
DENNIS RUSH &
MARTHA RUSH
FIRST COMPASS HAWAII FOUNDING REALTOR

GET LISTED GET SOLD

ABOUT THE TEAM

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MEET DENNIS RUSH & MARTHA RUSH
YOUR TRUSTED REAL ESTATE PARTNERS

Welcome to the world of simplified real estate transactions! We are Dennis and Martha, and we are genuinely excited about the opportunity to assist you with your real estate endeavors. Our approach is a unique blend of professionalism with integrity, compassion, warmth and discretion aimed at making your journey in the real estate market pleasant and successful.

Local Insights, Global Connections: With decades of experience in the Maui luxury real estate market, dating back to the early 1990s, we bring a wealth of local knowledge and global connections. Our expertise ensures that you receive the highest level of service, whether you're buying or selling a luxury property locally, nationally and/or globally!

Trailblazers in Real Estate: We take immense pride in being trailblazers in the real estate industry. Dennis holds the distinction of being the First COMPASS Hawaii Founding Broker helping to introduce COMPASS to Maui and Hawaii. He also serves as the Founding Broker for REALM Global, the COMPASS Luxury Division and the COMPASS Sports & Entertainment Division. Our dedication has consistently placed us in the Top 1% of Hawaii Realtors, competing with over 16,000 agents statewide. We are now honored to be #1 in COMPASS Maui sales volume.

Martha's Story of Resilience and Community: Martha's journey from Trujillo, Peru, to becoming a proud U.S. citizen is a testament to her resilience and commitment over 12 years to doing things the right way. In addition to being a true real estate professional, she is also a bridge for the Latino community who speak little or no English, offering invaluable assistance with personal, business, medical, and legal transactions. Martha also speaks Italian, further enhancing her ability to serve a diverse clientele.

A Partnership Built on Love and Balance: Our personal and professional lives are deeply intertwined, and we cherish every aspect of our journey. We are grateful for our loving marriage, and we often say that we are the yin to each other's yang. Our families hold a special place in our hearts, as do our personal and professional relationships. We are very proud and happy that our daughter, Jaimie Rush Forbes, recently joined our COMPASS real estate team. We genuinely love the Maui lifestyle from its stunning sunrises and sunsets, our walks on the beach, our lifelong friendships, to the joy of entertaining at home.

Dennis's Roots and Service to the Community: Dennis's roots lie in both Northern & Southern California, where he honed his sense of duty as an Eagle Boy Scout. He served his country for six years in the Army National Guard and holds a Bachelor of Science degree in Business Management from California State University Sacramento. He also attended California State University San Jose and both he and the family are active members of the non-denominational Kihei Hope Chapel Christian Church.

Our commitment to community service is a significant part of who we are. We both assisted to serve food and necessities at Hope Chapel during the pandemic and Lahaina wild fire disaster. Dennis has served as a past Kihei Little League manager, kihei Little League Vice President, and Board of Director for Montessori Hale O' Keiki school. He has also been a Committee Member for the Noble Chef Charity Gala and served many years as Chairman of the Montessori Hale O' Keiki Charity Galas.

Giving Back: We feel fortunate for the opportunities our real estate career provides, enabling us to support a range of charitable organizations. The causes close to our hearts include helping those in need from the 8/8/23 Lahaina wildfires, Maui Memorial Medical Center (MMMC), The V Foundation for Cancer Research, Alzheimer's Association, Maui Food Bank, Maui Arts and Cultural Center (MACC), Make-A-Wish Foundation, Friends of the Children's Justice Center, Josiah Ventures for Ukraine relief, St. Jude's, Hope Chapel Maui, Epic Church San Francisco, Samaritan's Purse, Angel Tree, Assistance Dogs of Hawaii, Women Helping Women, Village of Hope, Victory 4 Youth, Tunnel 2 Towers, Wounded Warriors and Disabled American Veterans.

Connect with Us: We genuinely look forward to hearing from you and, even better, meeting you on Maui or in your area. We are more than happy to share our references upon request and to assist you in any way possible. Please reach out to us.



CLIENT TESTIMONIALS

Dennis recently listed and sold my condo in Maui. The entire process was smooth and stress free and my condo was sold at the price I wanted and within a short time. I am very satisfied with the results. Dennis impressed me with his superior knowledge of the Maui real estate market and vast knowledge of the latest trends in real estate. he recommended the best time to list and sell and the best price to ask for, he was correct on both counts while another broker i had contacted and stated it was not the right time to sell and suggested a much lower price. Maui real estate can be very tricky. I recommend that you get the very best realtor in Maui for the best results and that would be Dennis Rush.

GERRY & INES PATTERSON

Dennis has been our real estate agent for the past 20 years and we would never use anyone else. In all areas he excels in representing us with the buying and selling of our homes.

PATTI KLAYKO

Dennis Rush is a Realtor that truly loves what he does. I just can't say enough about him. He goes above and beyond whatever you may think. He makes no mistakes. He's made buying and selling your home easy. Dennis has more knowledge and experience than most realtors. To my amazement he sold my $1,900,000 home in one week.

MARCO DEFANIS

Although I only happened upon Dennis and Martha Rush by expressing interest online in a condo listed for sale on Maui, you would have thought I was their favorite long-term client! Both were extremely responsive to my many questions, which was key as buying property in a different state from the one in which I reside is fraught with unknowns. Dennis negotiated a superb deal on my behalf and both he and Martha moved me through the process quickly and efficiently. They made what could have been a stressful event, an absolute delight. I recommend them both without hesitation.

MOLLY WARNER

We have just recently bought and sold property in Maui, thanks to the proficiency of Dennis and Marsha Rush. We found them to be exceptional realtors and would highly recommend them to any future buyers or sellers. Their work ethics, reliability, honesty, and professionalism are well above any other realtors that we have used in the past. Their commitment to marketing our unit was outstanding; this included a professional video, which was advertised internationally. They also gave us excellent advice and assistance for our subsequent purchase in Maui. If you are looking for realtors who are dedicated to providing professional services, we would have no hesitation in recommending Dennis and Martha Rush, together with Spring Lee.

BRIAN AND JOAN ROBERTSON

Dennis and Martha were helpful and attentive. They have also been a source of local knowledge as we get our new home set up. We would absolutely work with them in the future and would recommend them to friends and family.

