

COMPASS

Fa & Line  
Realty Group



# greetings



## FALL LINE REALTY GROUP

We would like to introduce Fall Line Realty Group; Paul Kelly, Andrea Loban, Chloë Pierce, & Brice Nelson, with over 50 years of collective experience in Jackson Hole, WY and Teton Valley, ID real estate. Our unique team approach ensures our clients receive superior service, personalized attention and thorough communication. With four professionals working for you, there is always someone available and on task, after hours and seven days a week. Awarded for excellence 10 years running and most recently the 2017 – 2021 Teton Valley Top Producers, Fall Line Realty Group is an outstanding choice for your real estate needs.



### PAUL KELLY

Associate Broker, GRI  
(307) 690-7057  
paulkelly@jhrea.com

An area resident for 25 years, Paul came to the Tetons after graduating from the University of Washington in 1996 to pursue a life of skiing, snowmobiling, and summers filled with golf and white-water kayaking. Paul entered the real estate business in 2001 and now has 20 years of experience in the local market. A top producer for 2 different local real estate companies from 2004 - 2007, treasurer for the Teton Board of Realtors from 2005 - 2009, past board member of the Teton Valley Rotary, Teton Valley Rotary Rotarian of the year 2009, and Co-Founder and current board member of the Teton Valley Food Bank, Paul places an emphasis not only on family and the mountain lifestyle, but also on leadership, philanthropy, and success as a broker. Paul has also enjoyed success in the world of large-scale development, bringing the brand new 95,000 sqft Marriot Spring Hill Suites and condominiums to the Town of Jackson and subsequently selling the hotel and 9 residential penthouse condominiums at the property. While experiencing success in assisting his clients with all aspects of buying and selling real estate, Paul most enjoys the process of building lasting relationships with his clients.



### ANDREA LOBAN

Associate Broker  
(208) 201-3467  
andrealoban@jhrea.com

Growing up in Minnesota, Andrea Loban fostered a love of the great outdoors. Learning came by way of canoe trips on the Boundary Waters and summers on the Mississippi. She attended the University of Wisconsin, Madison, obtaining her degree in Psychology and Criminal Justice. She spent time in Durango, Colorado, and Southeastern Oregon where she was guiding rock climbing, mountaineering and rafting. Deciding to explore Jackson Hole, WY, Andrea began her real estate career in 1999. Through a two year marketing position, Andrea aided a high-end residential realtor and learned the benefits of networking and building a strong reputation. Andrea made the transition to Teton Valley, Idaho, where she settled with her husband Jeff and two sons Cole & Nash. They enjoy roaming the Big Holes, hiking, biking and skiing. Andrea prides herself on working in the best interest of buyers and sellers and keeping up with the issues in the growing community of Victor, Driggs, Alta, Targhee and Teton. As a qualified real estate broker, she looks forward to servicing your Teton Valley needs.



### BRICE NELSON

Sales Associate  
(208) 313-5269  
bricenelson@jhrea.com

After graduating from the University of Kansas, Brice Nelson moved to the Tetons in 1993 in search of rugged hills with deep powder. Soon after, he purchased an iconic Victor restaurant, The Knotty Pine Supper Club, and has owned this flourishing locale ever since. An avid skier, music enthusiast, and lifetime member of Trout Unlimited, you can catch Brice in the tramline or floating the river. Brice lives in Victor with his wife, Whitney and his three sons, Dakota, Elijah and Cedar, where he tends his greenhouse gardens for seasonal farm-to-table fare. With first-hand knowledge of the real estate market in both residential and commercial transactions, Brice enjoys sharing his knowledge with those looking to experience life in the Tetons. If you are looking for your first home, relocating your family or taking on a large scale commercial project Brice's local knowledge and commitment to hard work will help you to realize your goals.



### CHLOË PIERCE

Sales Associate  
(307) 690-9340  
chloepierce@jhrea.com

Then newest member of Fall Line, Chloë was raised in Teton Valley. As the daughter of a contractor, when she wasn't outside playing in mud puddles in the Summer or Skiing in the Winter, she was on a construction site. Growing up around the job site came in handy when her father and her bought a home in Laramie, WY while she was attending University of Wyoming. They remodeled, and successfully sold the house after her graduation in 2011. From there Chloë traveled the world, some of her favorite destinations include Thailand, Greece, and Norway. Ultimately, those beautiful mountains called her home where her and her Father successfully bought, remodeled, and sold their second project home. She currently lives in Victor with her Husband and has the pleasure of raising her two boys in the same Valley she grew up in. Chloë enjoys meeting new people and helping them realize their Real Estate goals. With a unique local perspective, she looks forward to providing you with excellent service and up to date information.

COMPASS REAL  
ESTATE

#1

IN SALES TRANSACTIONS

WE FACILITATE IN THE MOST REAL ESTATE ACTIVITY  
OF ANY REAL ESTATE BROKERAGE IN THE REGION,  
PROVIDING YOU ROBUST INSIGHT INTO THE LOCAL  
MARKET ALONGSIDE UNPARALLELED GLOBAL EXPOSURE

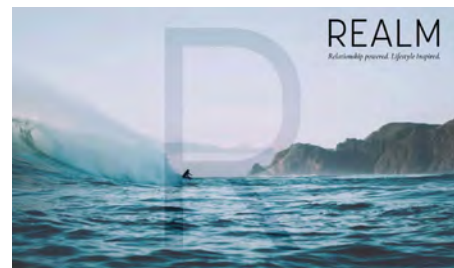
# FALL LINE REALTY GROUP & JHREA ACCOLADES

2011	Jackson Hole Real Estate Associates GLOBAL AFFILIATE OF THE YEAR AWARD
2013	Fall Line Realty Group ROCK STAR AWARD
2014	Jackson Hole Real Estate Associates GLOBAL AFFILIATE OF THE YEAR AWARD Fall Line Realty Group ROCK STAR AWARD
2015	Fall Line Realty Group ROCK STAR AWARD
2016	Fall Line Realty Group ROCK STAR AWARD
2017	Fall Line Realty Group TETON VALLEY TOP PRODUCER W.O.W AWARD
2018	Fall Line Realty Group TOP SALES VOLUME, TETON VALLEY PROFESSIONAL EXCELLENCE AWARD
2019	Fall Line Realty Group TOP SALES VOLUME, TETON VALLEY #1 TRANSACTION VOLUME, TETON VALLEY
2020	Fall Line Realty Group TOP SALES VOLUME, TETON VALLEY #1 TRANSACTION VOLUME, TETON VALLEY
2021	Fall Line Realty Group TOP SALES VOLUME, TETON VALLEY #1 TRANSACTION VOLUME, TETON VALLEY CENTURY CLUB - MORE THAN 100 TRANSACTIONS



