



**Haley Levine  
& Partners**

SELLER'S GUIDE



Hello,

My name is Haley Levine. I am the Founder of Haley Levine & Partners and have been in the real estate business for over 6 years. I am a lifelong resident of the Chicago area and come from a long line of entrepreneurs. Selling and negotiating is in my DNA! I grew up in Hyde Park until the age of 16 where my family moved to Wilmette to be in the New Trier Township High School District - my alma mater. I then went on to study design at Columbia College. While my family might argue that I wasted some serious cash on a design degree, I choose to believe my design background serves my real estate clients well - it has allowed me to rework layouts, choose finishes that sell and stage homes appropriately. My favorite thing about Chicago is its distinctly unique neighborhoods. I have lived in West Town, Lincoln Park, Bucktown, Lakeview and I now reside in Logan Square.

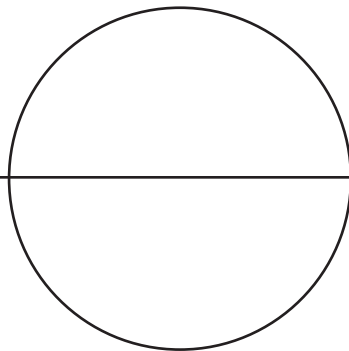
I spend most of my time in the spring and summers supporting my clients in buying and selling real estate, which is my true passion. When real estate slows down in the winter, I love to travel-my goal is to visit 150 countries. Perhaps you can tell me where to go next! I also enjoy stand-up comedy, hunting down mid-century or modernist furniture and sipping on a good hard cider. That's a bit about me. I can't wait to get to know you! Cheers,

Haley Levine REALTOR®  
Founder



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& Partners**

# THE COMPASS ADVANTAGE



# OUR REACH

# \$254B+

2021 Gross Transaction Value\*

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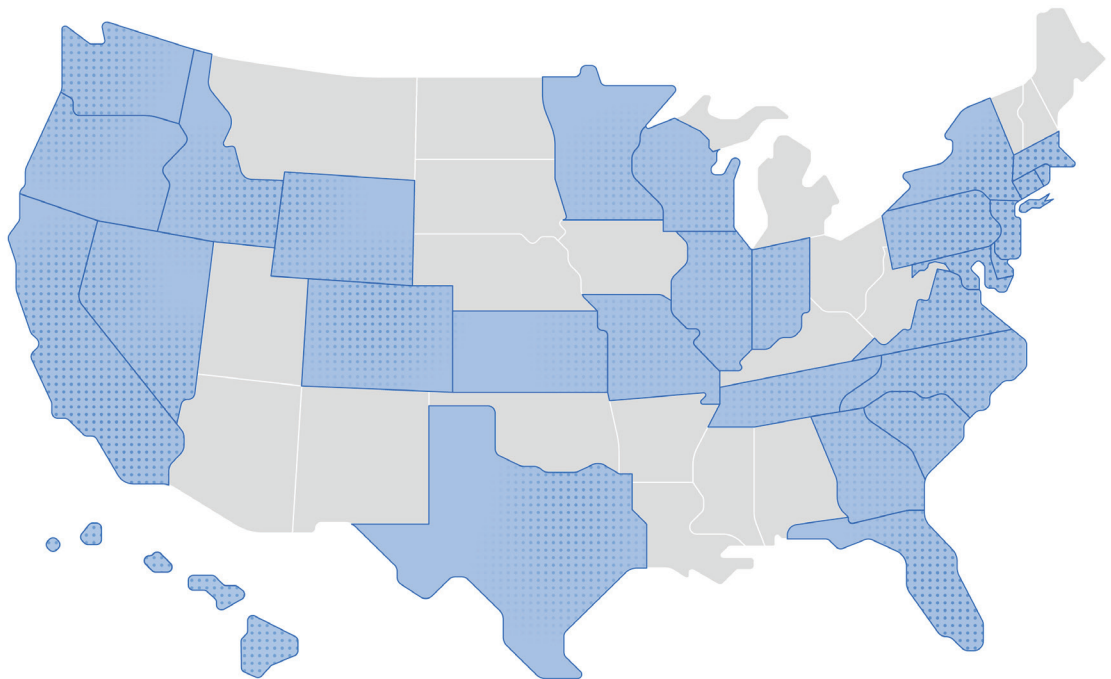
300+

Offices

26K+

Agents\*\*

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



\*Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions.