CATHERINE TEDMAN

My husband and I had the pleasure of working with Dennis and Martha Rush on our recent purchase of real property on Maui. They are extremely knowledgeable with the purchase of real property. They were able to answer all of our questions in an informative and timely manner. In spite of the trials of COVID, they were able to represent in the purchase of our new home. I work with many realtors as a real estate attorney and they are among the BEST.

LISA JOHNSON

Dennis found buyers for our Maui condo much more quickly than we anticipated. We very much appreciate the excellent and personal services he and his team provided to us.

BEN THORNE

Dennis and Martha helped us sell our home on Maui, we got a solid offer quickly, the process was smooth and professional thanks to their local knowledge, and would definitely use them again.

MIKE CLIFTON

Very professional and extremely knowledgeable team. Excellent response time. Very personal service with a high level of confidentiality. Would recommend.

GLEN CALKINS

Dennis and Martha Rush are very professional. I listed my condo on Monday, had professional pictures done on Wednesday, went into the MLS on Saturday and had a cash offer Sunday morning. Dennis did a wonderful job of negotiating and we opened escrow on Monday. We closed escrow on October 8th. Dennis and Martha Rush did a very professional job and made it very easy on me. I highly recommend them and would definitely use them again.

PAT





#1

HIGHEST MAUI SALES

2016
$15,000,000
Makena

2016
$8,900,000
Wailea Highlands

2018
$22,800,000
Keawakapu Beach

2021
$17,500,000
Kaimanu Estates

2021
$4,675,000
Polo Beach Club

2022
$28,500,000
Makena

2022
$7,400,000
Wailea Golf Estates II

2022
$4,075,000
Maui Meadows

2023
$6,750,000
Wailea Kialoa

2023
$8,400,000
Wailea Golf Vistas

2023
$4,500,000
Maui Meadows

2023
$7,500,000
Olowalu Beachfront

2024
$13,700,000
Maluhia Wailea

2024
$19,500,000
Makena





LUXURY PORTFOLIO

$16,750,000

MAKENA

Oceanfront Maui Bliss





LUXURY PORTFOLIO

$14,990,000

WAILEA BEACH VILLAS

B101

The Beachfront Villa





LUXURY PORTFOLIO

$9,900,000

WAILEA BEACH VILLAS

E201

The Signature Villa





LUXURY PORTFOLIO

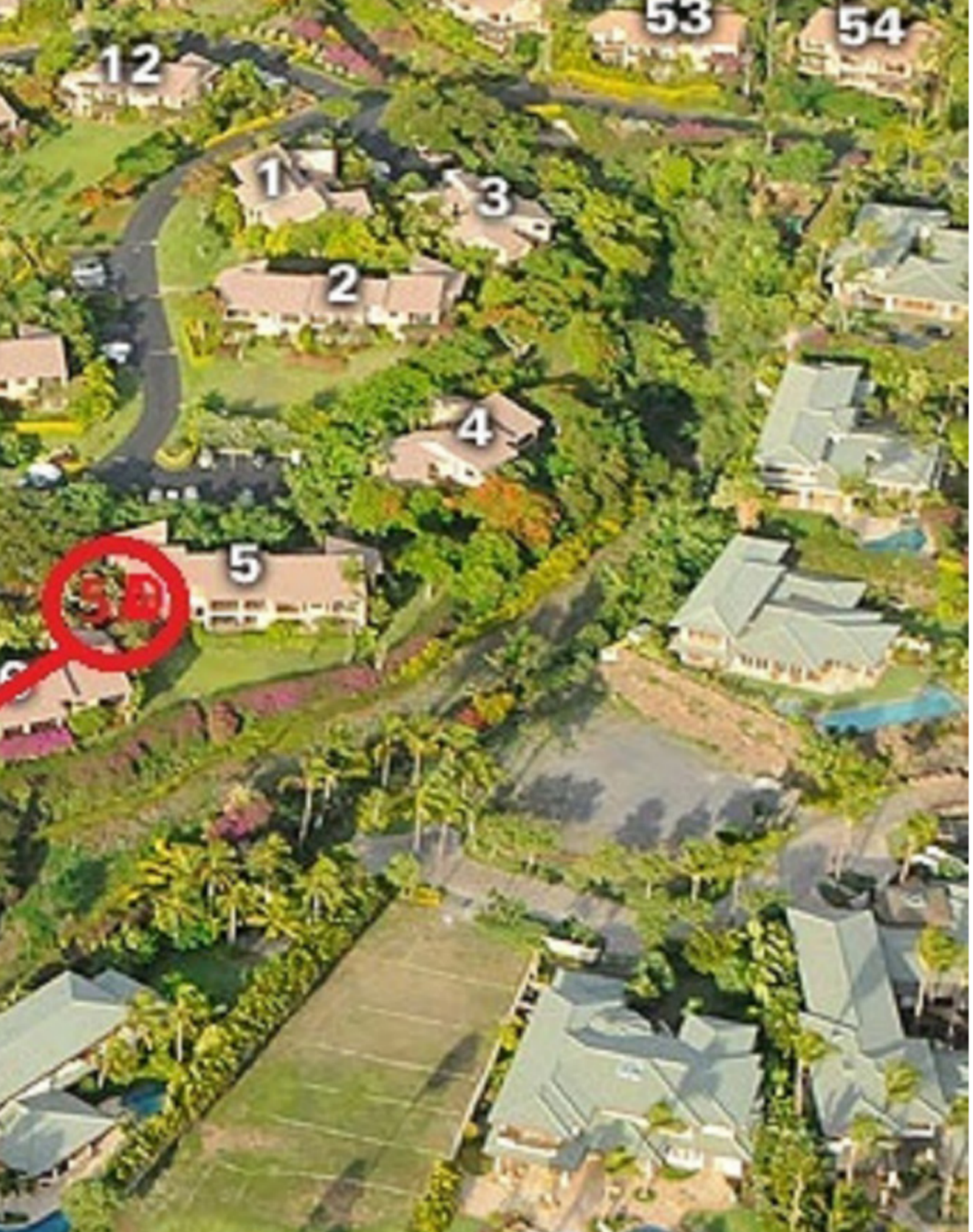
$2,500,000

WAILEA EKAHI VILLAGE

38D

Unobstructed Ocean Views


34
24
33
15
13
25
28
29
32
14
26
27
30
31
11
18
19
23
20
10
21
22
9
8
7
Beachside



