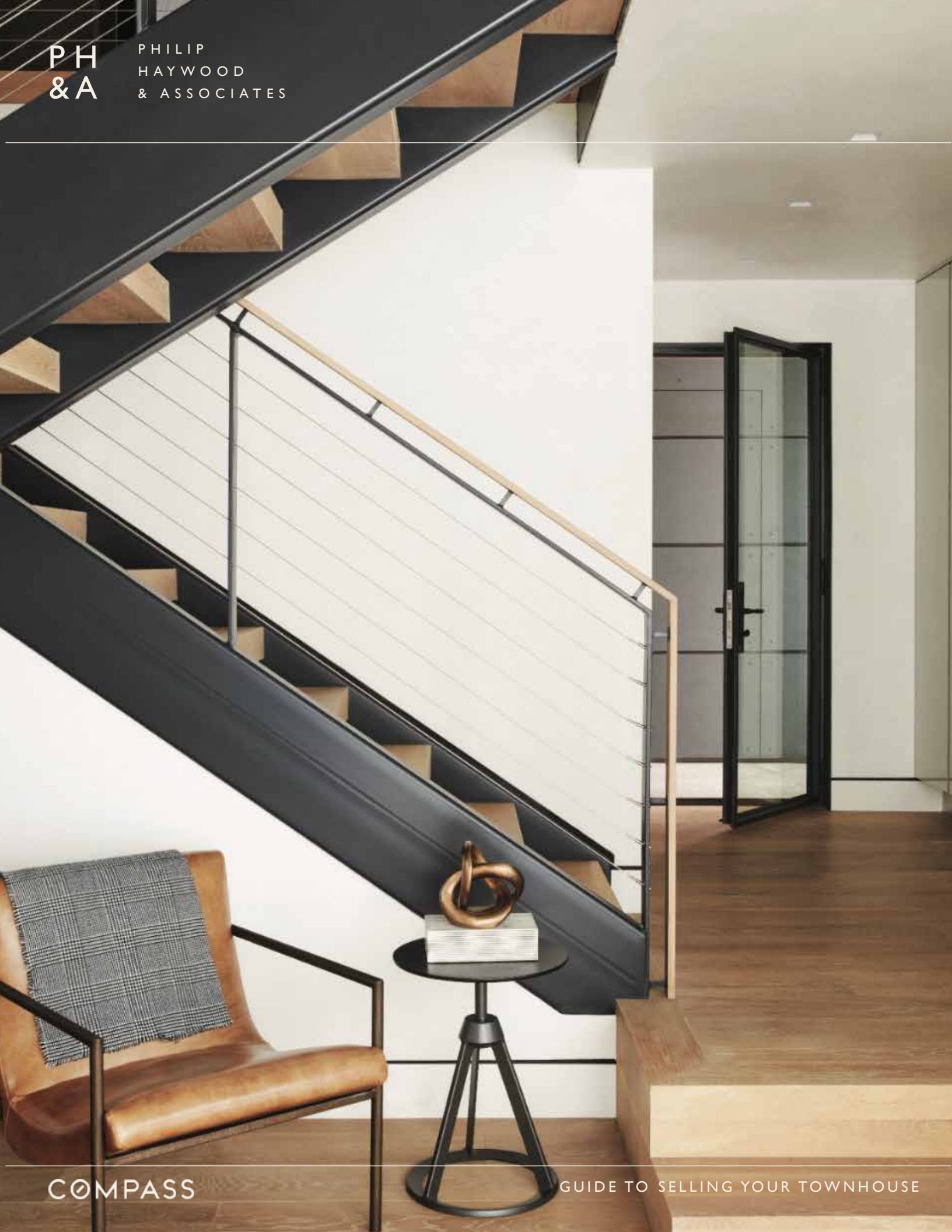


PH
&A

PHILIP
HAYWOOD
& ASSOCIATES



TOOLS AND SERVICES TO HELP YOU SELL YOUR HOME

At Compass, we strive to deliver a modern, seamless sale. From providing a sophisticated search experience to targeting the prospective buyers, every one of our tools and services are designed to help your agents sell your home as quickly and for as much money as possible.