\*\*Agents are defined as all licensed agents on the Compass platform as of 3/31/21.

# OUR PROGRAMS

Compass is a leading national real estate technology company, providing tools and services to help real estate agents grow their businesses and better serve their clients.

## COMPASS CONCIERGE

Get fronted for the cost of home improvement services with no interest—ever. Compass Concierge is the hassle-free way to sell your home fast and for a higher price with services like staging, flooring, painting, and more.

**Learn more:** [compass.com/concierge](https://compass.com/concierge)

## COMPASS COMING SOON

Selling your home? Listing it early as a Coming Soon property on [compass.com](https://compass.com) gives buyers and their agents a heads up that your home is about to hit the market. Drive interest with exclusive marketing and gain insights before officially launching.

**Checkout exclusive listings in Chicagoland on [compass.com](https://compass.com)**



## COMPASS BRIDGE LOANS

Gets you access to competitive rates and dedicated support from industry-leading lenders, with the exclusive option to get up to six months of your loan payments fronted when you sell your home with a Compass agent.

**See more:** [compass.com/bridge-loan-services](https://compass.com/bridge-loan-services)

## COMPASS CARES

Compass Cares empowers agents and employees alike to support meaningful causes right where it counts most—at home.

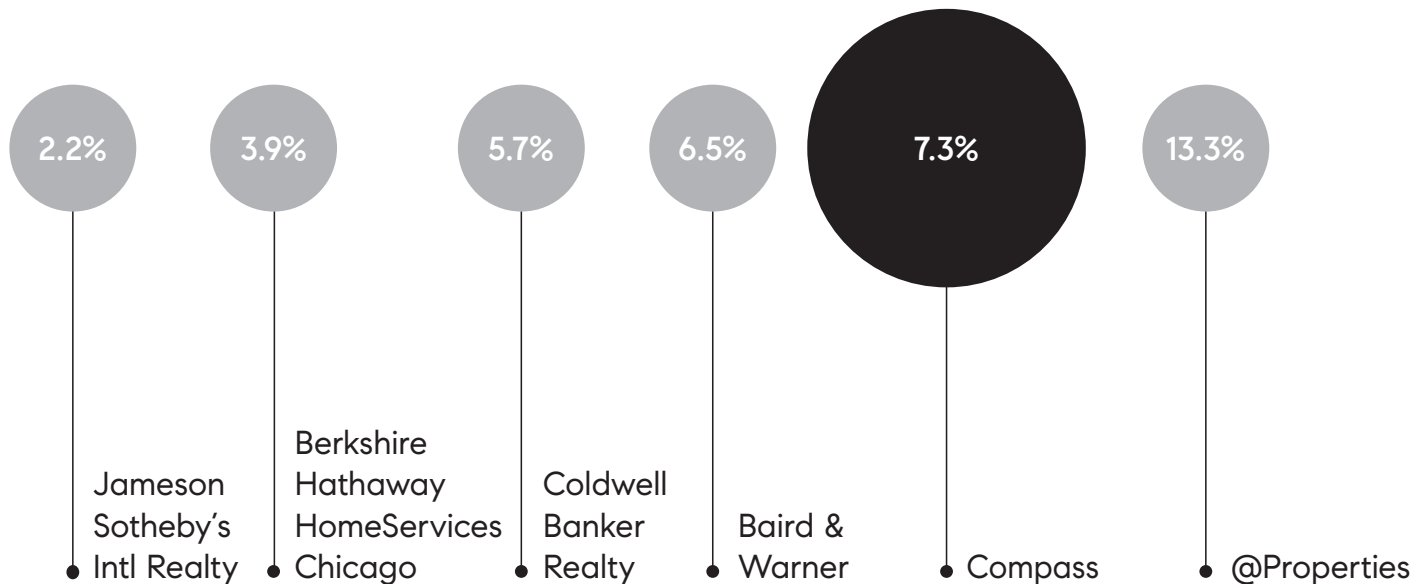
**Start giving:** [compass.com/compass-cares](https://compass.com/compass-cares)

# THE NUMBERS

Outperforming the competition in Chicagoland.

