflect your home's true value.

Visible Price Drop History

Price reductions signal to buyers that something is wrong, making them less willing to pay your list price.

Missed Buyer Opportunities

When a buyer clicks 'Request a Tour' on Zillow, the request goes to a Zillow-paid agent, not yours, who gives Zillow 40% of their commission at close.

Pricing Data That Can't Be Hidden

Even if a portal hides your days on market or price drop history, buyers and agents can find it through other tools and use it to negotiate lower.

ONLY ON COMPASS

Sell On Your Terms

A Smarter Way to Sell Your Home with the Compass 3-Phased Marketing Strategy

Selling your home is one of the most important decisions you will ever make. You deserve to choose how and when it is marketed, based on your goals and timeline.

The Compass 3-Phased Marketing Strategy is a structured approach to validate pricing, build early demand, and position your home for a successful launch.

A Strategy That Gives You More Choice

Traditional listing methods force you to choose between protecting your home's value and maximizing exposure. With Compass, you do not have to make that tradeoff.

Our 3-Phased Marketing Strategy gives you a smarter, more flexible way to reach an expansive buyer audience while preserving your home's full value.

The result: stronger positioning, greater negotiating leverage, and the best opportunity to achieve your ideal price and terms.



Stephanie Buelow

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PHASE 1 ● — ● — ●

Validate Pricing **COMPASS PRIVATE EXCLUSIVE**

Share your home exclusively with 340,000+ agents to gain early exposure, test pricing, and make adjustments - without risking public days on market or visible price drop history.

PHASE 2 ● — ● — ●

Expand Reach With No Risks **COMPASS COMING SOON**

With pricing validated by real market response, publicly launch on Compass.com and Redfin.com, and reach 60M+ unique monthly buyers while staying protected from days on market.

You may opt out of syndication to Redfin.com at any time.

PHASE 3 ● — ● — ●

Sell Better **PUBLIC WEBSITES**

Backed by early demand and a price point the market has already endorsed, your home enters the broader market positioned to achieve the best possible price and terms.

Stephanie Buelow

I grew up in Minnesota and have lived in Chicago, Spain, Chile, and Colorado before discovering the unparalleled beauty of Jackson Hole and Teton Valley. I truly believe in being passionate about where you call home. My deep enthusiasm and local expertise give Sellers the confidence that I will connect their property with the perfect Buyer.

Let me help you climb to new heights by being the agent who truly knows this mountain terrain.



As we navigate this trail together, you'll experience:

- Expert guidance every step of the way.
- Local know-how, wherever you are.
- Powerful buyer connections through my network and Compass.
- Transparent, timely communication—always.
- Marketing that captures your property's mountain spirit.
- Swift solutions to keep your sale on course.
- Fierce advocacy to elevate your listing above the rest.

Stephanie Buelow

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Rooted in this mountain town, we're committed to selling your property with care.



Stephanie Buelow

Sales Assoc.

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Steph is passionate about guiding buyers and sellers who share a love for mountain living, delivering clear communication and full-service support. She provides trusted leadership every step of the way. Originally from Minnesota, Steph is a big hockey player, avid skier/snowboarder and summer trail runner who truly embraces the mountain lifestyle.



Samuel Reece

Assoc. Broker

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With fifteen years in Jackson Hole and Teton Valley, Sam has built deep market knowledge and strong community connections. He guides clients with clear education throughout every step and crafts targeted marketing strategies that deliver the right exposure for each property. When he's not working, you'll find Sam snowboarding, mountain biking, or out exploring with his dog.

The Proof is in the Numbers

\$38.7M 2024 TOTAL DOLLAR VOLUME

\$12.8M 2024 LISTING DOLLAR VOLUME

35+ YEARS LIVING IN THE JACKSON HOLE AND TETON VALLEY COMMUNITIES



From ridge lots to river homes, we know how to bring mountain properties to market with strategy, care, and local expertise.

Let's connect and plan the path forward—together.

— **Reece & Buelow | Compass Real Estate**

THANK YOU

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&

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