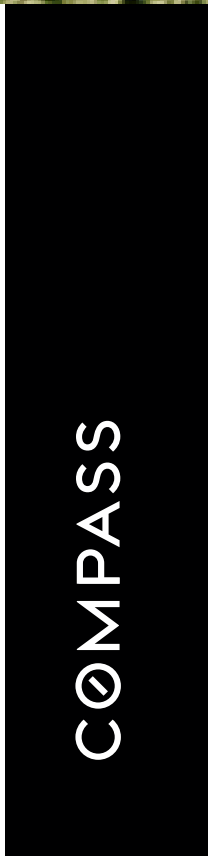
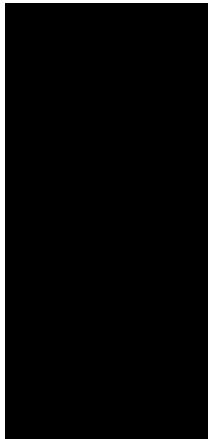


Seller's Guide



MPH
MELISSA PILON HOMES



COMPASS



Phase One

Initial Meeting

- Learning your objectives
- Discuss expectations, questions, and concerns
- Assess the property: features, details, and history
- Review recent market activity

Pricing And Positioning

- Review micro-market & current relevant sales
- Market trends and recent history
- Short-term expectations
- Seasonal consideration
- Assess inventory
- Assess competition
- Demand for property
- Property marketing periods
- List price to sale price ratios
- Review of property
- Distinguish characteristics and selling points
- List price and terms

Creating The First Impression

- Curb appeal
- Staging: Why it's important
- Improvements and alterations: What will give you the most bang for your buck
- Utilize my trusted vendors



Phase Two

Why Compass?

Pairing the industry's top technology with unsurpassed local expertise, Compass agents deliver the smartest, most sophisticated real estate experience.

Proactive Marketing

Broker's Tour & Broker Price Opinions

Network with local agents

Media exposure & print opportunities

Brochure design and distribution

Electronic advertising / internet marketing Targeted mailings

Open house: Why it's important and how it benefits you

Introducing The Property

Find potential buyers

Neighborhood exposure

Strategic social media marketing

-
-
-
-



Showing Prospective Buyers

The process impacts the result

Create a great first impression

Assess and engage the prospect

Highlight property features

Differentiation

Answer questions and create value

Know the competition

Communicating With You

Keep you informed along the way

Address your needs

Detailed analytics from marketing efforts

Market activity updates

Report competitive market data

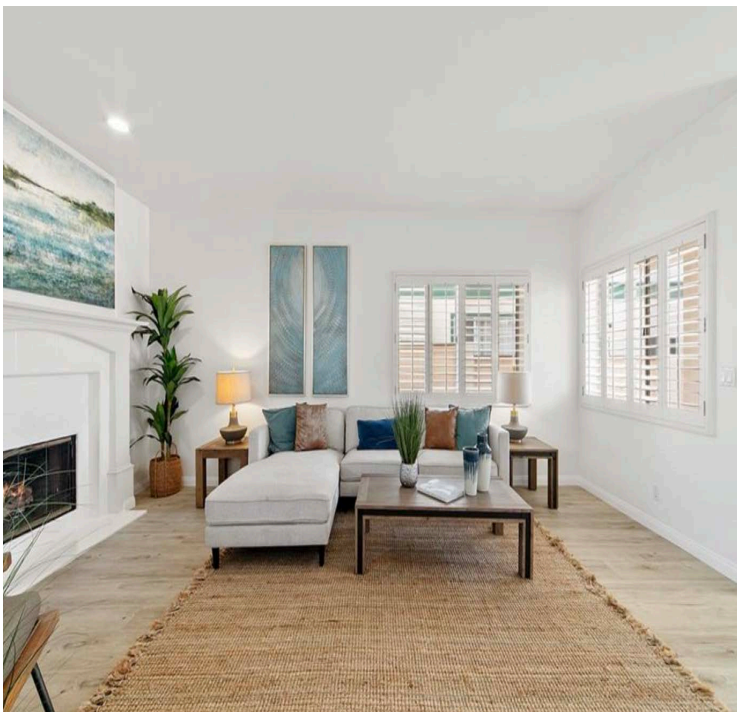
- New listings and sold properties

Review and share feedback

Adjustments

Changes in the market, changes in our plan

- Review our plan and moving forward



Phase Three

Negotiating Offers

-
- Experience counts
- Review the purchase contract
- Attract the right offer
- Qualify the prospect
- Multiple offer situations
- Pitfalls in a proposed offer
- Prevent future problems
- Protect you
 - Manage expectations
 - Position you to win