# WHAT SETS US APART

- Fall Line Realty Group offers a unique team approach which means that someone is always available and accessible during and after business hours, seven days a week.
- We offer access to the valley's oldest and most established appraisal company and the most comprehensive real estate database in the region.
- Our team has over 50 years of collective experience in Jackson Hole, WY and Teton Valley, ID real estate, providing superior service, attention, and communication.
- We are knowledgeable in all markets including residential, resort properties, investment properties, vacant land and commercial/real estate development opportunities in both Teton Valley, Idaho and Jackson Hole, Wyoming.
- As members of the Teton County Multiple Listing Service, we are able to show you all available properties in our area that meet your criteria.
- Fall Line Realty Group has been an award winning and top producing Real Estate Team for 9 Years Running.
- Top Ranking organic position with Google - Search term "Teton Valley Real Estate"
- The only local real estate brokerage that reinvests in our local community with our exclusive Community Grant Matching program
- REALM. Our revolutionary technological resource to optimize agents' databases and client relationships in a totally secure, encrypted environment on a global basis
- Monday Morning Market Snapshot
- Compass Concierge - Zero upfront cost to invest in your home's potential for maximizing its sale
- Superior service and communication which is sensitive to our clients' needs
- Total integrity and confidentiality that is deserving of our client's trust
- A drive for excellence
- Technical expertise that makes innovation a state of mind
- Professionalism that demands more knowledge, better preparation, and greater service than our competitors



# TESTIMONIALS

My wife and I enjoyed working with Andrea. One of the things I liked about Andrea was she listened. She did not try to "just sell us something". This is our second home so we looked at homes for several months with multiple trips back to the Valley. Andrea made each trip a great experience. When we negotiated the deal it was easy because Andrea knew our hot points and only bothered us with the important stuff. I will use Andrea for any future real estate purchase in the Jackson/Driggs/Tetonia area.

- Wayne Powell

Paul proved to be very knowledgeable and extremely responsiveness when we were looking at purchasing a second home in Teton Village. He took the stress out of buying from 1500 miles away. We would highly recommend him.

- Keith B. and Anna D.

Fall Line represented me as my agent during the recent short sale of my property. A huge amount of work is required to complete the steps in the process and provide needed documentation. Paul took care of every detail. I can recommend them without reservation.

- Jerry Edgington, Bountiful, UT

Moving our young family from MI to Teton Valley, ID was an exciting but scary time for us! With limited people to turn to here, Brice and Paul stepped up and became our eyes and ears on the ground. The attention to detail in making sure it was a smooth process was impressive and appreciated. Not only did it remove some of the stresses associated with such a move, it actually gave us a sense that we were in good hands that and our interests were protected. Thank you Fall Line Realty & JHREA for making truly help making our dreams come true. We love our new home and more importantly, the community in which we now call home.

- Drew Orlando, Victor, ID

We could not be more grateful that we found Andrea in the process of buying our home. As first time home buyers, it was so important for us to have someone on our team that was experienced and knowledgeable. We kind of stumbled upon Andrea while working with another agent who was not doing a great job communicating with us. She was so flexible and willing to help us in a tough market and drawn out financial process. She was always available and willing to help and gave sound advice from the beginning to the end of the process. Thank you!

- Rilla Ferriera

Andrea made for a super easy and efficient home buying process in an area I was totally unfamiliar with. The local knowledge, recommendations and assistance I received made the process very smooth. I would recommend her to anyone looking to purchase in the Teton Valley area!

- Tim Vidmar

We are very fortunate to have chosen Paul as our realtor. As first time homebuyers, he was a tremendous help in advising us through the process. We always felt as if we were his top priority. Our new home is a perfect fit for us, and we have Fall Line to thank for it.

- Lindsay & Dan Sanders

We wanted to express our sincere thanks to you and your staff for selling our house in Alta. Your professionalism and knowledge of the local market was instrumental in completing the transaction in a timely manner. We will recommend you to all of our friends.

- Bruce and Kathy Ecklund  
Cody, WY



# FALL LINE REALTY GROUP SELLS EVERYWHERE

Fall Line Realty Group has a broad breadth of experience successfully completing transactions across all market segments. Through all price ranges in our market, from residential to commercial, Fall Line Realty Group has the track record to properly represent and market your property. With over 50 years of combined experience in our market place, Fall Line Realty Group has comprehensive knowledge of our real estate market and the many facets of our community.

Solitude  
Granite Ridge  
Commerical  
Teton Valley, ID  
Star Valley, WY  
Alta, WY  
Town of Jackson  
East Jackson  
Rafter J  
Cottonwood Park  
North of Jackson  
Teton Village  
Spring Creek Ranch  
Wilderness  
Fall Creek Road  
River Meadows  
Wilson  
Skyline Ranch  
Gros Ventre North  
Teton Pines  
Aspens  
John Dodge  
Bar B Bar  
Jackson Hole Golf and Tennis  
Love Ridge/Snow King  
Teton Springs









# SPEC BUILDER REPRESENTATION

Fa<sup>ll</sup> Line  
Realty Group





HORIZONTAL DEVELOPMENT

Fa  Line  
Realty Group





COMMERCIAL

FaLine  
Realty Group

## BLACKHAWK BUILDING

11 Leased Spaces | Driggs, ID

\$1,510,000



## FREMONT BUILDING

15 Leased Spaces | Driggs, ID

\$1,499,000





## SIGNIFICANT SALE

120 Room Springhill Suites | Jackson, Wyoming  
\$55M



## SIGNIFICANT LISTING

The Ranches at Packsaddle Bench | Teton, ID  
\$33M





# WE'RE COMMITTED TO OUR COMMUNITY



At Compass we are committed to the communities we serve. It is a privilege to live and work in such remarkable destinations, which owe their appeal largely to the involvement of dedicated men and women like our agents. We are proud to join our agents in supporting the people, causes and organizations that make this region the most philanthropic in the country. We are pleased to offer the Compass Cares Community Grants Program. The only philanthropic initiative of its kind offered by a real estate brokerage in the region, this program allocates funds annually to be directed to local non-profits.

As a company, we share your passion for our communities, and we proudly put our resources towards supporting the organizations and people that make this area extraordinary.





# Giving Back to Our Communities

Compass Cares empowers agents to support meaningful causes right where it counts most—in your neighborhood.

## 100%

Of transactions contribute to a donation in your community\*

## \$2.5M

Donated to strengthen our communities to date\*

## 2,500+

Organizations supported\*



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



WORK WITH COMPASS,  
THE #1 INDEPENDENT  
REAL ESTATE BROKERAGE  
IN THE COUNTRY



# We understand what it takes to sell your home.

Hi, I'm Robert, Founder & CEO of Compass. I started this company because my own mother is an agent — and I wanted to create a company that treats its agents as well as they treat clients like you.

I saw how hard my mom worked to make her clients' dreams come true and it filled me with an appreciation for the importance of home and the difference a talented, ethical professional can make in your real estate experience.

Our goal is to invite only the most well-respected and skilled agents to join Compass and then provide them with what my mom never had: a powerful technology platform, the highest levels of support, and a vast array of gorgeous marketing tools to reach the most qualified buyers — all to help serve *you* better.

**Our mission is to help everyone find their place in the world and we would be honored to help you embark on your next chapter.**

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin". The script is fluid and cursive, with the first name "Robert" and last name "Reffkin" clearly legible.

