

# SELLER'S GUIDE



Black Diamond Team

“

In a world where selling a home ranks as the third most stressful event in a person's life, just behind losing a loved one and job loss, We are passionately committed to redefining the real estate experience. Our mission is to transform the typical perception of real estate agents by fostering unparalleled transparency and drastically reducing the stress associated with selling your most significant financial asset. Through a blend of cutting-edge digital innovation, deeply personalized client experiences, and strategic support systems, We aim to simplify this daunting process and make it a more enjoyable and engaging journey for each client. By integrating sophisticated digital tools, family-focused solutions, and comprehensive support services, We ensure that every aspect of the home selling process is handled with care, attention, and a keen focus on the emotional well-being of those we serve.

”

**Black Diamond Team  
Ben, Rose, Robin & Nora**

# Meet The Team

The Black Diamond Team redefines real estate with elite service, deep market expertise, and a commitment to lasting relationships. With a client-first approach, unmatched contract knowledge, and a collaborative mindset, they deliver transparent, professional guidance for buyers and sellers at all price points across Greater Denver.



## **Ben Dorland**

Realtor® | Team Principal  
303.882.0480  
ben.dorland@compass.com

## **Rose Wickwire**

Realtor® | Team Principal  
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## **Robin Kallman**

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## **Nora (Kallman) Grogan**

Broker Associate  
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Nora.grogan@compass.com

# We let our clients do the talking

“

This past fall my fiance and I purchased our first home with Robin and Nora who were able to guide us through the process with kindness and grace. As a first time homebuyer I did not know what to expect, but their exhaustive knowledge, broad experience, and overall character made the process smooth and fun. Not only were they (and do they continue to be) a bountiful resource, but they are adept negotiators who allowed us to step into our home with built in equity. Robin and Nora showed an impressive level of communication and commitment when helping us find our home - we feel truly blessed to have them on our team!

GABRIELLA B.

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Absolutely the best. knowledgeable in all aspects of real estate. Provide estimated quotes on what might be expected on house market. Dependable always, including calls on late hours for assistance or to answer our none urgent questions. No pressure while looking for homes. Helps you visualize what you can do to make that home yours. Informative staff. So happy to have met Rose Wickwire for my Real Estate Broker as well as meeting the rest of the staff, Ashly and Ben. Thanks so much for all your help in finding our best home.

CLIENT

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Rose knows her business, knows the area, is there when we need her, and is responsive to all of our needs. We moved from out of state and needed an agent who could do it all. Rose excelled!! She is the right mix of professionalism and friendliness. She has been so helpful with suggestions and advice.

CLIENT

”

# Notable Sales & Listings



**7725 Dante Drive**

4 BD 7 BA 7527 SF \$4,175,000



**838 West Linden Street**

4 BD 2 BA 1736 SF \$868,000



**11659 South Upper Ranch Drive**

3 BD 3 BA 2842 SF \$850,000



**10368 West 81st Avenue**

5 BD 5 BA 4298 SF \$1,192,500



**1210 Horsetail Loop**

6 BD 5 BA 4159 SF \$749,000



**3545 Matt Dillon Road**

6 BD 4 BA 3890 SF \$1,245,000

# An extensive referral network of the top Real Estate Agents

# 17.5%

of Compass transactions resulted directly from referrals to Compass\*

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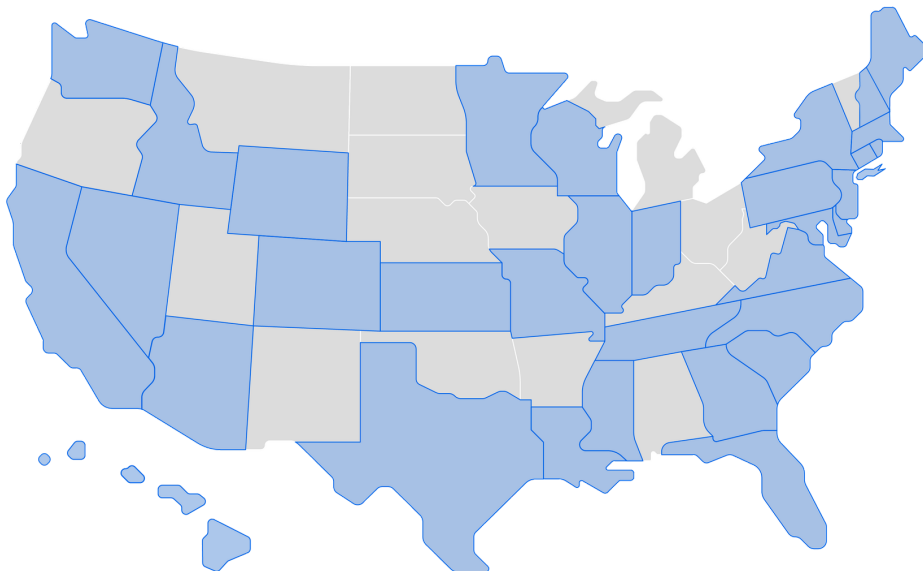
## 400+