# \$8.5B+

Highest Sales Volume Growth in all MLS and City\*



## 2021 Market Share\*\*

\*Source: Trends Report from Broker Metrics, Residential 1/1-12/31/2021 vs. 1/1-12/31/2020  
\*\*Broker Metrics, MRED LLC, 1-1-21 through 12-31-21, all property types when compared to @Properties, Baird & Warner, Jameson Sotheby's Intl Realty, Coldwell Banker Realty, Berkshire Hathaway HomeServices Chicago in All MLS.

# OUR SUCCESS IN CHICAGO

## #2

Total sales volume &  
only brokerage to grow  
in market share

## \$7.28M

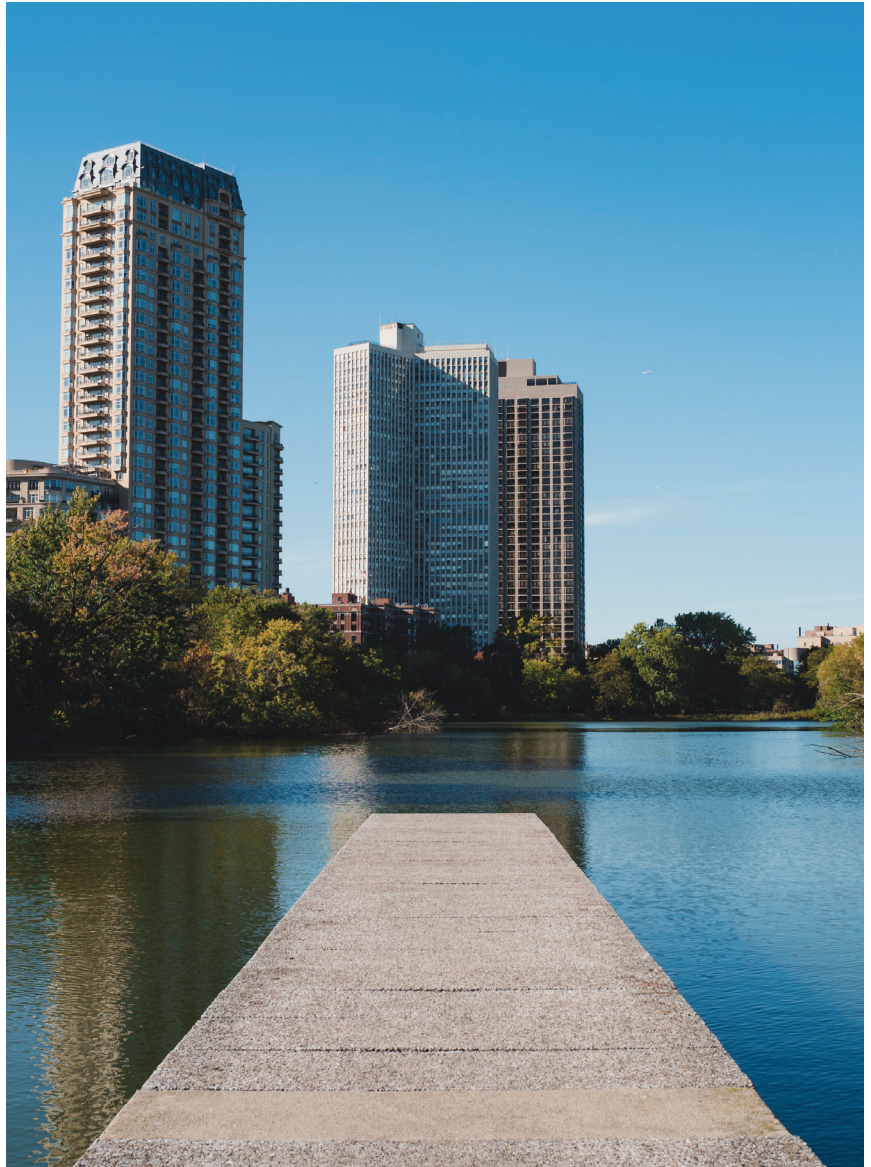
Highest average  
volume produced  
by agent