Robert Reffkin, Founder & CEO

# EXCLUSIVE PRINT PUBLICATIONS

Compass Real Estate has a wide variety of publications tailored to our specific market. Combined, these publications reach hundreds of thousands of readers across the nation and around the globe. Our Catalog of Fine Properties has a wide distribution, unmatched by any other real estate firm in the Jackson Hole region.

## CATALOG OF FINE PROPERTIES

The official magazine of Compass. Published twice annually, this catalog features a current selection of our exceptional properties as well as information pertaining to some of the wonderful resources and organizations available to our visitors and residents. Annual circulation is over 50,000 in both print and digital.

The Catalog of Fine Properties can be found in chamber offices, luxury hotels, and popular travel destinations throughout Jackson Hole, Star Valley, and Teton Valley.



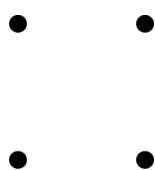
## MARKET REPORT

Compass Real Estate's Market Report, unlike others in the valley, is derived from our company's proprietary, forty-year old database (not just MLS data), as well as decades of history and success, making this the most trusted and accurate real estate report in the region. No other real estate brokerage or agent has the resources available to offer this depth of expertise or insight regarding current or previous market conditions.



## PRINT ADVERTISING

Exclusive advertising opportunities in local and international publications: Jackson Hole News & Guide, Jackson Hole Daily, Star Valley Independent, Teton Valley News, Big Life, Jackson Hole Magazine, Explorer, The Land Report, , and more.





# Our Powerful Voice in the Press



105B+

2020 PR  
impressions\*

#1

National media  
coverage compared  
to top brokerages\*\*

\*Sourced via Meltwater, 11.2020–12.31.2020.

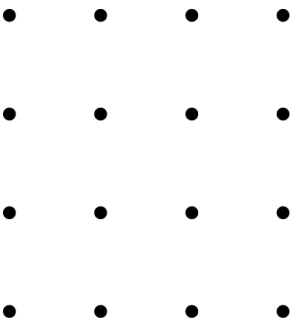
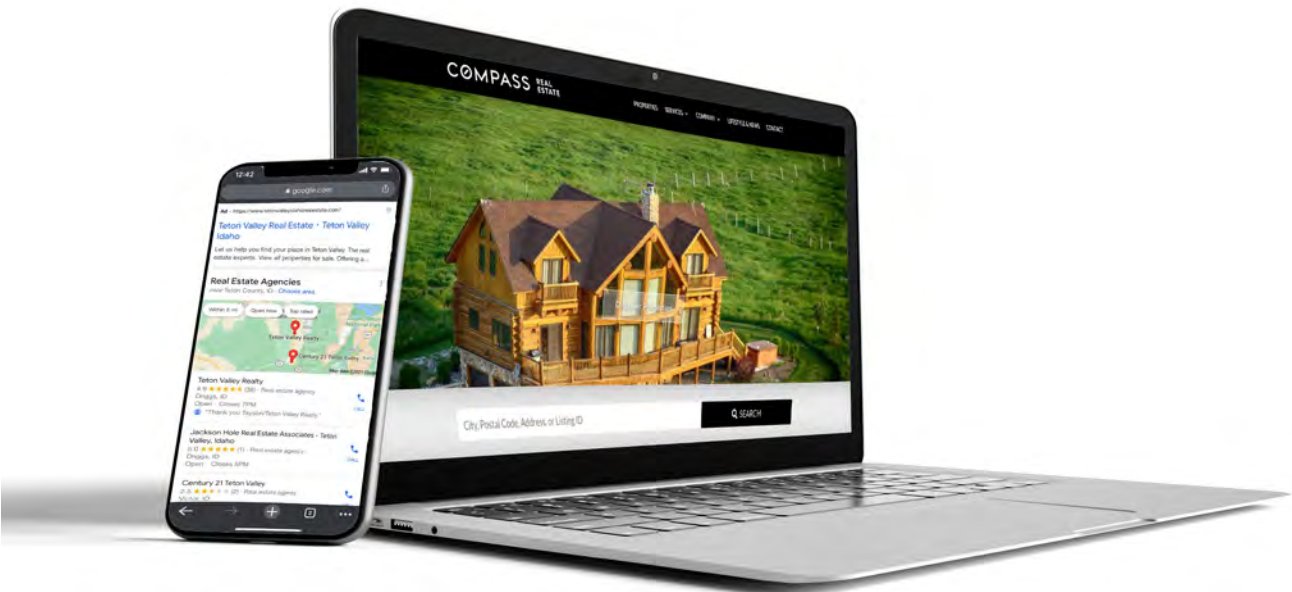
\*\*Sourced via Meltwater, 11.2020–12.31.2020, compared to Coldwell Banker, Keller Williams and Douglas Elliman.

# UNPARALLELED ONLINE PRESENCE

Your LOCAL Marketing Team actively manages search engine optimization, paid promotion and inbound marketing campaigns to attract thousands of qualified visitors to our website each month. Our tailored online strategy ensures buyers can quickly find your property.

We enjoy the top ranking organic (unpaid) position with Google for search term "Teton Valley Real Estate".

## TOP GOOGLE RANKING : TETON VALLEY REAL ESTATE



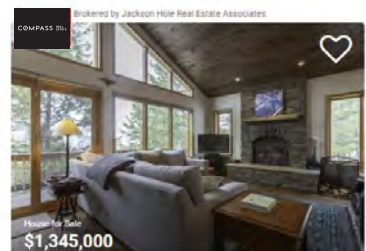


## LOCAL SOCIAL MEDIA PROWESS



realtor.com®

Our partnership with Realtor.com, which receives 40 million unique visitors each month, ensures your property will appear as an enhanced listing on the largest and most complete home search on the Internet.



A network of top real estate agents  
ready to bring you your buyer.