Offices Nationally  
Across The U.S.

## 33K+

Agents\*\*

Arizona  
California  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Kansas  
Louisiana  
Maine  
Maryland  
Massachusetts  
Minnesota  
Mississippi  
Missouri  
Nevada  
New Hampshire  
New Jersey  
New York  
North Carolina  
Pennsylvania  
Rhode Island  
South Carolina  
Tennessee  
Texas  
Virginia  
Washington  
Wisconsin  
Wyoming



# Guiding you home with the Compass Advantage

## 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 over \$1.5B dollars in tech over a 10-year period<sup>1</sup>, but we continue to spend more than \$100M annually on research and development<sup>2</sup> to help our agents make buying or selling easier for you.

## 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 Nationwide

In 2023, 17.5% of Compass transactions resulted directly from referrals to Compass<sup>3</sup>, demonstrating the power and reach of our nationwide network — 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 States<sup>4</sup>

# \$186B

2023 Gross Transaction Value<sup>5</sup>



# Our success in Denver

# #1

Brokerage in  
Denver in 2023\*

# \$3.9B+

Total Office Sales  
Volume in 2023\*

# 4.6%

Market Share\*

# 12.3%

Luxury Market Share\*\*



\*Data based on MLS data from REColorado Office Ranking Report by Office ID # for total closed volume from 1/1/2023 - 12/31/2023

\*\*Data based on Broker Metrics for REColorado by Office ID. Residential Properties greater than \$2 million in sales price from 1/1/23-12/31/23 for Adams, Arapahoe, Broomfield, Denver, Douglas and Jefferson Counties.



# COMPASS ONE

## One Unified Dashboard to Streamline Your Sale

The screenshot displays the Compass One dashboard interface. It features several key sections:   
1. **Preparing to list:** A large image of a modern brick building with the text 'Preparing to list'.   
2. **Open houses:** A section with a 'View all' button and a specific event for Feb 22, Sat 1:00 PM - 2:00 PM.   
3. **Comments:** A section with a 'View all' button and a comment from George Valdez regarding a Market Watch for a property at 2479 W Byron Street, Chicago, IL 60618, priced at \$2,400,000.   
4. **Documents and resources:** A section with a 'View all' button.   
5. **Up next:** A vertical timeline of tasks: Staging day (Feb 10), Photography day (Feb 11), Discuss Private Exclusive feedback and insights (with a sub-note about reviewing feedback), Listing live as Compass Coming Soon (Feb 21), Open house (Feb 22, 1:00 PM - 2:00 PM CST), and List date (Feb 24).   
6. **Comparative Market Analysis:** A section with a 'View web report' button and a price estimate range of \$2,750,000 - \$2,900,000, based on 5 comparables from Jan 26.   
7. **Market overview:** A section with a 'View all matches (14)' button and two images of properties, one labeled 'Listed by Compass'.

### Collaborate with ease

Stay connected with me in one shared space, ensuring clear communication and a smooth, transparent home-selling experience.

### Keep up to date

View your timeline for a comprehensive overview of upcoming steps, recent updates, and pending tasks. You'll know where we stand, what's next, and have full visibility into how I'm moving your transaction forward.

### Know your team

Access contact information for all parties involved in your transaction, including members of my team and closing parties like title and escrow.

### Stay organized

Easily reference your signed documents, forms, and other relevant paperwork at any time.