## 13.9

Highest average  
volume units  
per agent

## \$525K

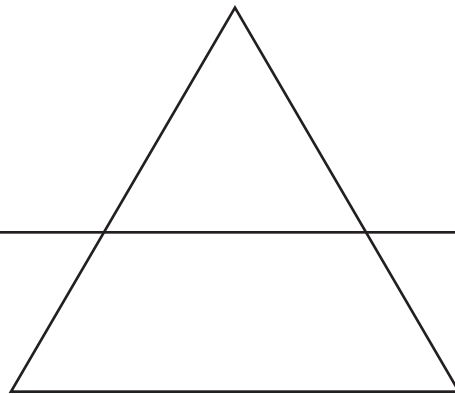
Highest average  
sales price





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**WHAT  
TO  
EXPECT**





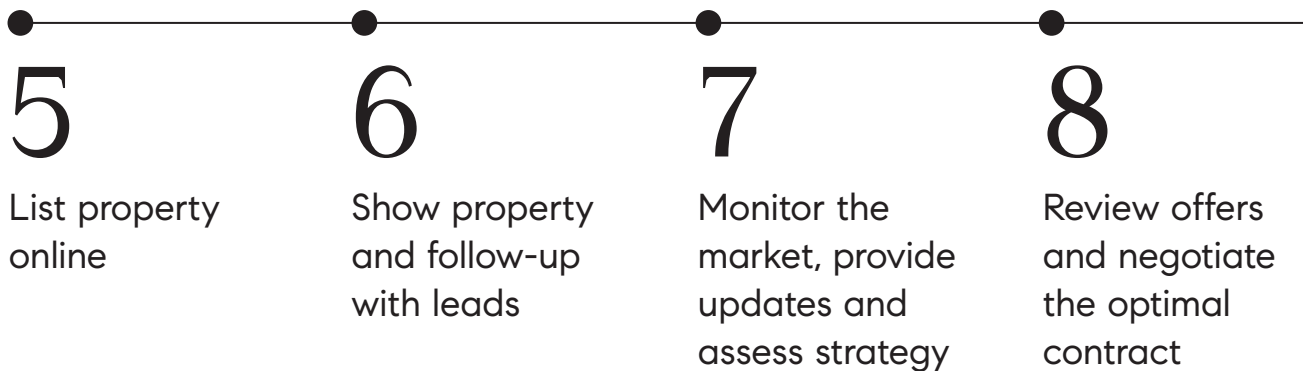
# SELLER TIMELINE

As your trusted advisor, we'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