LUXURY PORTFOLIO

$1,849,000

WAILEA EKAHI LOWER VILLAGE

5D

Hop, Skip and a Jump to the Beach





NOTABLE SALES

$28,500,000

MAKENA

Heavenly Makena

2022 HIGHEST MAUI RESIDENTIAL SALE





NOTABLE SALES

$22,800,000

KIHEI

Keawakapu Beachfront Residence

2018 HIGHEST MAUI RESIDENTIAL SALE





NOTABLE SALES

$20,00,000

KIHEI

Keawakapu Beachfront Residence





NOTABLE SALES

$17,500,000

KAIMANU ESTATES

Paradise 808 Maui

2021 HIGHEST KAIMAU ESTATE SALE





NOTABLE SALES

$13,700,000

MALUHIA WAILEA

Beachfront Enclave





NOTABLES SALES

$10,900,000

WAILEA BEACH VILLAS

G301

The Luxury Villa





NOTABLE SALES

$7,200,000

WAILEA

Wailea Golf Estates II

2022 HIGHEST WAILEA GOLF ESTATES II SALE





NOTABLE SALES

$6,750,000

WAILEA

Forever Views @ Sunset Row

2023 HIGHEST WAILEA KIALOA SALE





NOTABLE SALES

$5,700,000

WAILEA POINT

802 & 804 Double Unit





NOTABLE SALES

$4,500,000

MAUI MEADOWS

The Jewel of Maui Meadows

2023 HIGHEST MAUI MEADOWS SALE





NOTABLE SALES

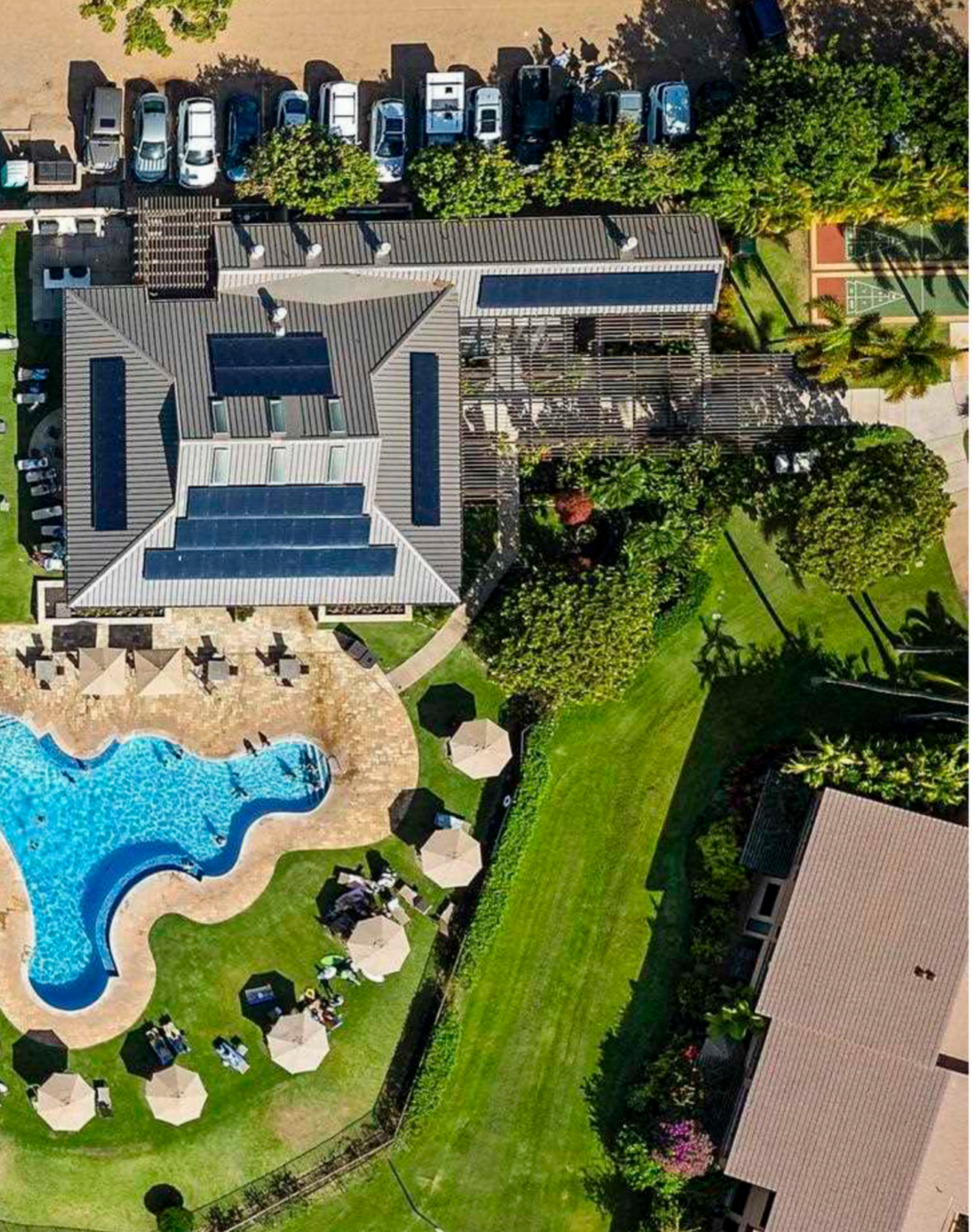
$4,075,000

KIHEI

Pathway to Heaven

2022 HIGHEST MAUI MEADOWS SALE





NOTABLE SALES

$1,600,000

WAILEA

Wailea Ekahi Village 23C

Introducing Our Luxury Division

ABOUT THE LUXURY DIVISION

The Luxury Division was developed to elevate the level of support, enhance the aesthetic of marketing elements, and embolden exposure for exclusive properties. As commanded by elite properties, the Luxury Division takes all aspects of the preparation, promotion, and ultimate sale of a luxury property to the highest standard, unlike any other brokerage.