\$152B+

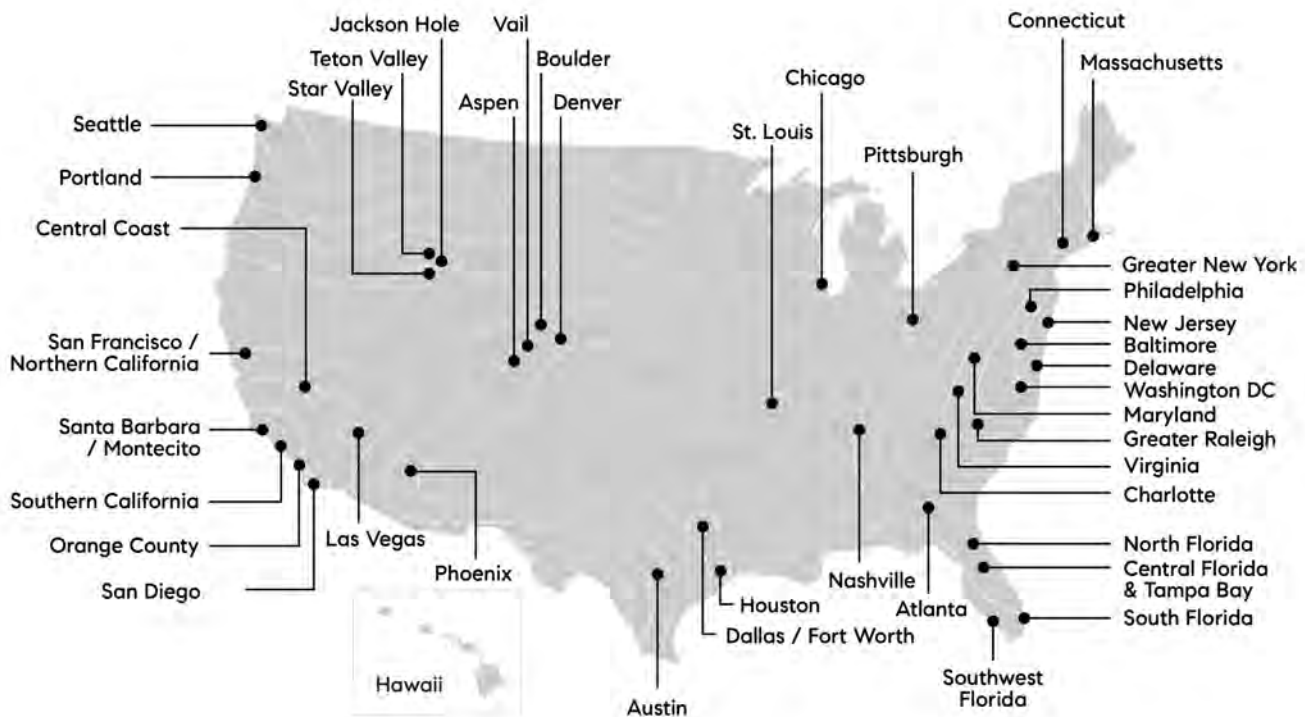
2020 Gross Transaction Value\*

350+

Offices

20K+

Agents\*\*

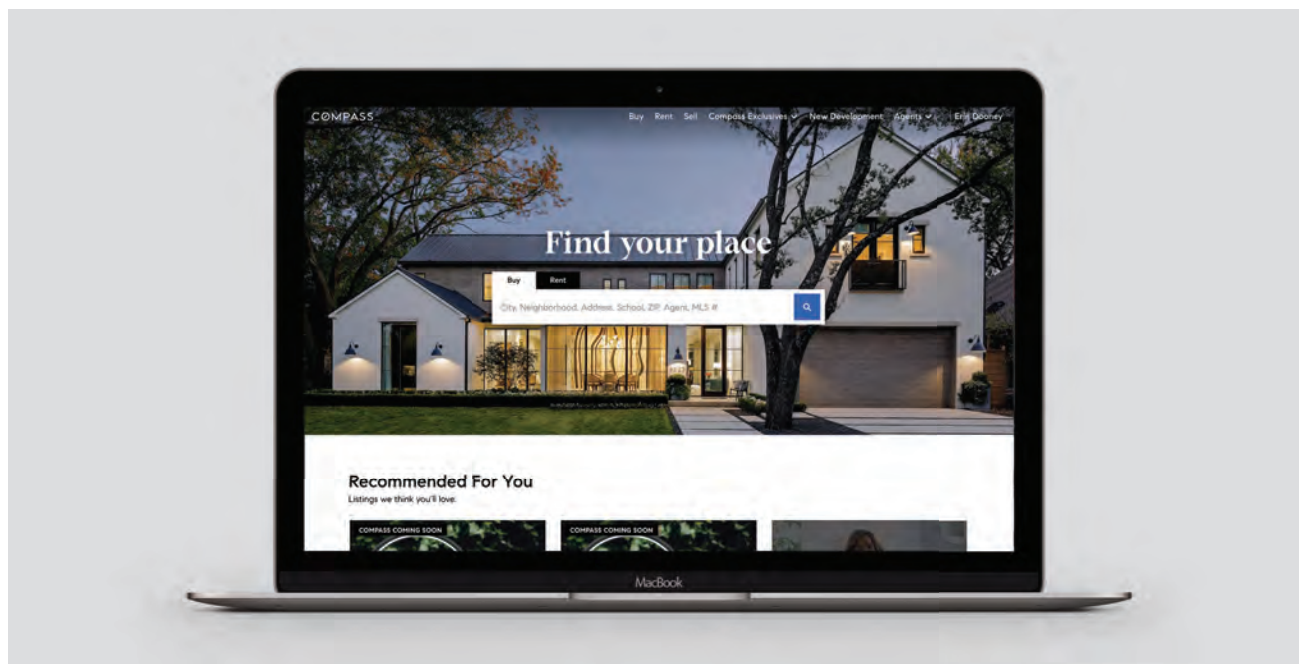


\*Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions.

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



# Everyone gets a first impression... Compass gets billions.



## 250M+

Annual website  
and social media  
impressions\*

### Digital Reach

Our digital  
footprint  
attracts potential  
buyers to  
your listing.

## 1.4M+

Annual unique  
international users  
on compass.com\*\*

### International Reach

Our website drives  
international buyers  
to homes like yours  
through curated  
presentation and  
artificial intelligence.

## 105B+

2020 PR  
Impressions\*\*\*

### Media Reach

Our in-house media  
team works with top  
publications to share  
compelling narratives  
about your home with  
your target buyer.

\*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

\*\*Sourced via Google Analytics, 11.2020–12.31.2020.

\*\*\*Sourced via Meltwater, 11.2020–12.31.2020.