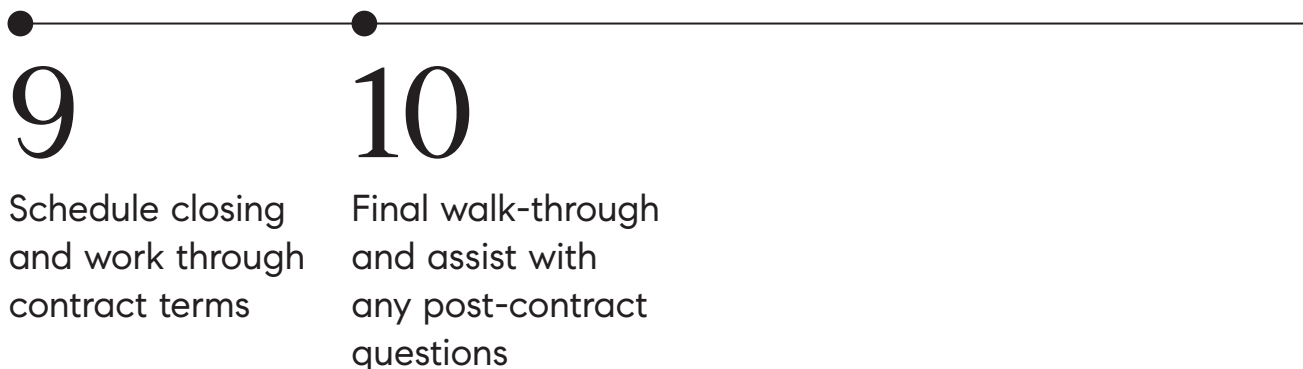
## PRE-MARKET



## ON-MARKET



## CLOSING



# YOUR LISTING LAUNCH



## Pre-Market

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- Home Preparation
- Photography
- Pricing
- Pre-List Marketing
- Leveraging Our Exclusive Agent Network

## On-Market

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- Media Plan
- Open Houses
- Assessing Our Strategy  
and Monitoring the Market

# 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.

The image displays four distinct marketing channels for a real estate property:

- FLYER:** A vertical document featuring the COMPASS logo at the top, a large exterior photo of the building, two smaller interior photos (kitchen and living area), and text: "123 Oak St Chicago, IL" and "4 BED | 2.5 BATH".
- POSTCARD:** A vertical card with the COMPASS logo on the right side, an exterior photo, and text: "Just Listed", "123 Oak Street", and "Offered for \$1,360,000".
- SOCIAL MEDIA:** A smartphone screen showing an Instagram post from the account "jimgetzingerandco" with the caption "Druid Hills Historic District". The post includes an exterior photo and engagement metrics like "Liked by caseysandlin and others".
- EMAIL BLAST:** A tablet screen showing an email layout with the COMPASS logo, an exterior photo, and text: "Just Listed", "123 Oak Street", and "4 BD | 4 BA | 3,574 SF | \$2,499,000".

# OUR POWERFUL VOICE IN THE PRESS



# #1

Fastest growing share of voice for social media coverage

# 14.1B

Chicagoland Media Impressions in 2020

# 132

Average monthly Chicagoland media placements

# 288B

National Media Impressions in 2020

# 200%

YOY increase in average monthly Chicagoland media placements

Chicago Agent Magazine  
Chicago Tribune  
Crain's Chicago Business  
Curbed Chicago  
Daily North Shore

The Hinsdalean  
inman  
The North Shore Weekend  
The Real Deal  
Wall Street Journal

# 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.

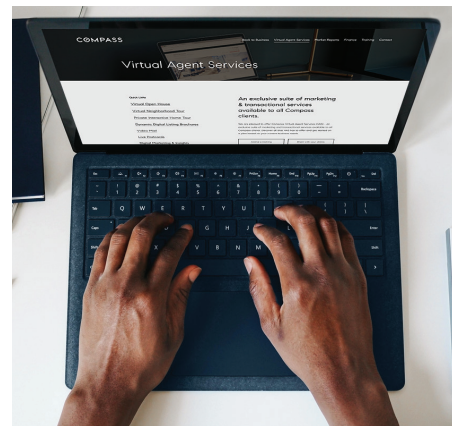


## 59%

Of homebuyers attend an open house during the home shopping process\*

## 45%

Percentage of virtual open houses since the virtual open house tool launch\*



\*Compass Livestream: Virtual Open House vs In-Person Open House. 6.1.2020-8.31.2020.

\*National Association of Realtors, 2020.

# NO ONE DOES VIRTUAL MARKETING LIKE US



## Virtual Open House

Using dynamic, guided video, we showcase the key features of your property to our target clientele, wherever they are.



## Video Mail

More opens lead to more closings. We embed live video into our email marketing to engage clients in a modern and compelling way.



## Private Interactive Home Tour

We'll take buyers on a virtual journey through your home to highlight the unique features. Our interested buyers can easily provide direct feedback through live video or text.



## Live Postcard

We utilize animated emails to showcase the most attractive elements of your property. This helps grab the attention of buyers at every stage of their home search.