### Gain insights

Monitor the market and track your listing's interest so that we can adjust our strategy accordingly. See how often your listing is viewed, liked, or shared so we can focus on potential buyers already interested in your home.

Searching for your next home, either now or in the future? Your Compass One dashboard will support you through that experience, too.

# COMPASS ONE

## One Unified Dashboard to Streamline Your Sale

The screenshot displays a user interface for a real estate dashboard. On the left, there's a 'Preparing to list' section with a photo of a modern building and an 'Open houses' section for Feb 22 (Sat 1:00 PM - 2:00 PM). Below that is a 'Comments' section. On the right, an 'Up next' section lists upcoming events: Staging day (Feb 10), Photography day (Feb 11), a discussion on private feedback, Listing live (Feb 21), an Open house (Feb 22, 1:00 PM - 2:00 PM CST), and List date (Feb 24). At the bottom right, a 'Comparative Market Analysis' section shows a price estimate of \$2,750,000 - \$2,900,000 and a line graph with five data points.

### ● Collaborate with ease

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A TARGETED  
APPROACH TO SELLING  
YOUR HOME

# MAXIMIZE YOUR HOME'S VALUE WITH THE COMPASS 3-PHASED MARKETING STRATEGY

COMPASS

Launch your home not once, but three times to secure the best results for your home sale.

## PHASE 1

### Compass Private Exclusive

Just like many companies test products with a smaller audience before launch, listing your home as a Private Exclusive allows you to test price, gain critical insights, generate early demand, and extend your marketing runway — all before going public.

MM/DD/YYYY–MM/DD/YYYY

- Make your listing available to regional Compass agents and their network of clients.
- Begin to create urgency and generate buyer interest without accumulating days on market or damaging public price drops.
- Sometimes you'll find a buyer that will pay a premium for certainty and reduced stress.

## PHASE 2

### Compass Coming Soon

Publicly launch your property on Compass.com, showcasing it to all agents and consumers on the internet without displaying days on market or price drop history. Signal to the market that increased competition for the listing will be coming soon when it's launched on all other sites.

MM/DD/YYYY–MM/DD/YYYY

- Receive key engagement insights from your agent about how agents and their buyers are viewing, commenting, and sharing your listing on Compass.com — data that is lost when listings go into other platforms.
- Improve the chance of ranking higher on Google while increasing the likelihood that serious buyers contact us directly, instead of an agent who may not be familiar with your home.
- In this phase, have more control over your data so photos of your home and personal information don't stay on the Internet.

## PHASE 3

### Go Live on All Platforms

Go 'Active' on MLS & third-party sites with benefit of price discovery from Phases 1 & 2.

MM/DD/YYYY–MM/DD/YYYY

- Armed with feedback from agents and buyers, we strategically launch your home on the public market to help ensure maximum demand and confidence to achieve the best outcome for you. Now that your home is launched, it will accrue days on market and visible price drop history.



COMPASS  
PRIVATE EXCLUSIVES

# Pre-Market Your Home as a Compass Private Exclusive

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## Soft-Launch to an Exclusive Audience

Make your listing available to a nationwide network of 34,000 top agents and their millions of clients.

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## Test Your Price & Gain Insights

Know how buyers are engaging with your listing. These insights, available only before your home goes live on other sites, help you make adjustments to your pricing.

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## Showcase Before Being Market-Ready

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

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## Attract Competitive Offers

You can get competitive offers from buyers who are willing to pay a premium for certainty and reduced stress.

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## Generate Early Demand

Create early buyer anticipation and interest without accumulating days on market or damaging public price drops.

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## 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.

# Harness the Power of Pre-Marketing

The case for pre-marketing listings before going straight to the MLS

## 16% Faster to Accepted Offer

Listings that are pre-marketed receive an accepted offer 6 days faster once active on the MLS.<sup>1</sup>

## 16% More Open House Traffic

Once on the MLS, Compass listings that are pre-marketed receive more Open House traffic than those that are not.<sup>3</sup>