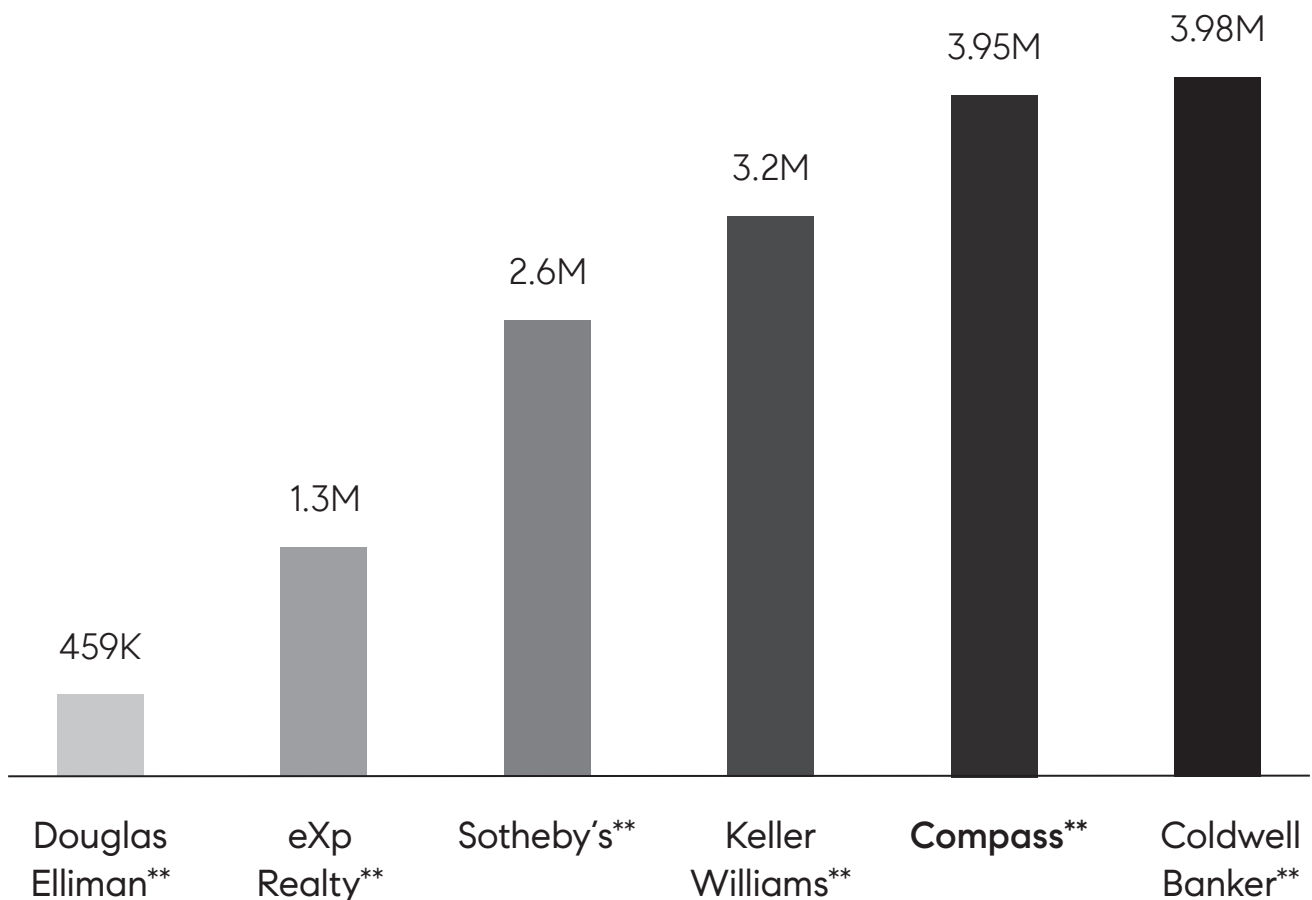
# Your Buyer Follows Compass

# #1

Real estate website in 2019 + 2020,  
*Webby Awards People's Voice Winner\**

---

## Monthly Website Visitors



\*The Webby Awards  
2019 (winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass).  
2020 (winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass).  
\*\* Website traffic sourced via SimilarWeb, 12.1.2020–12.31.2020.



# Sharing Your Home Globally

Instantaneously reach millions of potential international buyers on a vast network of trusted sites.



# 165M+

Annual international buyers reached\*

# 60+

Countries your home syndicates to\*

# 100+

International portals your home syndicates to\*

# Morgan Stanley and Compass Marketing Partnership

We connect high-net-worth individuals to your property.

---

Compass has partnered with  
Morgan Stanley to showcase your listing to

# 140K+

Morgan Stanley Reserved clients.\*

---

**Morgan Stanley's Reserved client network consists of:**

- More than 140,000 global clients currently enrolled in the program\*
- Clients with over \$2M invested with Morgan Stanley on average\*
- Clients that have spent almost \$800M through the Reserved program\*
- Affluent and international clients, many of whom have vacation homes in addition to their primary residence

Explore the world of Reserved  
Living & Giving at [msreserved.com](https://msreserved.com)

Morgan Stanley

COMPASS

\*Sensei Marketing Data as of 2020 YE

Clients with \$1 million+ in assets and liabilities at Morgan Stanley are eligible to enroll in the Reserved Living & Giving program. Clients with \$10 million+ in assets and liabilities qualify for our highest tier, Signature Access, which offers additional benefits tailored to our most affluent clients including world class concierge services in Art Advisory, Private Health Advisory, Cybersecurity, and bespoke travel services. Morgan Stanley Reserved Living & Giving is a tiered complimentary loyalty program that rewards Morgan Stanley's most valued clients. Morgan Stanley Smith Barney LLC reserves the right to change or terminate the Reserved or Signature Access program or partner offers at any time and without notice. Reserved and Signature Access program participant qualifications are reviewed periodically to confirm that they continue to qualify for this program. Not all offers are available to nonresident clients. Signature Access, the highest tier of the Reserved Living & Giving program, is part of Morgan Stanley Lifestyle Advisory. This tier features products and services that are provided by third-party service providers, not Morgan Stanley Smith Barney LLC ("Morgan Stanley"). Morgan Stanley may not receive a referral fee or have any control concerning the delivery of such products or services. Please perform a thorough due diligence and make your own independent decision.

© 2020 Morgan Stanley Smith Barney LLC. Member SIPC CRC#3370468 12/2020



# REALM™

POWERED BY HUMAN CONNECTION

REALM is a collection of the most accomplished real estate professionals ever assembled. Every member of REALM has access to other trusted real estate professionals, whose vetted clients match your property. Members have the opportunity to collaborate with the elite network of agents REALM has built, to ensure your property receives the highest level of exposure and professional service.

## RELATIONSHIP TECHNOLOGY

- Unlimited Clients & Client Profiles
- Enhanced Client Information
- Unlimited Listings
- Unlimited Qualified Buyer Matches
- Access to REALM Marketing Intelligence
- Data Feed Integration
- Prioritized Support

## CLIENT REACH

- Access to 2.7 million HNW and UHNW WealthX Dossiers
- Global client network through trusted advisors
- Custom generated buyer client marketing profile
- Networking Forums to spotlight individual properties and high-potential buyers

## CONCIERGE LEVEL SUPPORT

- Enhancing client-agent relationships
- Ensuring properties get the highest level of exposure
- Guiding agents on networking and relationship opportunities

REALM is a collection of  
the most accomplished  
real estate professionals  
ever assembled.





