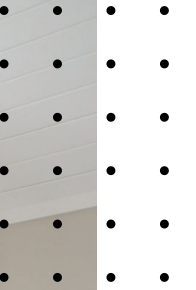


# SELLER'S GUIDE



Staci Yesner

Lic. R.E. Agent  
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[staci.yesner@compass.com](mailto:staci.yesner@compass.com)

COMPASS

COMPASS

# STACI YESNER

I specialize in assisting first-time buyers, as well as people relocating to the Chicagoland area domestically or internationally. In addition to my Illinois real estate license, which I acquired in April 2015, I earned the ABR (Accredited Buyer's Representative) and SRES (Senior Real Estate Specialist) designations to enhance my services and expertise. I have also worked in new construction, owned a condo that I eventually rented, rehabbed, and sold, and served on my condo board for many years, providing me keen insight into many areas of real estate.

Let me show you why I am the right agent for you.



When you work with me, you will get:

- Someone who excels in the art of listening, communication, problem solving and negotiating
- Someone who remains patient, calm, and in command in tense, demanding situations



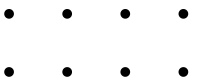
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@ staciyesner

## Reviews

Staci Yesner was fantastic! She put together a strategy that was effective and worked to perfection! We really appreciate her finding a buyer as we closed on our new home on a Monday and closed on our old condo the following day. Staci was responsive to phone calls, e mails and texts. I would highly recommend Staci to sell your next home, condo or townhouse! MIKE | SELLER | ROGERS PARK

I met Staci Yesner when my daughter was buying a home and was so impressed with her professionalism, knowledge, patience and friendly approachable personality, that I also listed my condo with her. She went the extra mile to facilitate the sale. I highly recommend her if you are looking for a realtor to list your property. RONA | SELLER | RIVER NORTH



## Staci Cares

I'm giving back to the community, one home at a time.



My new hyper-local approach to giving back and volunteering. My WHY, is to support meaningful causes right where it counts most, at home.

With every transaction I close, I contribute a portion of my commission to help Esperanza Community Services or an organization that you support to make our incredible community an even better place for us all to live.

I have always volunteered, but all of you - my clients - inspire me to give back. I look forward to sharing my progress with you as we work toward an even brighter tomorrow.

# COMPASS CONCIERGE

## Maximize the value of your home.

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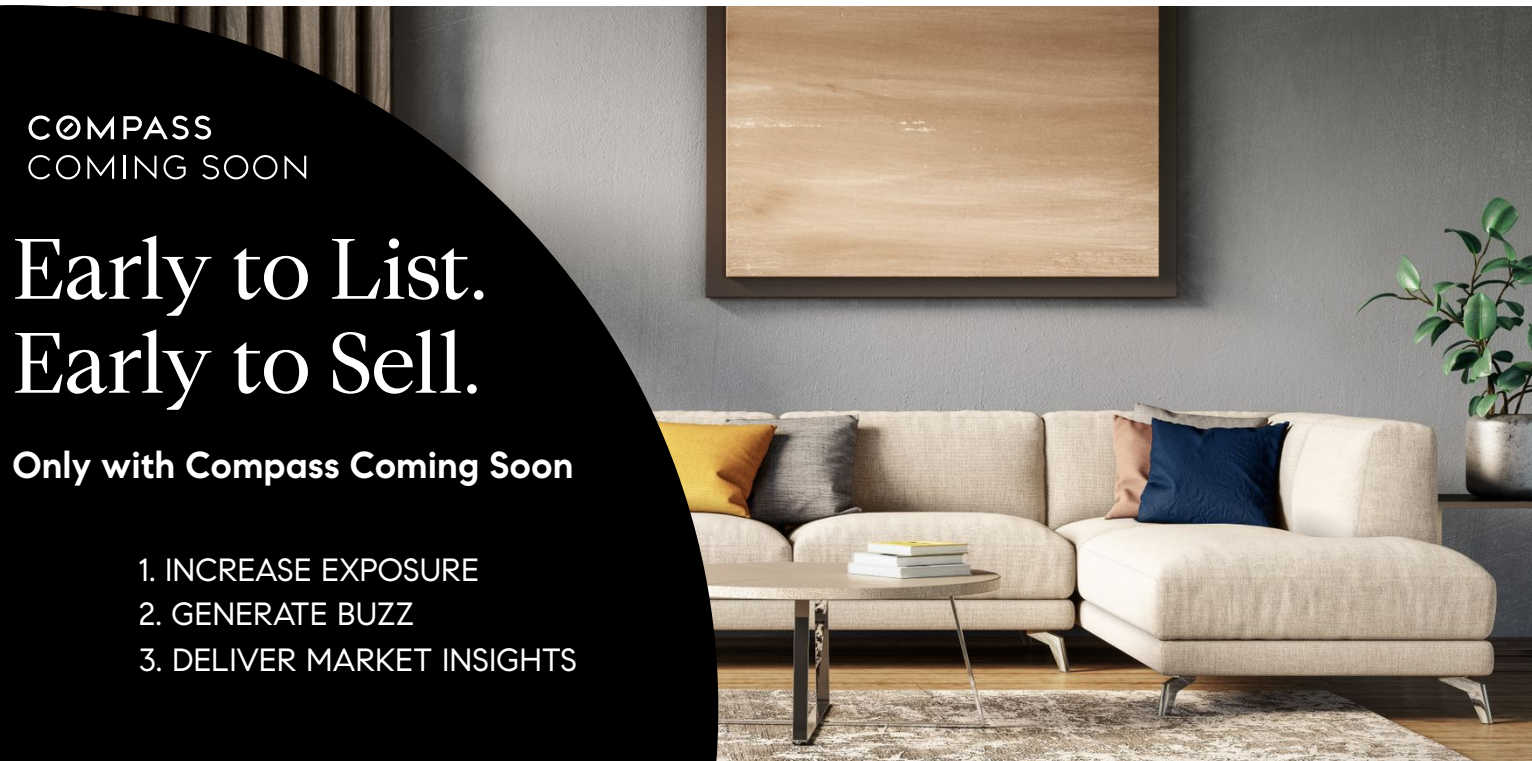
**Maximize the value of your home.**  
Easily increase the market value of your home and sell for a higher price.