“In the ever-evolving landscape of the $10 million-plus Maui luxury real estate market, 2023 has been a year of significant achievements and challenges. As we reflect on the first half of the year, it is evident that our market mirrored the exceptional highs experienced in 2021, showcasing the enduring appeal and resilience of Maui. 2023 also brought unforeseen challenges, most notably the tragic wildfire in Lahaina on August 8th. This devastation not only impacted our beloved Island but also influenced market dynamics. In the aftermath, we observed a noticeable shift in this ultra-luxury segment. In the beginning of January 2024, the inventory for residential properties priced $10 million-plus expanded from 8 to 21 homes, while the luxury condo inventory rose from 4 to 9 units. Despite this increase, both residential and condo inventories remain at historically low levels. This scarcity is a testament to the enduring allure of the luxury real estate market. Maui shows signs of pricing stabilization featuring home prices up to $33.9 million and condos prices up to $18 million, many with income opportunities. As we look ahead, Maui luxury real estate continues to navigate these changing tides with resilience and grace. Our commitment at Compass remains unwavering in providing exceptional service and expertise, as we help our clients find their perfect place in this paradise that we are blessed to call home.” -Dennis Rush, 2023







CAREER HIGHLIGHTS

TOP 1%

Awarded induction into
Top 3% Maui Realtors
in sales volume 3 years
since inception

TOP 100

Awarded induction
into Top 100 Realtors
Hall of Fame State of
Hawaii in sale volume
9 years running
competing with 16,000
Realtors statewide





COMPASS LUXURY OFFERINGS

Available to properties at the top tier of their regional markets, the Luxury Division grants Compass agents access to an extensive suite of integrated offerings. Geared toward creating a competitive advantage for luxury properties in the marketplace, key tools include bespoke property branding, prominent editorial placements, unique advertising opportunities, wealth mapping technology, and a curated network of notable contacts.

A summary of the integrated offerings, exclusive to the Luxury Division, includes but is not limited to:

- Bi-Annual Luxury Market Reports
- Individualized Property Branding
- Elevated Marketing Materials
- Specialized Advertising Opportunities
- Strategic Media Outreach
- Proprietary Wealth Mapping Technology
- Curated Network Of Industry Leaders
- Promotion Through Notable Social Media Channels
- Partnerships With Aligned Luxury Brands

LUXURY NETWORKING CAPABILITIES

One of every three buyers find their home by working with a dedicated buyers agent. As the nation's largest independent brokerage, Compass brokers have unprecedented access to connect with leading brokers across the country and globe.

28K+

Effectively reach a growing network of 28,000 top agents across the country.

35K+

Over 35,000 high net worth individuals and leading brokers worldwide subscribe to recieve our most luxurious listings every month.

82B+

Broker network aggregated reach surpasses 82B+ consumers.

70K+

Our bi-annual periodical of luxury properties, Curated Magazine reaches an elite international audience of over 70K luxury consumers and qualified buyers.

45K+

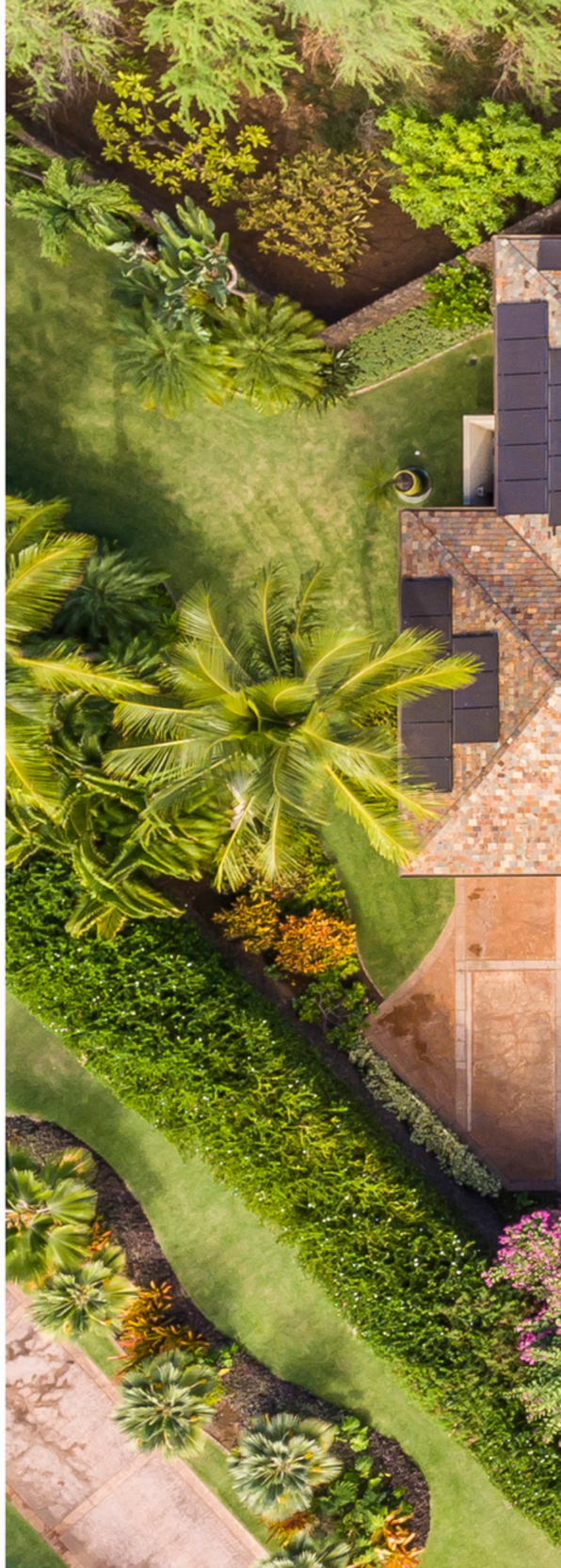
Proprietary client lists of ultra high net worth individuals accross the globe.

228K+

Our specialized luxury website, luxuryatcompass.com, drives an average of nearly 230,000 visits from luxury consumers and brokers annually.