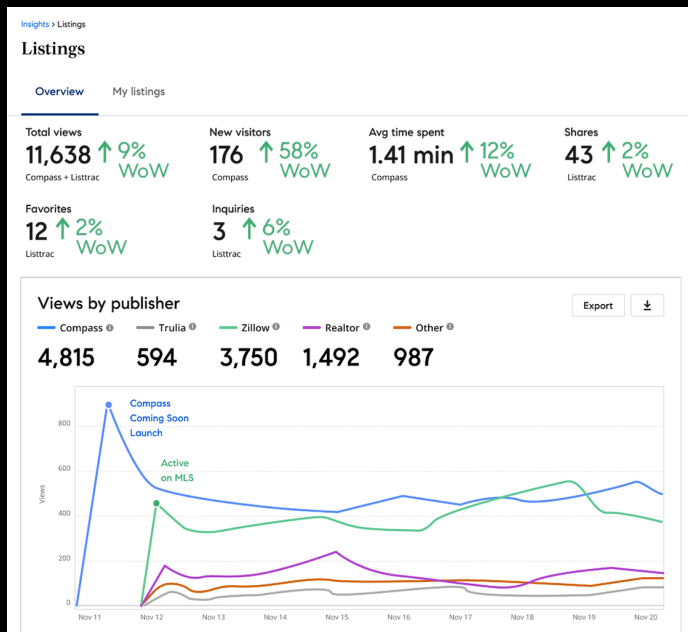
## 17X More Direct Inquiries

Coming Soon listings on Compass.com receive more clicks on 'Contact Agent' compared to other listings on our site.<sup>2</sup>

## Boost Your Search Ranking

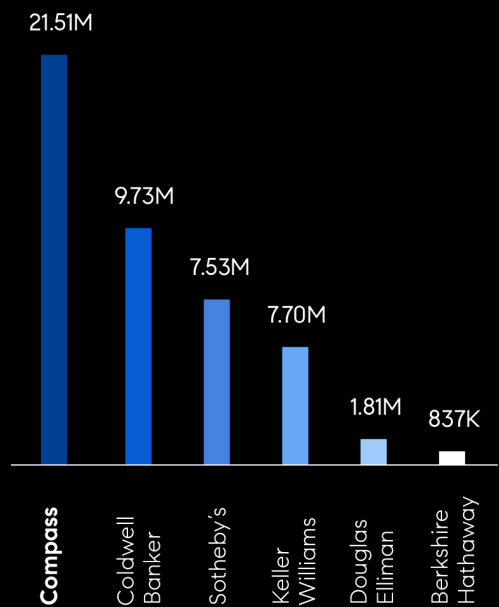
Coming Soon listings on Compass.com are more likely to appear at the top of Google search results and receive premium placement on our website, which receives more traffic than other top brokerages.

### Insights Report



### Buyers Follow Compass

Compass.com Web Traffic



<sup>1</sup> On average, once on a MLS, pre-marketed Compass residential active listings v. not pre-marketed Compass residential active listings from June 1, 2024 - Nov. 30, 2024. Source: Compass data.

<sup>2</sup> On average, listings in "Coming Soon" status on compass.com v. all other listings (except NWMLS) on compass.com from Nov. 2023 - Nov. 2024. Source: Compass data.

<sup>3</sup> Pre-marketed active Compass listings on a MLS v. not pre-marketed active Compass listings on a MLS that utilized the "check in feature" on the Compass Open House app from June 10 - Dec. 10, 2024. Source: Compass data. Data is subject to change and does not imply causation.

# The seller process at a glance

01

Seller  
Consultation

02

Sign Listing  
Agreement

03

Prepare  
Property for  
Sale

04

Prepare  
Marketing,  
Social, and  
Other Media  
Assets

05

Pre-Market  
Property

06

List & Show  
Property

07

Review Offers  
& Negotiate  
the Optimal  
Contract

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Prepare For Sale

08

Sign  
Contract

09

Home  
Inspection,  
Disclosures,  
Reports, and  
Repairs

10

Review Buyer  
Loan &  
Appraisal  
Process

11

Prepare  
Property for  
Final Walk-  
Through

12

Close on the  
Property &  
Disperse  
Funds

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Contract To Close

# The Benefits of Working With a Cooperating Broker

Working with a professional buyer's agent can provide a host of benefits you may not have considered. In partnership with a buyer's agent, I can show your home in its best light to a widened pool of qualified buyers and ensure a more efficient contract-to-close process for everyone involved.