LET'S TAKE A LOOK  
AT OUR PLAN TO  
SELL YOUR HOME



# Our Step-by-Step Plan

## What to Expect

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

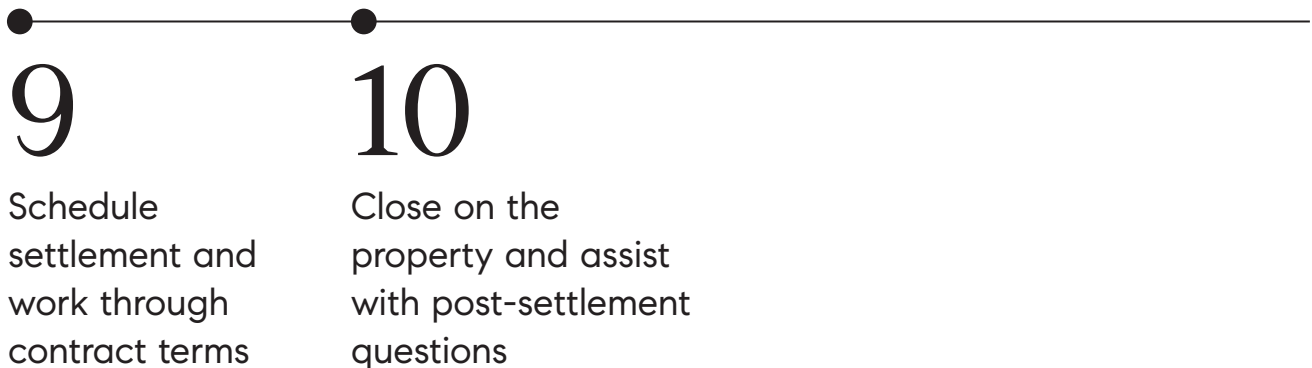
### PRE-MARKET



### ON-MARKET



### CLOSING



# Your Listing Launch



## Pre-Market

---

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

## On-Market

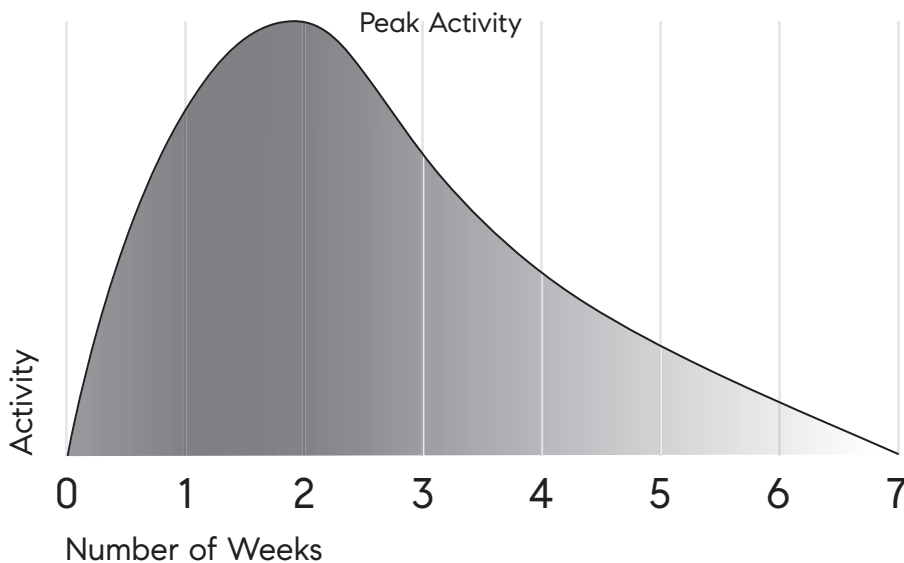
---

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



# Pricing Your Property to Maximize Buyer Activity

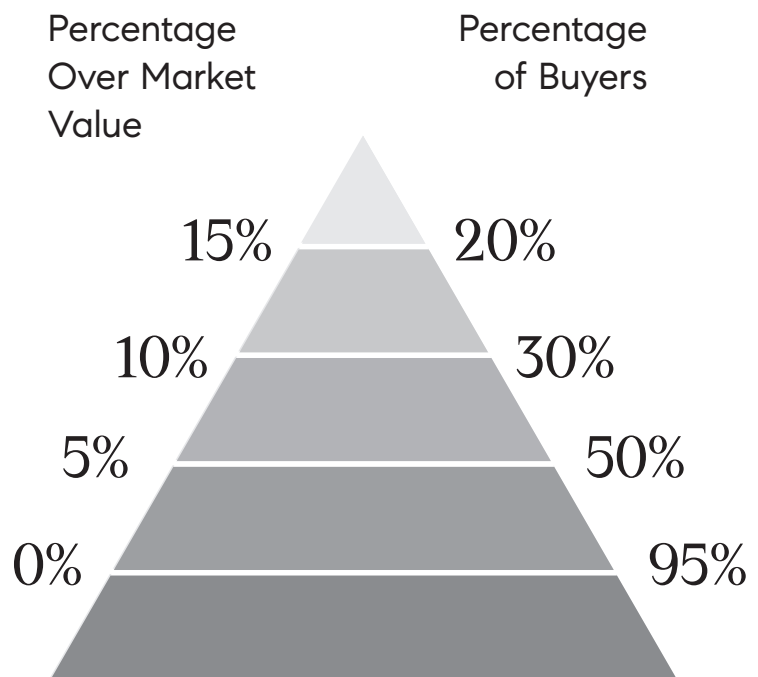
## Timing of Buyer Activity



A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize your home's position in the market.

## Attracting Buyers Using Competitive Pricing

Using competitive analysis, market research, and Compass' suite of AI-powered tools, we recommend a price for your property to generate the most activity and offers early on before buyers move on to newer listings.



If the asking price is too high, then the property appeals to fewer buyers.

# Getting Your Home Ready to Sell

Your home only has one chance to make a great first impression and we are here to guide you every step of the way. Together, we can focus on identifying and making improvements that will enhance the marketability of your home and stage it to appeal to potential buyers.

Data from the latest Cost vs. Value report from Remodeling Magazine and the National Association of Realtors® estimates a:

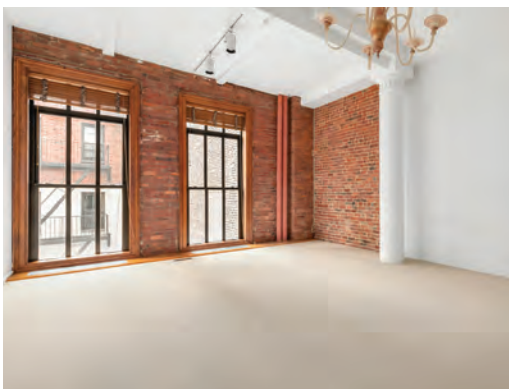
## 80%

Return on investment for minor kitchen upgrades\*

BEFORE



BEFORE



## 106%

Return on investment for new wood floors\*\*

AFTER | KITCHEN UPGRADES



AFTER | NEW WOOD FLOORING



\*2019 Cost vs. Value Report, Remodeling Magazine ([remodeling.hw.net/cost-vs-value/2019](https://remodeling.hw.net/cost-vs-value/2019)).

\*\*2019 Modeling Impact Report, National Association of Realtors® ([cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf](https://cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf)).



# Compass Concierge is the hassle-free way to sell your home faster and for a higher price.

From staging to renovation, we can leverage our exclusive Concierge program to prepare your home for the market with zero upfront costs or interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

## How it Works

1. Determine a budget and updates together, then apply for Concierge funds
2. Immediately receive your Concierge Card or request cash
3. Work with trusted vendors to complete home improvements
4. Repay at closing!\*

# 55%

Of Concierge listings sell within 60 days, compared to 33% of MLS listings\*\*

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



Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Concierge Capital loans are provided by Notable Finance, LLC, NMLS# 1824748 and are made or arranged pursuant to a California Finance Lenders Law license. Loan eligibility is not guaranteed and all loans are subject to credit approval and underwriting by Notable. Compass is not a lender and is not providing loans as part of the Compass Concierge program.