250M+

Total social media and website impact







INTEGRATED LUXURY MARKETING APPROACH

TARGETING STRATEGY

- Property Attributes
- Defining the Buyer
- Wealth Mapping

MARKETING STRATEGY

- Leveraging Compass Network and Luxury Division
- Print & Digital Advertising
- Public Relations
- Custom Property Branding
- Studeo Interactive Digital Storybook



LEVERAGING THE COMPASS LUXURY DIVISION

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CURATED PORTFOLIO NEWSLETTER

Distributed monthly, the Compass Curated Portfolio Newsletter features digital collections of Compass' luxury listings, delineated by region, with the potential to reach upwards of 82 million consumers in addition to 18,000 Compass agents nationwide. To accomplish this level of exposure, all Compass agents across the nation are able to share those properties within the collections directly with their clientele and spheres of influence. Additionally, the Newsletter is distributed to a proprietary list of top-performing International agents as well as the Forbes 200 wealthiest list.

PROPRIETARY LUXURY CRM

The Compass Luxury CRM leverages a curation of highly targeted global affluent consumer profile lists for individualized email announcements highlighting our most unique properties. Owned target lists include Global Billionaires, Silicon Valley Tech Executives, Ultra-High-Net-Worth Millennials, Top Car Collectors, Art and Architecture Enthusiasts, International Yacht Owners, etc, with a total CRM net-worth-valuation exceeding $500 Billion. CRM profiles include candidates such as Jeff Bezos, Bill Gates, and Mark Zuckerberg.

NATIONAL NETWORKING EVENTS

Luxury Cross-Regional Networking Events provide opportunities for top producing agents to connect and share exceptional marketing experience and market insight relevant to the luxury space. As such, agents selected to attend these events consistently do business above the luxury threshold in their regions. Additionally, these bi-monthly events provide agents the unique opportunity to directly share their top listings with a nationally curated team of luxury agents selling to a specific threshold of clients across the country.

PARTNERSHIPS AND EVENTS

Respected across the country as a leader in the luxury space, the Compass Luxury Division is invited to partner with key luxury brands in several verticals including automotive, yachting and fashion, providing the opportunity to expose our listings to a targeted and pre-vetted list of high-net-worth clientele. Pending market limitations due to COVID, upcoming events include a 13-city national Ferrari in-home activation exclusive to our Compass agent community. Attendees must meet minimum-net-worth criteria prior to receiving personalized invitations to our partner brand events.

COMPASS
SPORTS & ENTERTAINMENT

SERVICING DISTINCT REAL ESTATE NEEDS

Created to service the distinct real estate needs of professional athletes and entertainers, Compass Sports and Entertainment is a national network of rigorously vetted, highly skilled agents dedicated to serving exclusive clientele with personalized attention, marketing and tech prowess, market expertise, and total discretion.

Launched in 2016, Compass Sports & Entertainment has assembled a seasoned cross-section of agents who've honed their skills at globally recognized record labels, film studios and athletic institutions With backgrounds ranging from film production to talent management, they now leverage that experience to meet their clients' unique needs.

WHAT I WILL PROVIDE

A successful track record working with industry gatekeepers—managers, advisors, lawyers—and an in-depth grasp of the nuances of celebrity transactions.

Access to a database of luxury furnished rentals and off-market listings nationwide.

Propietary technology to inform and enhance the client experience.

Targeted advertising to a discreet audience matched with person-to-person communications.

An in-house press team to liaise with client publicists and facilitate property coverage in premier real estate and lifestyle outlets.

A robust referral network and seamless service from city to city, especially important for the transitory nature of this population.

150+

S&E agents offering the personal attention of a boutique firm with the marketing and tech prowess of a national brokerage.

70+

Luxury US Markets served by the S&E network.

$7.7 BILLION

Value of S&E agents' active and off-market listings.

INHOUS

Compass Sports and Entertainment Division has established a trusted partnership with INHOUS, a luxury UK-based bokerage, to showcase your property to their international network of high-net-worth clients, athletes, entertainers, and leading brokers.

INHOUS is a service-oriented propoerty consultancy offering expertise across a range of property solutions. Its business was established to change the way HNW clients think about how properties are bought and sold, serving as a direct conduit to facilitate transactions in a discreet manner. INHOUS has a history of working with some of the most talented names in sports, media, politics, and entertainment, acting on their behalf to shield them from external scrutiny and protect their privacy.

Our partnership with INHOUS gives you access to a combined:

77

Markets.

80

Offices in the world.

950+

Sports and Entertainment Clients.

INHOUS has a network of agents, property professionals, and private client advisors throughout Europe with offices in London and Dublin. Their expertise and dedication to working within the sports & entertainment segment allow Compass Sports & Entertainment Divison lisitngs to reach additional prospective buyers in a curated manner.


COMPASS
IN
HOUS

REALM™

In addition to the unmatched Compass Global Network, we are members of REALM, a global real estate collective platform, by invitation only, that combines game-changing technology with a network of the world's top real estate professionals across all brands, allowing us another level to match your property with the right buyer.

REALM™, the first collaborative global real estate collective that offers technology and services to optimize the unique experiences, lifestyles and passions of clients and customers. Our unique position in the global real estate niche uses proprietary technology matching lifestyle and passion, rather than property criteria, via a curated content platform integrating Machine Learning and Artificial Intelligence. When you are working with a REALM™ real estate professional, buyers and sellers are matched based on lifestyle preferences and market insights on a global scale, alerting your real estate professional, in a highly encrypted totally confidential environment.

REALM is a collection of the most accomplished real estate professionals ever assembled. REALM members have exclusive access to real estate professionals who represent 100+ different brands around the globe.

2.5 MILLION

Average closed transaction of active REALM members.

291,996

Clients represented by the members of the REALM network.

$28,900,000

Average net worth of prospects in the Wealth-X database.

$13 BILLION+

Amount of listings represented by REALM professionals.