COMPASS NETWORK TOOL

The Compass Network Tool is a powerful resource to analyze your property across 350+ parameters to determine similar sold listings, identify the brokers who already have buyers in that area, and correspond with ideal prospective buyers. Your Compass agent can use the Network tool to reach out to agents with listings in-contract or recently sold to find out if they have any leads for your similar listing.

COMPASS COLLECTION

Collections lets you and your agent compare properties similar to yours—their size, neighborhood, amenities—in a visual workspace. Monitor market activity in real time, stay in constant contact with each other, and invite other collaborators to join in on the discussion throughout.

Time to Close from Signing Contract**2 Weeks if Cash****30 Days if Financing**

01 | PRICING STRATEGY
Determining an appropriate price for a property is a vital aspect of successful marketing. Setting a price too high may not generate offers, whereas setting a price too low may attract low-quality offers. It is important to find a balance while still retaining control and decision-making authority.

02 | PREPARATION FOR SHOWING
Ensure that the property is ready for viewing. Everything from refreshing the interior with a new coat of paint to rearranging or staging furniture as necessary. A professional photography session, floor plan illustration, comprehensive listing description, and other marketing materials will be arranged.

03 | INSPECTION
Philip will arrange for a property inspector to evaluate the condition of your property's structure, systems, and components, such as the roof, foundation, electrical, plumbing, heating, and cooling. The inspection will identify any damage, wear and tear, safety concerns, or code violations. This process provides valuable insights for the seller and enables Philip to effectively manage the negotiations.

04 | LISTING DISTRIBUTION
The property listing will be featured on Compass.com and shared with over 100 partner sites for the duration of the sales process.



- 05** **MARKETING EFFORTS**
Philip will implement a comprehensive marketing plan, including paid advertising, visually appealing collateral, and eye-catching property signs if applicable.
- 06** **CONNECTING WITH BUYERS**
Philip will utilize his professional network and the Compass platform to find suitable buyers and brokers. Regular open houses will be organized for both clients and brokers.
- 07** **MARKET ASSESSMENT**
Philip will evaluate the market response to the property within the first 30 days of the listing going live. Feedback from agents and buyers will be considered, and any necessary changes to the listing strategy will be discussed.
- 08** **PROGRESS UPDATES**
Philip will provide ongoing updates and performance metrics.
- 09** **NEGOTIATION OFFERS**
Philip will communicate with all interested parties, review offer terms, and discuss counter-offer options with the property owner. The buyer may opt to pay for an inspection. After a successful negotiation, your NYC sales attorney will present a sales contract to the buyer and their attorney. Terms will be agreed upon before you sign.
- 10** **IN-CONTRACT PERIOD**
Philip will work with your attorney to monitor all contingency periods and ensure that the buyer and their agent take all necessary steps.
- 11** **CLOSING PROCESS**
Philip will work with your attorney to monitor all contingency periods and ensure that the buyer and their agent take all necessary steps.



TOWNHOUSES & MULTI FAMILY HOMES

CLOSING COSTS ESTIMATES - SELLER

	FEE	ESTIMATED COST
Broker Comission	Broker	5-6%
Bank	Payoff Bank Fees	\$500 - \$1,000
Attorney	Your Attorney	Consult your attorney ~\$2,500 - \$5,000+
Government	Residential NYC Transfer Tax	1% if purchase price is < \$500,000 1.425% if purchase price is > \$500,000+
	NY State Transfer Tax	0.4% for Residential transactions < \$3M 0.65% for Residential transactions > \$3M
	Transfer Tax Filing Fee	\$100
	UCC-3 Filing Fee	\$125

*NYC & NYS Transfer Taxes are paid by the purchaser in case of a new development

*varies depending on lead product/program selected **varies based upon size of loan and lender



PHILIP
HAYWOOD
& ASSOCIATES



Philip Haywood

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