\*Repayment can occur at any of the following times: Closing, when our listing agreement terminates, or when 12 months pass from your Concierge approval date.

\*\*Based on data from 5.2020–12.2020. MLS listings include all listings in markets where Compass currently operates. Data is sourced from regional MLSs and aggregated to create a comprehensive national dataset.

# The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home or property. Fall Line Realty Group uses professional photographers to show your home in its best light, make a positive first impression, and attract more buyers.





# Leveraging Our Agent Network to Sell Your Home

As part of a network of the nation's top producing agents, I am strategically positioned to connect your home with qualified potential buyers everyday.

---



## Compass Network Tool

Compass has developed an industry-first network tool that analyzes your property to identify and connect us with agents that have sold similar homes in your area.

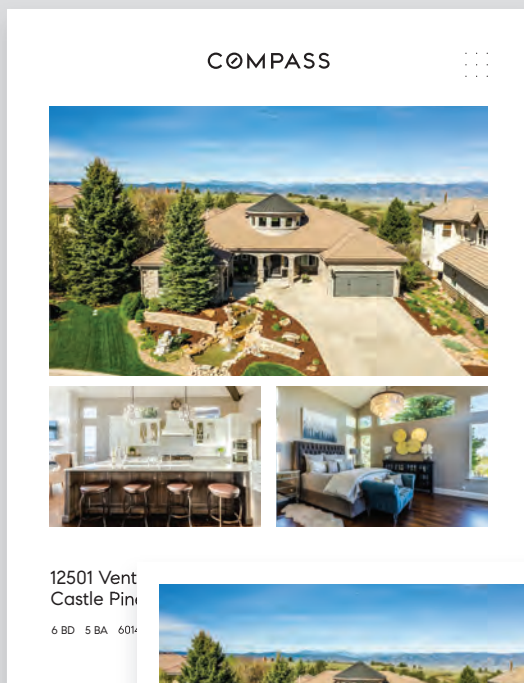
## Workplace

Workplace is a national Compass platform where we can promote new listings and chat with Compass agents nationwide.



# 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.



FLYER



POSTCARD



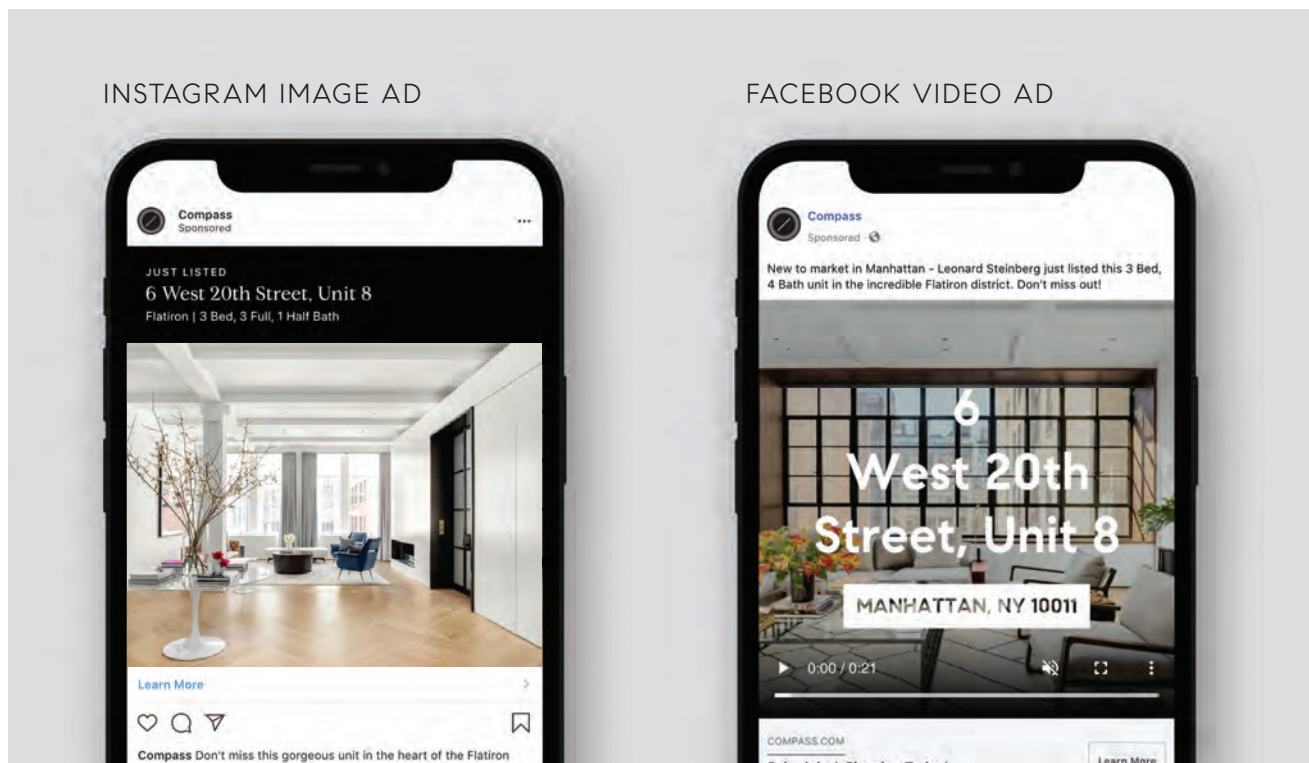
SOCIAL MEDIA



EMAIL BLAST

# Reach more prospective buyers with intelligent digital advertising.

By leveraging Compass' digital advertising tools and partnerships across social media and advertising throughout your listing process, we can generate demand to sell your home faster, and we meet potential buyers where they are, online.



## Proprietary Targeting

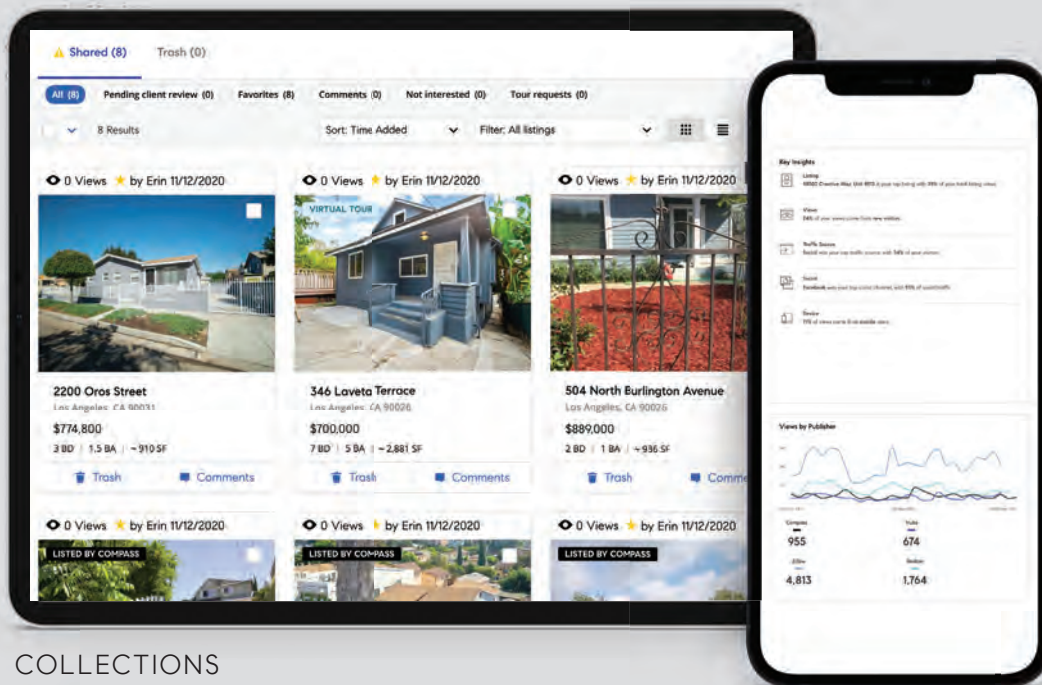
Compass helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.