THE GLOBAL NETWORK

JACKSON HOLE
NEW YORK
LOS ANGELES
CHICAGO
MIAMI
DALLAS
HAWAII
BOSTON
SAN FRANCISCO
WASHINGTON DC
SEATTLE
SAN DIEGO
ASPEN
PHILADELPHIA
MINNEAPOLIS
GREENWICH
TELLURIDE
PARK CITY
NAPA VALLEY
SAN LUIS OBISBO
HOUSTON
PHOENIX
LONDON
PARIS
DUBLIN
BERLIN
DUBAI
ZURICH
BEIJING
SYDNEY
TORONTO
FRANCE
ITALY
NEW ZEALAND
MEXICO
TURKS AND CAICOS
THE CARIBBEAN
PALM DESERT
SANTA FE
COSTA RICA
SCOTLAND
AUSTRALIA

AFFINITY PARTNERSHIP PROGRAM

THE MEMBERSHIP

REALM™ members are individually selected by world-class real estate professionals with over 50 years of experience in the luxury industry. Each member is formally consulted and personally vetted through our executive team to confirm ethical standards, sales history, current inventory and other relevant membership requirements. Many REALM members are recognized year after year as having closed the largest volume of annual domestic luxury transactions in their markets, as well as many of the most significant estate sales worldwide. The level of membership REALM professionals represent equates to one half of one percent of all licenced real estate associates worldwide. Our goal in holding ourselves and our agents to these lofty standards, is to ensure your property receives the highest level of service and exposure to the proper channels around the globe.

THE TECHNOLOGY

The REALM™ experience leverages the power of the global network to match qualified clients or buyers to services based on lifestyle and passion rather than criteria. A curated luxury lifestyle digital content platform exclusive and encrypted database fueled by, private, professional, and advisory data records.

REALM collects, secures, and repositions data feeds with best-in-class, highly secure solutions, improving the overall experience and showcasing your property globally to qualified buyers. Properties are introduced through another REALM-member agent ensuring that the confidentiality is never compromised and the integrity of the trusted advisor is maintained.

BARNES INTERNATIONAL REALTY

Compass has established a program with BARNES International Realty to showcase your listings to their international network of ultra-high-net-worth luxury consumers and leading brokers.

As a leader in high-end real estate and an ambassador for the art of living, BARNES is present in more than 75 exceptional destinations, from major internatinoal cities to the most beautiful resorts.

Our program with BARNES gives you access to:

1,300
Luxury agents.

122
Offices in the world.

150,000
International clients.

19
Countries.

Expertise & Areas of Passion:

- Sale of Internaitonal Houses, Villas, Mansions, and Apartments
- Sale of International New Developments
- Hotels & Residences
- Long-Tearm & Seasonal Rentals
- Castles & Manors
- Country Properties
- Stud Farms & Equestrian Domains
- Wine Estates
- Hunting Grounds

BARNES' GLOBAL PRESENCE

COUNTRIES

FRANCE (78 OFFICES)
SWITZERLAND (25 OFFICES)
UNITED KINGDOM
BELGIUM (2 OFFICES)
LUXEMBOURG
MONACO
ITALY (2 OFFICES)
SPAIN (3 OFFICES)
PORTUGAL (2 OFFICES)
GREECE
MOROCCO
HUNGARY
BULGARIA
ROMANIA
TURKEY
RUSSIA
CANADA
UNITED STATES (4 OFFICES)
ST. BARTS
MAURITIUS ISLAND



STRATEGIC WEALTH PARTNERSHIPS

A NEW WAY OF MAPPING WEALTH

REALM™ has partnered with the leading members of wealth management, advisory and reporting in order to provide the most up to date and accurate data on HNWI and UHNWI available.

Our members have extraordinary access to the latest wealth reports, as well as exclusive access to wealth managers who oversee the largest family offices and assets of wealthiest individuals in the world.

REALM members also have access to dossiers which provide necessary answers for accurate wealth mapping such as: Who are HNWI / UHNWI working with? What markets do they live in? What philanthropic activities are they involved in? What securities are they invested in? How do they communicate?

Our data access and marketing intelligence profiles are designed to position each property at the apex for it's release in order to maximize exposure to qualified buyers, and minimize the time spent on market.

WEALTH-X

aidentified

SUCCESSION ADVISORS


MPAS
MAUI
COMPASS

COMPASS LEADERSHIP

Our accomplished leadership team hails
from a diverse spectrum of technology,
finance, marketing and luxury brand industries.

ROBERT REFFKIN
Founder & CEO
Formerly of Goldman Sachs,
The White House, McKinsey &
Company

ORI ALLON
Founder & Executive Chairman
Formerly of Twitter, Google

GREG HART
Chief Operating Officer
Formerly of Amazon

ROB LEHMAN
Chief Business Officer
Formerly of McKinsey & Company

KALANI REELITZ
Chief Financial Officer
Formerly of Cushman &
Wakefield Americas, Walgreens

NEDA NAVAB
President
Formerly of Sidewalk Labs @
Google, McKinsey & Company

WENDY FORSYTHE
President, West Region
Formerly of Fathom Holdings Inc.

FELIPE HERNANDEZ
Vice President of Marketing West
Formerly of Toms, Calvin Klein,
Corcoran Sunshine Marketing
Group

COAST TO COAST NETWORK

Founded in 2012, Compass pairs best-in-class agents with cutting-edge technology and unparalleled marketing, and has become the country's largest independent brokerage in six years. This innovative approach has secured $1.5 billion in capital from some of the world's most prominent investors, including SoftBank, Fidelity, and Ken Chenault, CEO of American Express, allowing for the development of transformative tools and recruitment of top talent across every discipline to build a once-in-a-generation company.