Escrow

-
- Execute the contract
- Create a timeline
- Manage the contract: our duties and your responsibilities
- Review and fill out seller disclosures
- Inspection scheduling
- Additional negotiations, i.e. request for credit/repair
- Removal of contingencies
- Preparing to close
- Final details

Closing

-
- Your closing statement
- Post closing details

Working Together Again

-
- We are here for you
- Stay in touch
- Second Homes and Investment Properties
- Provide resources and introductions
- Referrals, testimonials and reviews



"My husband and I have nothing but the BEST things to say about Melissa Pilon. We needed to sell our condo within a week or two for top dollar. Melissa made it happen! Melissa was wonderful at overseeing the entire project, making sure we stuck to our timeline, and communicating with us every step of the way. We would work with her again in a heartbeat. We were ecstatic with her level of professionalism, promptness, and honesty about the process from beginning to end. Melissa exceeded our expectations of what a real estate agent can do and offers excellent customer service. We are fans of life and hope to work with her again in the future. We would recommend Melissa to anyone interested in working with a transparent professional, dedicated to her job and making clients happy, hardworking and expert in the real estate market in the South Bay. We thank Melissa for giving us 100% at every step of the process."

- Brooke A. | Seller



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- •

About Melissa

Trustworthy.

Genuine.

Service Oriented.

"I love helping my clients achieve their real estate goals"

Hi! I'm Melissa Pilon, a seasoned real estate agent specializing in residential buying and selling in the greater South Bay area. I was raised in the Midwest but have made Redondo Beach my home over the last 12 years. I live here with my husband and our two little girls. We love going to the beach and enjoying everything the South Bay has to offer. I am a successful Real Estate Advisor at Compass, based in the South Bay, with an extensive background in marketing and operations. After working for nearly a decade in the advertising industry, I transitioned into residential real estate. After joining Compass, I quickly became a top-performing agent, putting more homes under contract within the first 60 days of joining Compass than any other agent in the same time period.

Using my marketing and operations expertise, I built my own business with systems in place to offer a seamless and elevated experience for my clients. My ability to be proactive, think creatively, negotiate and put my client's interests first helped me succeed and establish a strong reputation in the field. My career highlights include being listed as a 2023 Real Estate All-Star in LA Magazine and ranking in RealTrends 2022 Top Solo Real Estate Agents in the US based on sales volume.

I am known for my calm, solutions-focused approach, as well as my deep connection with the South Bay community. I love what I do and I have solid systems that have proven success which simplifies the process for my clients to make it a smooth process. I've curated a dream team of vendors to make everything happen and I work around the clock with the goal of world class service for my clients. I know how to get the job done and look forward to meeting you.



Compass Homes App

You'll love this guide with tips and tricks to maximize the price when selling your home, Compass Homes combines best-in-class technology with exceptional agents to make the selling smart and seamless.



Compass Coming Soon

Clients are consistently looking for ways to sell their home as fast as possible for the highest price. One of the best ways to do that is to get a headstart marketing the home before it's time to go to the MLS. Compass Coming Soon listings present the perfect opportunity to pre-market your property on behalf of your clients. Pre-marketing your listings is a powerful way to build up interest and demand, gain more exposure and gather valuable feedback.



Compass Concierge

Exclusive to Compass, our Concierge program will help prepare your home for the market. From deep-cleaning to cosmetic improvements, your Compass agent will work with you to assess every opportunity to elevate your home's value. Once the necessary improvements have been determined, Compass will cover all upfront costs, collecting payment for the services rendered at the time of the property's closing. No upfront costs. No hidden fees. Together, let's unlock the potential of your home.

By the numbers

#1

Brokerage in the US based on closed sales volume

30K

Number of Compass agents nationwide

300+

Local offices spanning over 120+ major markets in the US

\$559B+

Total sales volume to date across all Compass markets

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