## Increased Exposure For Your Listing

More eyes means more interest. A buyer's agent can help get your listing in front of interested buyers they are currently representing, which maximizes your home's exposure in a competitive market. By listing as a Compass Private Exclusive, you can even pre-market your home to buyers and the agents they are working with to build early demand before launching to the public.

## More Qualified Buyers

Working with a buyer's agent helps increase the likelihood that your home will be seen by qualified and vetted buyers who are educated about the market and ready to transact.

## Seamless Contract-to-Close

Buyer agents provide guidance, counseling, and support to buyers throughout the contract-to-close process to troubleshoot and resolve potential issues. Having dedicated agents on both sides of the deal will ensure an objective approach and increase the likelihood of a seamless transaction.

## Reduced Liability & Exposure

Having professional representation more readily ensures that the buyer completes their investigations to their satisfaction, thoroughly reviews and understands seller disclosures, and completes each required step. The result? A well-informed client without buyer's remorse.



# The Benefits of Offering Buyer Agent Compensation

In the United States, real estate commissions can be paid by the seller, listing agent or the buyer. Continuing the practice of offering buyer compensation by the seller or listing agent increases the likelihood of having a professional buyer's agent on the other side of the transaction and provides you with a number of advantages.

**By paying commission or authorizing your listing broker to pay commission, you have potential to:**

## **Increase Interest From Qualified Buyers**

When you offer compensation to the buyer's agent, the property may become more attractive to serious buyers and increase its exposure, a critical advantage in competitive markets. This also makes your home more accessible to a wider pool of buyers, some of whom might have limited cash for upfront costs.

## **Secure a Higher Purchase Price**

If buyers don't need to reserve funds for commission, they may be able to offer a higher purchase price.

## **Sell Faster**

Removing the financial burden on buyers can help reduce the time your property is on the market.

## **Simplify Negotiations**

With commission costs off the table, negotiations are less complex, allowing all parties to stay focused on the property's price, which streamlines the negotiation.



# Our Concierge program is the hassle-free way to help sell your home faster and for a higher price\*

With services like staging and renovation, we can prepare your home for the market with zero due until closing.\*\*



## 2x

Based on our studies we believe sellers who use Compass Concierge are nearly 2x as likely to sell their home in 60 days.\*

Apply at  
[concierge.notablefi.com/apply/start](https://concierge.notablefi.com/apply/start)

BEFORE



AFTER

\*Rules and Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. See [compass.com/concierge](https://compass.com/concierge) for more information. Subject to the terms of your Compass Concierge Loan Agreement, pass from your Concierge start date or Notable otherwise suspends your Compass Concierge loan for any reasons stated in the Compass Concierge Loan Agreement. 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.

\*\* Depending on your state of residence, fees or interest may apply

# Concierge, Powered by HouseAmp

Access your equity for larger projects and keep everyone on the same page with project management and direct payments on the platform.



Create an account and quickly see how much you qualify for. Funds available in days —not weeks!



Use funds for anything that supports the sale of the home, including moving and legal expenses.



Invite your favorite service pros, manage projects and pay them—all in one easy place.

**No Up-Front Costs**

Pay When You Sell!

**Up to 90 Days**

Interest-Free

**No Payments**

For up to 1 year

HouseAmp Inc. is a technology company and does not approve or make loans. The Equity Estimator provides potential home equity available to support borrowing, based on public record information. Loans are provided by third party lenders or, in some cases, Pay at Close Loans Inc., which is a subsidiary of HouseAmp Inc. Neither HouseAmp Inc. nor any real estate agent is authorized to negotiate or offer loan terms, or to make any representation on behalf of lenders participating in the HouseAmp platform.

“

In an industry where transparency is crucial yet often lacking, We set a new standard by involving you directly in the comparative market analysis process. This live, interactive session demystifies your home's pricing strategy and market positioning, eliminating the typical anxiety associated with agents working "behind the scenes." This open approach fosters a partnership based on mutual trust and understanding, ensuring you are fully informed and engaged in every decision affecting your most valuable asset.

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# A custom marketing plan for your home

We'll craft a marketing plan with strategies and tactics specific to your home, designed to garner maximum exposure.

- 1 Targeted buyer audience analysis and marketing tactics.

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- 2 Content Strategy that pairs custom narrative storytelling with impactful visuals.

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- 3 A multi-phased launch plan that markets your home like a blockbuster movie.