$1.5B
Total Capital Raised

300+
Offices Nationwide

3,000+
Total Employees

#1
Independent Brokerage in the Nation by Sales Volume

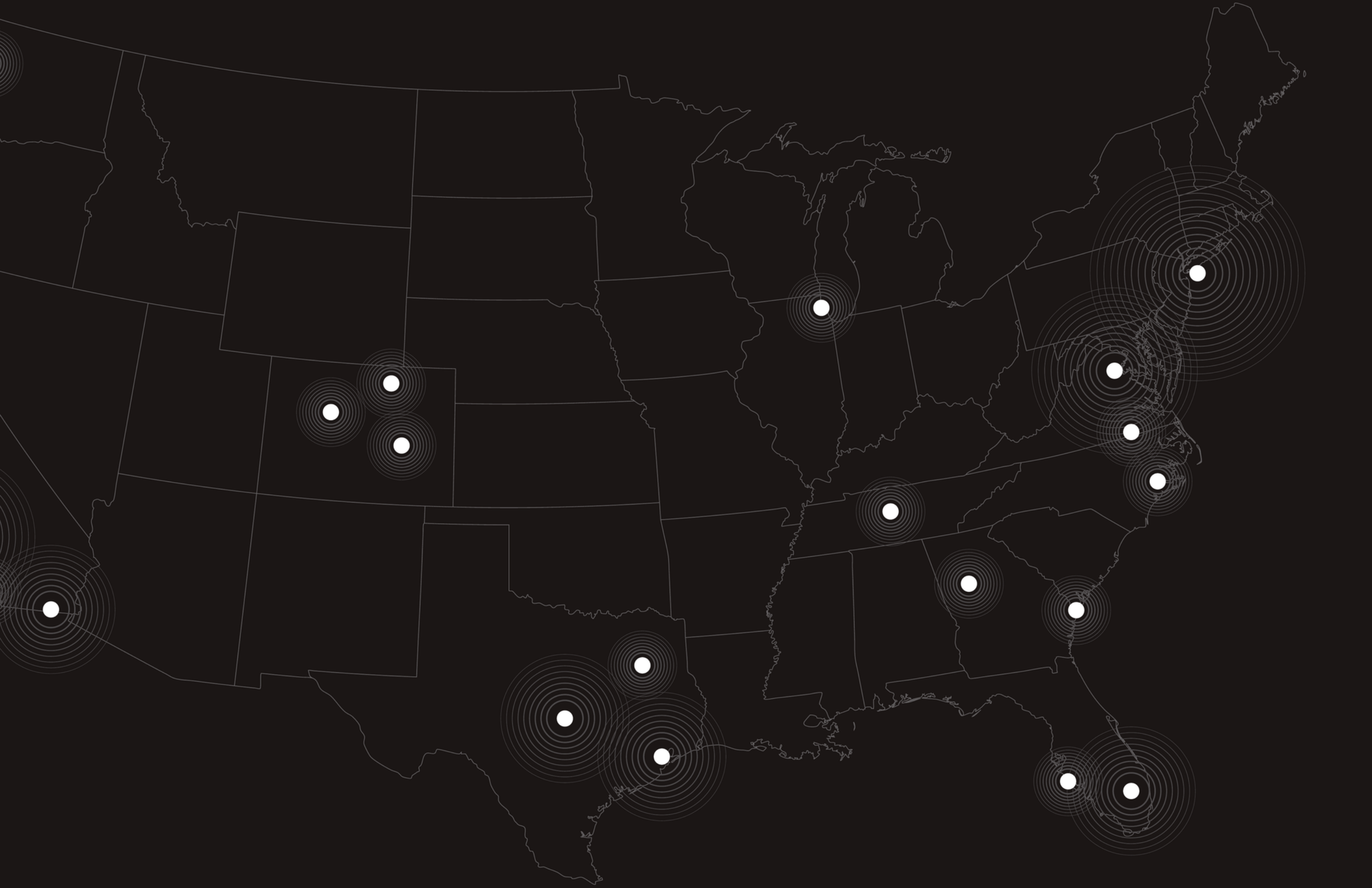
28,000+
Agents

71+
Markets

$230B+
Total Sales Volume for 2022

#1
Independent Brokerage in the US





INTERNATIONAL REACH

Through leading technology and razor-sharp marketing, Compass listings are positioned for maximum exposure on the international marketplace.

3.8B

Annual International Impressions on compass.com

1.4M+

Annual Unique International compass.com Users

190+

Network of prospects reaches over 190 countries

78

International Syndication Portals

51

Countries to Which Compass Syndicates Listings

20B+

Global Impressions our PR Team recieves each month





Unique offerings that bring
a competitive advantage to
our clients.

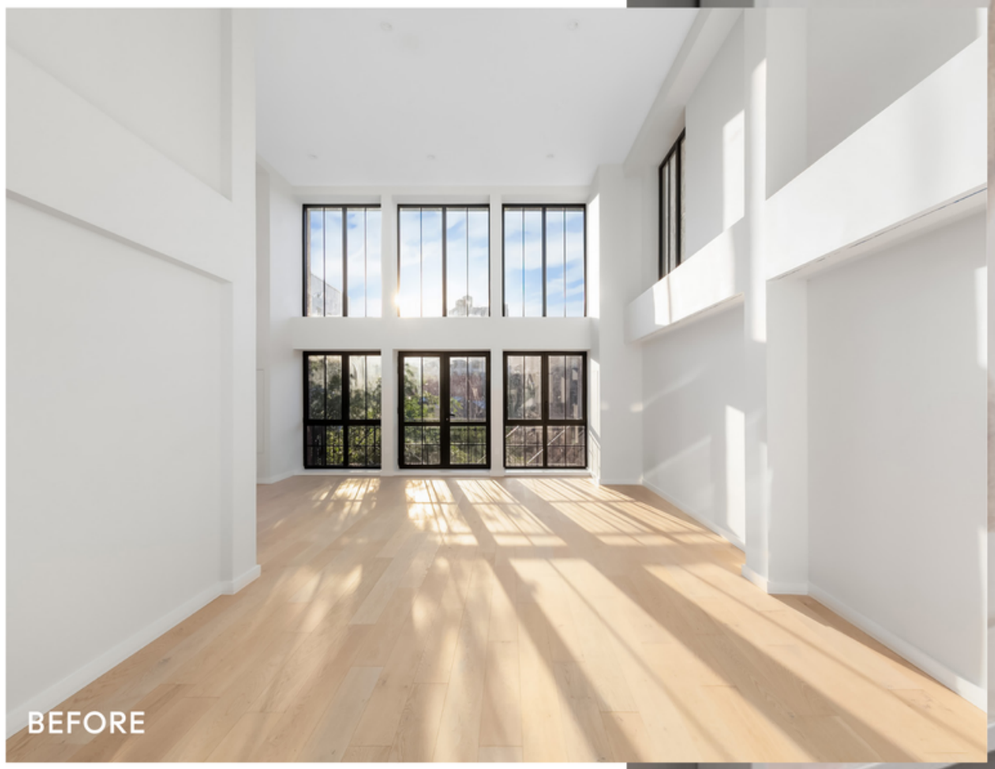
COMPASS CONCIERGE

Compass Concierge program is the latest in a suite of services designed to prepare homes for market by covering the cost of cosmetic improvements. From deep-cleaning to painting and staging, Concierge helps sell homes faster and for more money with customized enhancements to maximize their value, free of hidden fees and interest.

compass.com/concierge

FEATURED SERVICES

Fresh Paint
Strategic Staging
Cosmetic Renovations
Decluttering
Landscaping
Improvements
Custom Closets
Moving Support
Storage Support
Roofing Repair
Upgraded Electric
Updated HVAC
Structural Fencing
Updated Plumbing






GISELE





COMPASS BRIDGE LOAN SERVICES

Compass Bridge Loan Services gives homeowners the purchasing power to make an offer on a new home without waiting to sell their existing one. This exclusive offering enables Compass agents to access more prospective buyers in less time for an accelerated sale process.