## Optimized Performance

Compass tracks and measures the results of every campaign which allows for continued optimization.

# Assessing Our Strategy and Monitoring the Market

Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.



## 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.



# Placing your property where your buyers are searching.

Once your home is listed on the MLS, it will be syndicated to some of the top real estate platforms domestically and in 60+ countries globally. This will allow us to get maximum exposure for your home.

Top Domestic Syndication Platforms, Including \_\_\_\_\_

**Zillow**

**The Wall Street Journal**

**Realtor.com**

**Trulia**

Countries We Syndicate to Internationally\* \_\_\_\_\_

<i>Argentina</i>	<i>Greece</i>	<i>Myanmar</i>	<i>Spain</i>
<i>Australia</i>	<i>Hong Kong</i>	<i>Netherlands</i>	<i>Switzerland</i>
<i>Belgium</i>	<i>India</i>	<i>New Caledonia</i>	<i>Tanzania</i>
<i>Bulgaria</i>	<i>Indonesia</i>	<i>Panama</i>	<i>Thailand</i>
<i>Cambodia</i>	<i>Ireland</i>	<i>Papua New Guinea</i>	<i>Tunisia</i>
<i>Canada</i>	<i>Italy</i>	<i>Peru</i>	<i>Turkey</i>
<i>Chile</i>	<i>Japan</i>	<i>Philippines</i>	<i>United Arab Emirates</i>
<i>China</i>	<i>Kazakhstan</i>	<i>Poland</i>	<i>United Kingdom</i>
<i>Columbia</i>	<i>Laos</i>	<i>Portugal</i>	<i>United States</i>
<i>Czechia</i>	<i>Latvia</i>	<i>Qatar</i>	<i>Uruguay</i>
<i>Denmark</i>	<i>Luxembourg</i>	<i>Romania</i>	<i>Venezuela</i>
<i>Estonia</i>	<i>Macau</i>	<i>Senegal</i>	<i>Vietnam</i>
<i>Fiji</i>	<i>Malaysia</i>	<i>Serbia</i>	
<i>France</i>	<i>Mexico</i>	<i>Singapore</i>	
<i>French Polynesia</i>	<i>Monaco</i>	<i>Slovakia</i>	
<i>Germany</i>	<i>Morocco</i>	<i>South Africa</i>	

# Unlock more buyers for your home with Compass Bridge Loan Services.

“A lot of people are locked into their current situations — they own a home and have a family and are not comfortable selling before they buy. There could be 10–15% of the marketplace that would like to move if they could. BLS opens up conversations with those buyers — which wasn’t an option before!”

ERIC GELMAN | COMPASS AGENT



## 67%

Of potential buyers for your home likely need to sell their own home in order to buy\*

Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. With BLS, I can help browsing homeowners access their equity to become more serious buyers when they see a home like yours on the market.

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

Compass is not a lender, does not provide bridge loans and has no influence on underwriting or lending decisions made by the third party lenders.  
\*National Association of Realtors, 2019.

# No one does virtual marketing like us.

We have unparalleled technology to market the sale of your home virtually through evolving times.



## Virtual Open House

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



## 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.



## 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 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.



## 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.



## 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.



## Digital Marketing & Insights

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

YOUR HEALTH AND SAFETY  
IS OUR #1 PRIORITY.



# COMPASS TETON VALLEY

## MARKET SNAPSHOT

The Teton Valley, Idaho lifestyle has never been more popular. The desire to live with wide open space, gorgeous mountain views and an exceptional quality of life, continues to push demand for local real estate to new heights.

Total number of transactions in Teton Valley increased a scant 3%, yet total dollar volume rose 73% Year-over-year 2021 vs. 2020. This pushed the overall average sales price up 68% to \$548K. As last year, the greatest increase in transactions was in vacant land.

With very little available inventory, single family home transactions decreased 7%, yet dollar volume was up 42%. This drove up the average sales price to over \$1M.

The land explosion continued with dollar volume doubling Year-over-year 2021 vs. 2020. The overall average sales price rose 9%, resulting in average sales price doubling to \$160K.

**\$633,012,022**

Total Dollar Volume  
73% Increase YOY

**\$1,091,713**

Single Family Home  
Average Sale Price  
54% Increase YOY

**211**

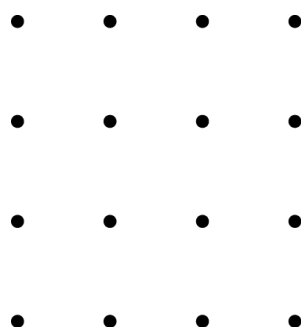
Active Listings  
12% Decrease YOY

**\$755,00**

Single Family Home  
Median Sale Price  
32% Increase YOY

**1155**

Total  
Transactions  
3% Increase YOY



# COMPASS REAL ESTATE

---



PAUL KELLY, ANDREA LOBAN, CHLOÉ PIERCE & BRICE NELSON

[JacksonHoleBrokers.com](http://JacksonHoleBrokers.com)

[TetonValleyBrokers.com](http://TetonValleyBrokers.com)

MAIN LOCATION  
80 West Broadway  
PO Box 4897  
Jackson, WY 83001  
307 733 6060 TEL

PEARL AT JACKSON  
270 West Pearl  
Jackson, WY 83001

SNOW KING HOTEL  
400 Snow King Avenue  
Jackson, WY 83001

SNAKE RIVER SPORTING CLUB  
400 Snow King Avenue  
Jackson, WY 83001

ALPINE  
PO Box 3225  
46 Iron Horse Drive  
Alpine, WY 83128  
307 654 7575 TEL

THAYNE  
PO Box 846  
235 South Main Street  
Thayne, WY 83127  
307 883 7575 TEL

TETON VALLEY, IDAHO  
65 South Main Street  
Driggs, ID 83422  
208 354 7325 TEL

WESTERN RANCHES  
Representing legacy ranchland of  
the mountain west  
[westernranches@jhrea.com](mailto:westernranches@jhrea.com)

