



## DISCLOSURE REGARDING THE COMPASS THREE-PHASED MARKETING STRATEGY

Compass offers a unique **Three-Phased Marketing Strategy**, which gives you multiple opportunities to make a first impression prior to your property being offered on the Multiple Listing Service ("MLS"), if you so choose.

Depending on where you are located, the strategy's benefits may include: (1) Marketing your property without accumulating days on market and price drop history, which may devalue a property in the eyes of buyers; (2) Testing an aspirational price and/or validating a pricing strategy, while signaling that your listing is coming; (3) Using the time for staging, painting, and performing other market preparation while still building buyer demand; (4) Maintaining your privacy by keeping your property's photos and other identifiable information visible to a smaller audience until/if you decide to list on the MLS or put it on compass.com; and (5) The opportunity to create increased buyer demand for when/if the property is offered to a larger audience.

The strategy's phases include:

- (1) Compass Private Exclusive, which markets your property privately to Compass agents and their clients 1:1.
- (2) Compass Coming Soon, which markets your property publicly on compass.com,
- (3) Listing through an MLS to other public sites.

Please initial the option(s) below to ~~administer and instruct~~ Compass how you would like to market your property:

**1) Phase 1 - Private Exclusive:** BH CH I authorize Compass to list my property as a "Compass Private Exclusive" until otherwise instructed in writing. I understand that by listing as a "Compass Private Exclusive", my property will not be publicly advertised through the MLS until after the "Compass Coming Soon" phase or instructed in writing, but will be available to Compass agents, who can share the listing directly with their clients on a one-to-one basis.

**2) Phase 2 - Compass Coming Soon:** BH CH I authorize Compass to list my property as a "Compass Coming Soon" for [check one]: ☒ 1 business day/24 hours (per local rules) or ☐ within the timeframe allowed under the local MLS rules. I understand that by listing the property as a "Compass Coming Soon", the property may or may not be available through the MLS during that period but will be available to anyone on compass.com and Compass may publicly market the property including through digital ads and newsletters. I also understand that, if per local MLS rules the Coming Soon period lasts more than 24 hours/1 business day, certain third party websites, including but not limited to Zillow and Trulia, may not accept my listing at a later date.

*Initial here:* BH CH I understand that by choosing "Compass Private Exclusive" or "Compass Coming Soon" and not listing my property on the MLS, my property is not distributed to other brokerage firms and other public sites, which could reduce (i) the number of potential buyers who can learn about the property; (ii) the number of showings; (iii) the number of offers; and (iv) the final sale price for the property. I am also aware that I can instruct Compass to submit my property to the MLS at any time. I have been advised that while the property is in this off-MLS phase, I'm not obligated to accept an offer.

**3) Phase 3 - Active on MLS:** BH CH I authorize Compass to publicly advertise my property on the MLS and other public sites after utilizing Phase 1 or 2 or both as outlined above.

**No Three-Phased Marketing - Direct to MLS:** BH CH I authorize Compass to directly list my property on the MLS and other public sites - I do not wish to list my property as a "Compass Private Exclusive" or "Compass Coming Soon" at this time.

I agree that, if I choose to list my property as a "Compass Private Exclusive" and/or "Compass Coming Soon", I do so for marketing, privacy, security, or other legitimate, nondiscriminatory reasons outlined in this disclosure unrelated to the potential group of buyers' race, color, religion, sex, familial status, national origin, disability, or other characteristics protected by the Fair Housing Act and other civil rights statutes and that Compass must and will follow national, state and local fair housing laws while marketing and selling the property.

Signed by:

Breanna Hall 6/6/2025

Seller Date:

Breanna Hall

Signed by:

Chris Hall 6/6/2025

Seller Date:

Chris Hall

DocuSigned by:

Eugene Litvak 6/6/2025

Agent Date:

Eugene Litvak