Marketing Strategy

LEVERAGING THE COMPASS NETWORK

Given the qualifications of you property's unique buyer, we recommend marketing and sales efforts be highly focused strategies tailored to reach our known target demographic.

INTERNAL & OWNED CHANNEL PROMOTION AND MARKETING ROADMAP

Led by a dedicated, in-house team, Compass engages qualified audiences every day across dynamic platforms with editorial content that showcases luxury listings. The following represents a list of channels to which we have exclusive access and can promote.

COMPASS COMMUNITY NETWORK

Post this listing to our proprietary agent network, announcing this listing to National & Local Agent Communities. Audience of 18,000+ Compass agents. Features on Compass-owned social accounts, including the second luxury showcase story.

NETWORK TOOL

Utilizing Compass' proprietary technology, we will curate a list of top Compass agents from each leading market who have successfully represented properties of a similar caliber.

EMAIL DRIP CAMPAIGN

Utilizing the Network Tool, run a drip email marketing campaign targeting top Compass agents in Hawaii and top feeder markets (NorCal/SoCal).

COMPASS CATCH

Feature the listing in the Compass President's daily email to all Compass agents, employees, and his personal network. Audience of 30,000 recipients.

SALES MEETING ANNOUNCEMENT

Announcing the listing at Compass sales meetings in feeder markets across the country, we will garner exposure for the property among top local agents and generate interest prior to, and at, launch.


LE BEST OF



DIGITAL ADVERTISING

Given the specific and highly focused buyer profile, our marketing strategy will be tailored around reaching the high-net-worth individuals and the target demographic deduced from our luxury buyer analysis. The property's brand identity will be activated through a multimedia campaign
which strategically communicates

WEBSITE SYNDICATION

- Featured on compass.com (syndicated to 800+ partner websites)
- International syndication to 160 million monthly consumers across 60 countries via ListGlobally partnership

TARGETED EMAIL CAMPAIGN

- Deploy email campaign to luxury agent network and top brokers in the Hawaii area as well as feeder markets who have successfully represented properties of a similar caliber

MODERN LUXURY LEAD GENERATION CAMPAIGN

- This comprehensive 7-day digital strategy reaches new audiences to generate leads targeting in-market buyers based on search criteria such as age, geographic location, household income, and interests

FINANCIAL TIMES

- Display ad featured on Financial Times real estate search results
- Readership: 164,000 unique monthly visitors

GOOGLE + FACEBOOK ADS

- By pairing Google's location, interest and affinity targeting capabilities with Facebook's Lookalike Audience feature, we can build a system to reach users across both platforms and deliver highly relevant ads that reflect our buyer personas
- Serve digital ads in key feeder markets to users that match: top 10% of household income, interests/behaviors related to buyer profiles
- Facebook pixel will collect data on users who visit segmented property landing pages.
- We'll run a series of FB Lead Gen objective ads to respective groups, soliciting them to sign up for a virtual or inperson showing

MANSION GLOBAL | WALL STREET JOURNAL

- Readership: 164,000 unique monthly visitors

LA TIMES

- Display ad featured on LA Times website
- Readership: 100,000 unique monthly visitors

SF GATE DISPLAY AD

- Readership: 1,000,000 weekly audience

LEAD NURTURING

- Proprietary Luxury CRM: Customized email campaign sent to proprietary CRM of ultra-high-net-worth candidates segmented by lifestyle. Owned target lists include Global Billionaires, Silicon Valley Tech Execs, etc.
- Retargeting: To ensure the property stays top-of-mind for interested parties, GDN and FB retargeting campaigns will be served to users who visit the site in the past 2 weeks
- Drip Marketing: Once lead information is captured we'll enroll them in an "Action Plan," an automated drip marketing system powered by our proprietary Compass CRM
- Network Tool: Direct outreach using Network Tool and continued follow-up

TESTING & INSIGHTS

- A/B Testing: Audience segmentation will allow us to split-test top performing ad sets. We'll conduct these on the Google Ads level to optimize and increase qualified lead submissions
- Insights: Through audience segmentation and A/B testing of creative, we can determine top performing ads groups and optimize on an on-going basis. We'll also provide a monthly report on traffic, key insights and determine if we should pivot

PUBLIC RELATIONS

Compass' in-house communications team will be responsible for crafting a compelling narrative for the property while proactively securing premium editorial coverage within national and international media outlets. Coverage mediums will include earned placements throughout print, online, broadcast, and social media channels.

Following the property launch and predetermined exclusive coverage with a top tier media outlet, the public relations strategy will center around select luxury, market, and design centric media. Coverage mediums will include earned placements throughout print, online, broadcast, and social media channels.

In an effort to maintain the exclusivity of the property and control exposure, all assets will be hand-selected and all media opportunities will be evaluated on a case by case basis.

TARGET OUTLETS

EXCLUSIVE COVERAGE

- The Wall Street Journal
- Forbes
- Robb Report

LUXURY LIFESTYLE

- Departures
- Elite Traveler
- Modern Luxury

DESIGN & ARCHITECTURE

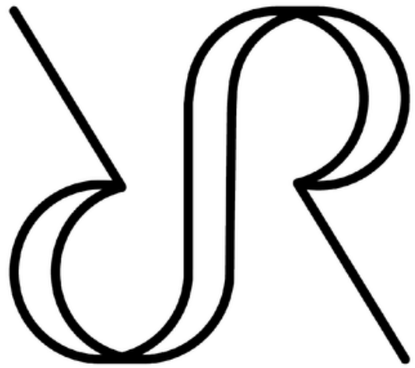
- Architectural Digest
- ELLE Decor
- Cottages & Gardens

MARKET & BUSINESS

- CNBC
- Business Insider
- Bloomberg







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COMPASS