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- 4 Exclusive Compass programs and offerings that will optimize your sale experience.

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- 5 An outline of key milestones you can expect as we bring your home to market.

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# The power of photography

Beautiful photography is one of the most powerful tools for selling your home. Compass uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.



# A multi-channel marketing approach, designed to stand out

From brochures and postcards to social media and emails, our marketing collateral effectively communicates your property's story and attracts more potential buyers.



FLYER



POSTCARD



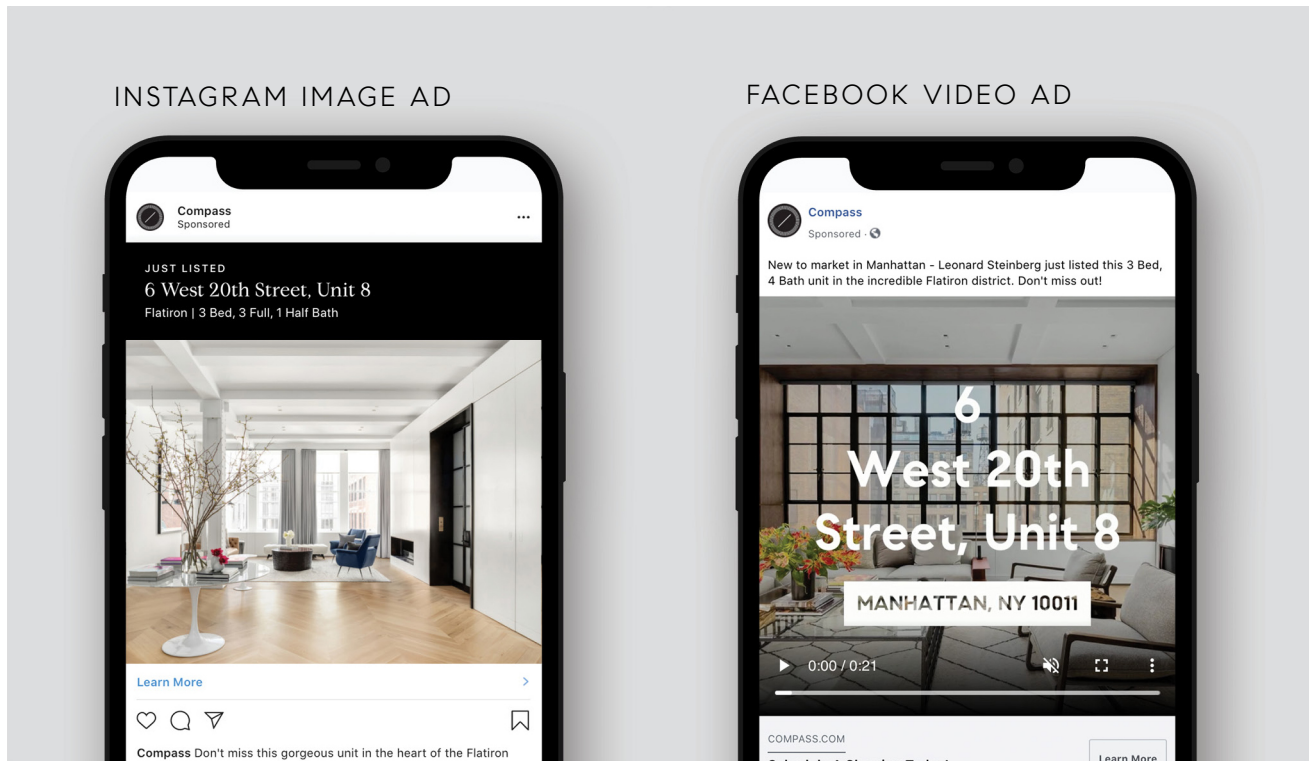
SOCIAL MEDIA



EMAIL BLAST

# Reach more prospective buyers with intelligent digital advertising

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



## Proprietary Targeting

Compass helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.

## Optimized Performance

Compass tracks and measures the results of every campaign which allows for continued optimization.



# Engaging open houses

Whether it be in-person or a dynamic virtual tour, open houses are one of the most important ways buyers connect with your home.