## Virtual Neighborhood Tour

Our buyers and their loved ones can explore all that the surrounding community has to offer with snapshots of key attributes of the neighborhood.



## Digital Marketing & Insights

We'll run and actively optimize Facebook and Instagram ad campaigns to promote your property to high intent buyers.



## Digital Listing Brochure

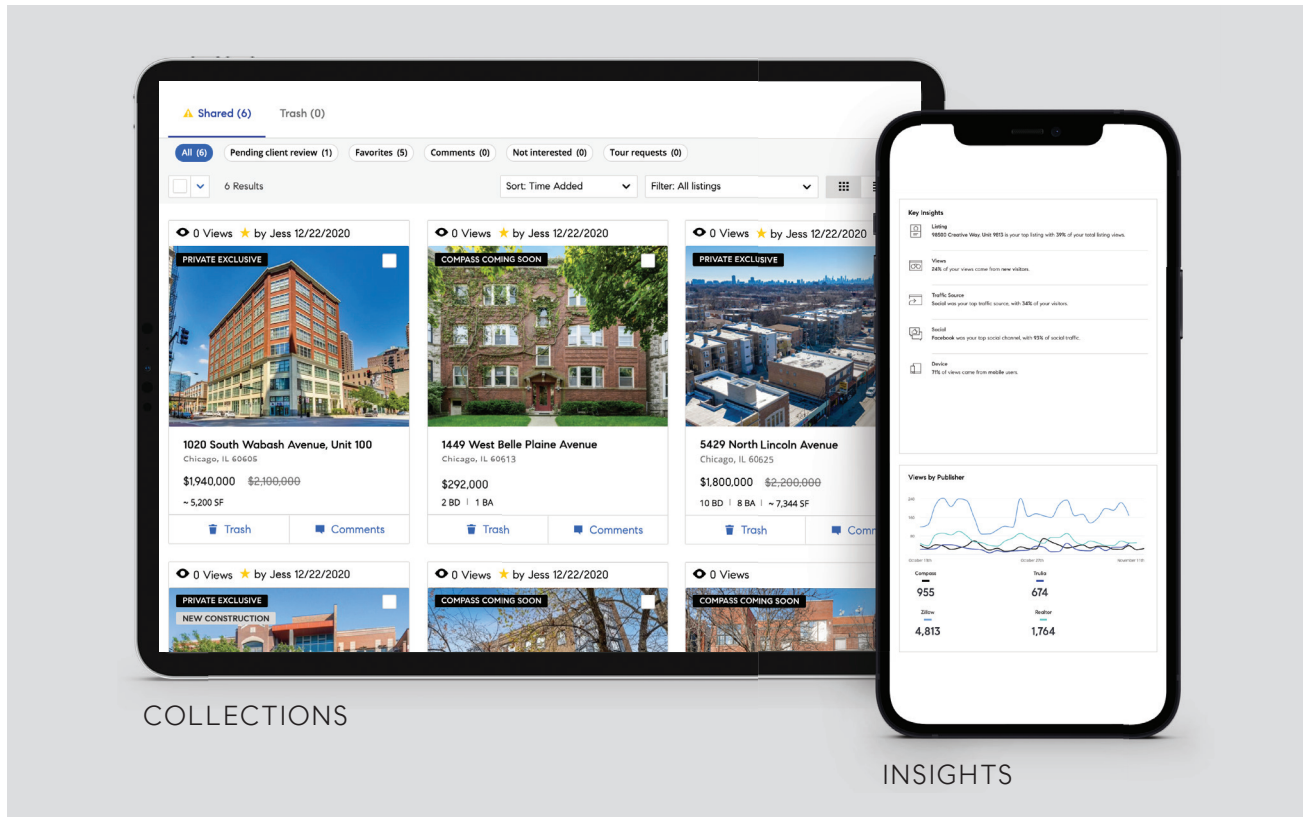
Pages will turn, videos will play, and home features will come to life with interactive brochures to create an immersive experience for even the most discerning of buyers.



## Enhanced 3D Staging

We've partnered with the nation's leading virtual staging firm to provide touch-free staging in order to show your home in its best light virtually.

