



COMPASS
PRIVATE EXCLUSIVES

Pre-Market Your Home by Listing as a Compass Private Exclusive

Why You Should Use Private Exclusives

Quickly Test Your Price Without Risk

Avoid accumulating days on market and public price drops. Get feedback on pricing and positioning first as a Private Exclusive.

Launch Your Listing Twice

Private Exclusive creates two separate opportunities to launch your property: first on Compass.com, and then later when the listing goes live on the MLS and aggregate sites.

Soft Launch Before Being Market-Ready

Private Exclusives allow you to market your home to buyers prior to investing time or effort into preparing it for the public.

Maintain Your Privacy

Keep your home's details private; photos and floorplans are only shared with Compass agents and their serious clients.

Generate Buzz

Build anticipation and demand before your home hits the market, creating urgency and buyer interest.

LEARN MORE AT
COMPASS.COM/PRIVATE-EXCLUSIVES

Private Exclusives may not be available in all markets, and availability is subject to change. Private Exclusives, inclusive of pre-marketing and listing strategies, are at the discretion of the seller. They are only visible to buyers and the Compass agents representing them in that market. Compass does not recommend one particular strategy or guarantee results. #1 in 2023 closed sales volume in the US per RealTrends.