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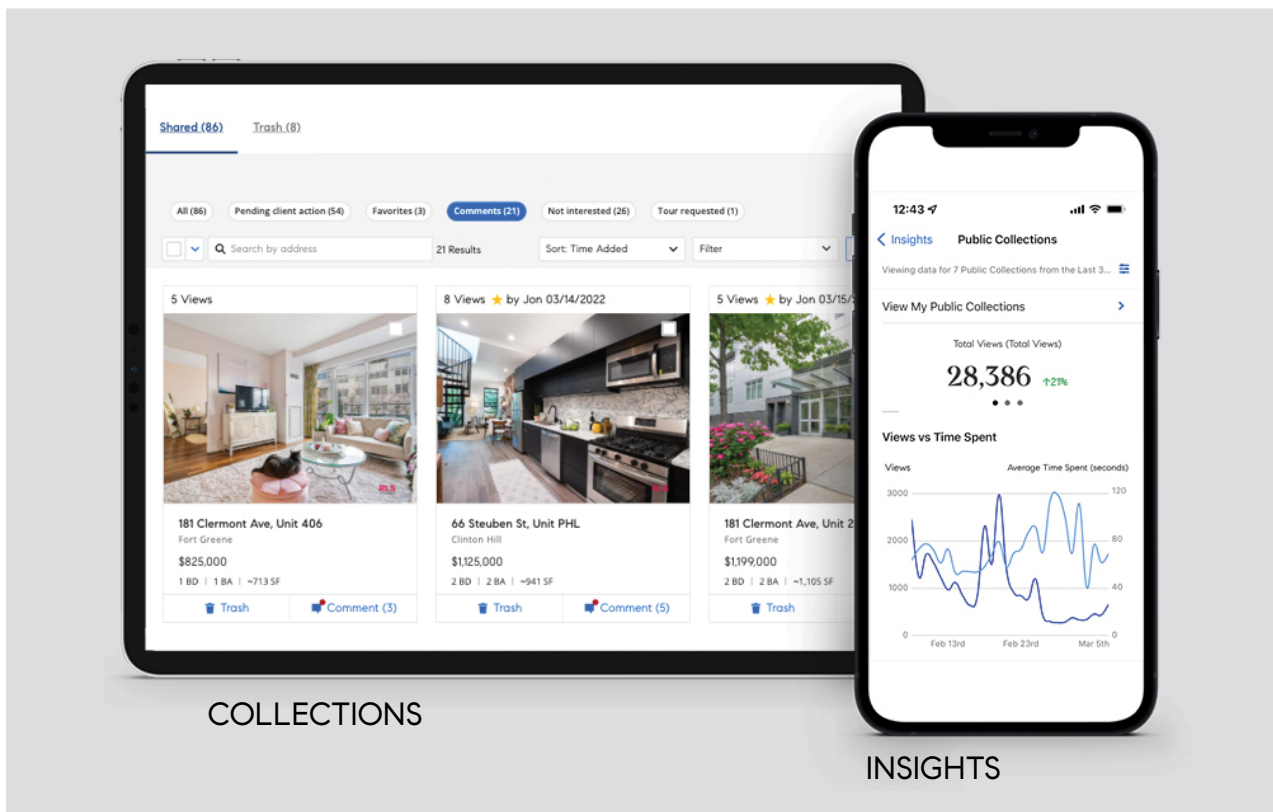
# 66%

Of homebuyers attend an open house while searching for a home to buy\*



# Assessing our strategy and monitoring the market

Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.