# ASSESSING OUR STRATEGY & MONITORING THE MARKET

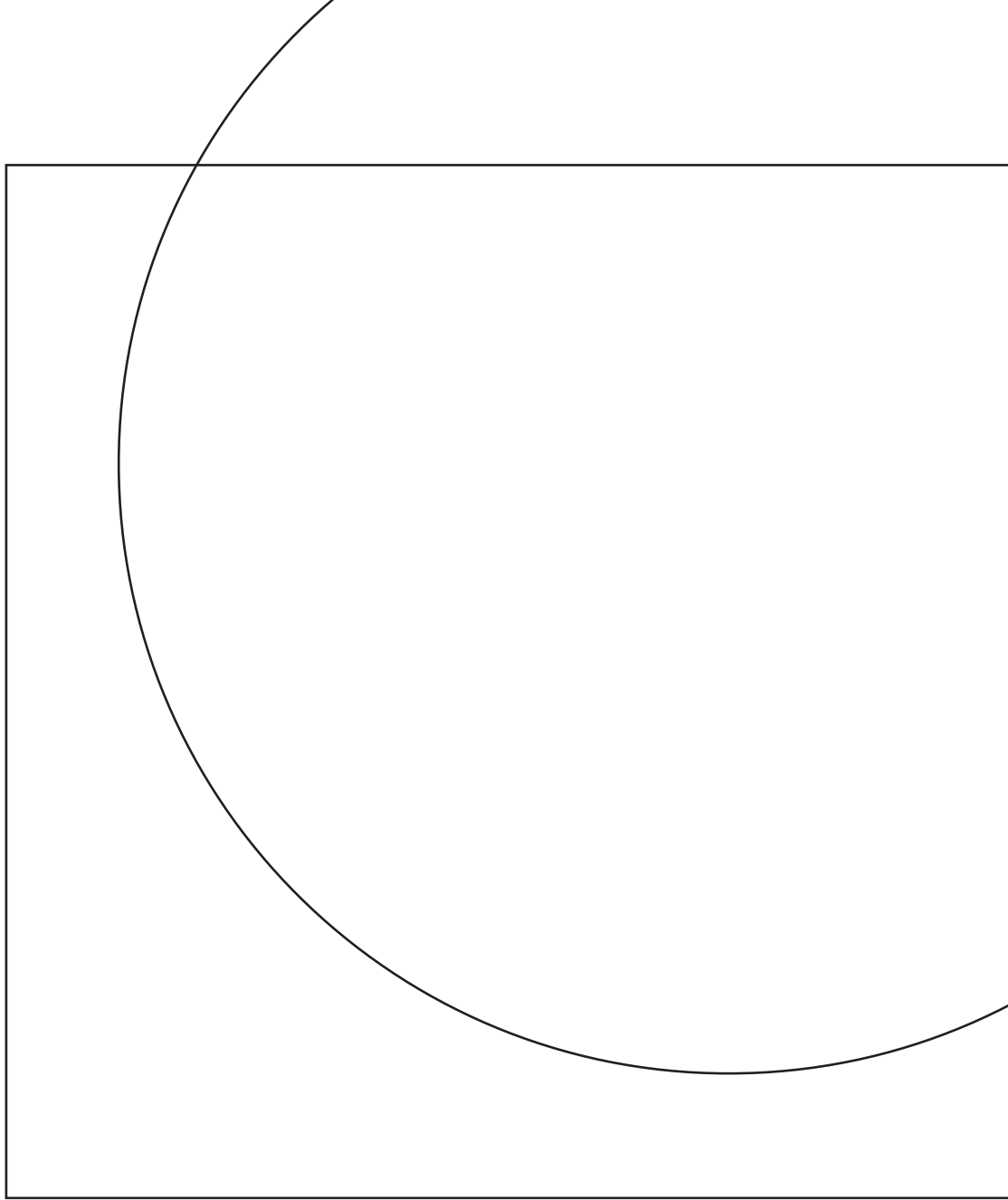


## Collections

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.



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**COMPASS**