**Show your home in its best light.**  
From painting to flooring, Concierge services can help your home look its best before hitting the market.

**Sell your home faster.**  
Concierge helps you attract more buyers so that you can sell your home quickly.

**No upfront costs or interest.**  
Funds will be advanced to you for home improvement services. When your home sells, you'll pay the costs of services rendered.

**Compass Concierge is hassle free.**  
From assessing which updates will increase your home's value the most, to recommending the best vendors for the job, you'll have our complete guidance and assurance at every step.



COMPASS  
COMING SOON

## Early to List. Early to Sell.

Only with Compass Coming Soon

1. INCREASE EXPOSURE
2. GENERATE BUZZ
3. DELIVER MARKET INSIGHTS

# Why Compass?

Compass, a Fortune 500 company, is the **largest residential real estate brokerage in the US.** Compass Chicago agents were **among the most productive agents** of any of the top 5 brokerages in 2022.\*

As a result, we have amassed an exclusive network of buyers and agents to market your home too. We will sell your home for the highest price and in the shortest possible time.

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## Outperforming the Competition.

**\$4.82M**  
2nd highest average volume produced by agent

**\$597K**  
2nd highest average sales price by agent

**28**  
Lowest average days on market per agent

**8.1**  
Highest average units per agent

## Intelligent Technology

**Network Tool**  
The Network Tool allows us to find and target specific agents within the brokerage community who could be the key to finding the ideal buyer for your listing.

**Insights Tool**  
Assess the impact of marketing initiatives and view traffic to your listing page using this custom data dashboard - from anywhere, at any time.

**Valuation Tool**  
With the knowledge that your home receives peak attention in its first seven days on the market, this tool accurately assesses its value to maximize buyer interest.

**Collections Tool**  
Your own visual portfolio of homes, this platform allows you, your agent, and anyone else involved in the search to share and track listings. Comment in real-time and receive automatic pricing and status updates - all in one centralized place.

\*Broker Metrics, MRED LLC, 1-1-22 through 12-31-22, all property types when compared to @Properties, Baird & Warner, Jameson Sotheby's Intl Realty, Coldwell Banker Realty, Berkshire Hathaway HomeServices in All MLS for the City of Chicago.

# The Process

## 01

### Let's Talk

We'll meet to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. We will analyze comparable property sales, and work with you to determine pricing. We'll outline a strategic plan to achieve the best possible result for you as a seller.

## 02

### Pre-Market

Compass Exclusive Listing and Coming Soon programs gives sellers the unique opportunity to reach our Compass network and anyone searching on Compass.com and allows you to be more flexible in your listing, build up interest, gain exposure, and gather valuable feedback on how your home is positioned without racking up days on market, as you would in MLS.

## 03

### Setting the Stage

From applying a fresh coat of paint to arranging furniture, we will work with you to ensure the property is visually ready to make the right first impression with buyers. We will prepare to market your property, which includes scheduling a photo and video shoot, organizing staging, creating a custom website and writing a listing description telling the unique story of your home.



## 04

### Going Live

Your property listing is showcased in Compass.com and sent across our 100+ partner sites for the duration of the selling process.

## 05

### Spreading the Word

We will develop and execute an intelligent, effective marketing plan. Our marketing team will produce beautiful digital collateral to strategically showcase your property. Eye-catching yard signs are produced and can be placed outside your home.

## 06

### Making Connections

We will continuously leverage professional contacts and the Compass Network Tool to find ideal buyers and brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

## 07

### Maximizing Marketing Efforts

If necessary, we will conduct an assessment of the market response within the first of couple weeks your listing is live. Feedback from agents and buyers is aggregated and the listing strategy will be revised.

## 08

### Communication and Measuring Success

We represent your home from start to finish. After each showing, we reach out to every agent, broker, and prospective buyer for feedback and to answer any questions about the property. We will establish the best method and frequency of communication you prefer. We will provide frequent updates, continues traffic metrics, and information about the market.

## 09

### Receiving an Offer

Once an offer is made, we will contact you to review the terms of the offer and analyze the pros and cons. Together we will help you decide how to respond to the buyer in one of several ways by accepting the offer, rejecting the offer, or making a counter offer.

## 10

### Negotiating the Details

Our strong negotiating skills set us apart from other agents. We will fight to get you the best price and the best terms. The contract is negotiated and accepted, and the transaction summary is circulated to all parties. We will observe and record all contingency periods throughout the in-contract stage. A property appraisal and inspections take place and any further negotiations are managed. We manage the entire process of selling your home so that you can rest at ease.

## 11

### Completing the Close

We will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has removed their contingencies, and the loan (if any) is ready to fund, we'll arrange the final walk-through. Finally, at closing the keys will be handed over to the buyer.

## 12

### Moving

We want to make sure that the entire moving process goes well from start to finish. We have a network of contractors (if repairs were agreed upon), cleaners, and movers who will do the heavy lifting for you. Congratulations, you've successfully sold your home!