## Collections

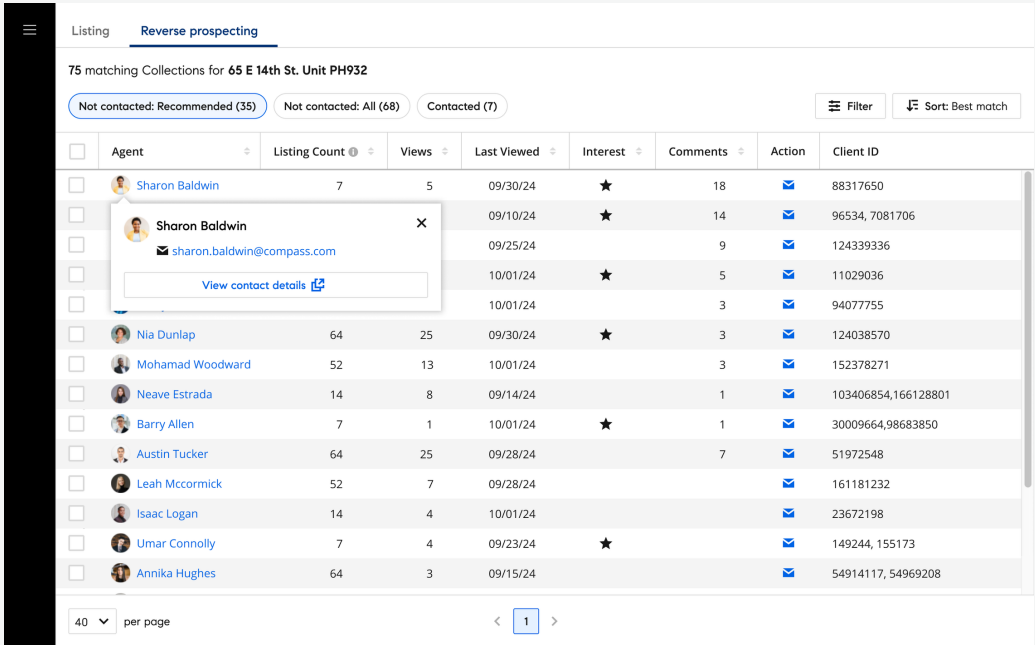
Collections allows us to have a collaborative conversation on your home selling process with instant updates on comparable listings and access to insider knowledge previously only available to the agent community.

## Insights

Insights is a detailed, custom dashboard that 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.

# How Compass Technology Helps Find the Buyer for Your Home

Unlike any other brokerage, Compass's Reverse Prospecting tool offers homeowners real-time data on buyer activity for your home from 33,000+ Compass agents and their millions of buyers. We'll know the moment a Compass agent shares your listing and can monitor when a client has viewed, favorited or commented on your listing. With these insights, this allows us to develop an informed outreach strategy to bring interested buyers to the transaction.



The screenshot displays the 'Reverse prospecting' interface for a listing at 65 E 14th St, Unit PH932. It shows 75 matching collections. The table below lists agents and their interaction metrics:

Agent	Listing Count	Views	Last Viewed	Interest	Comments	Action	Client ID
Sharon Baldwin	7	5	09/30/24	★	18	✉	88317650
Sharon Baldwin			09/10/24	★	14	✉	96534, 7081706
Sharon Baldwin			09/25/24		9	✉	124339336
Sharon Baldwin			10/01/24	★	5	✉	11029036
Sharon Baldwin			10/01/24		3	✉	94077755
Nia Durlap	64	25	09/30/24	★	3	✉	124038570
Mohamad Woodward	52	13	10/01/24		3	✉	152378271
Neave Estrada	14	8	09/14/24		1	✉	103406854, 166128801
Barry Allen	7	1	10/01/24	★	1	✉	30009664, 98683850
Austin Tucker	64	25	09/28/24		7	✉	51972548
Leah McCormick	52	7	09/28/24			✉	161181232
Isaac Logan	14	4	10/01/24			✉	23672198
Umar Connolly	7	4	09/23/24	★		✉	149244, 155173
Annika Hughes	64	3	09/15/24			✉	54914117, 54969208

## A Data-Driven Strategy Based on Real-Time Buyer Interest

- Gain exclusive insights into how many potential buyers are looking at your listing from a pool of up to 33,000 Compass agents and the millions of clients they represent.
- Know anytime a Compass agent adds your listing to their client's Collection and how often those buyers are viewing, liking, or commenting on it.
- Stay informed by knowing exactly how buyers are interacting with your listing on Compass.
- Leverage buyer interest to secure stronger offers, accelerate negotiations, and move efficiently to a successful closing.

# Our immediate next steps

## Complete listing paperwork.

The listing agreement is a contract that explains our relationship and the high level of service that we will provide to you.

## Begin to prepare your home for the market.

Let's determine next steps together.

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## Continue to monitor the market and assess our strategy.

Once your home is ready for market, we will reassess market data and finalize our pricing strategy to make sure we are in line with any recent market updates in your neighborhood.

## Launch your property.

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**Let's get started!**

