



circadian

MARKETING PLAN





Lauryn Eadie & Circadian Team

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As one of the top-selling Realtor teams in Reston, Circadian's experience and local area knowledge prove to be invaluable to those looking to sell or purchase in the Northern Virginia area.

Lauryn and her team concentrate on providing details in service and marketing that you won't find elsewhere; including customized staging, video services, and social media advertising. "Our job is to give our clients as much information as they need to make an educated decision. It's not our money, it's not our decision. Each client has different needs and goals, they are hiring us to counsel them and provide our knowledge and experience so they can make the decision that works the best for them."

Circadian strives to provide an all-inclusive home experience for their clients. "We want to ENSURE the experience of buying or selling never feels labored for our clients. We take on as much of the responsibility and coordinating as possible for our buyers and our sellers." For our seller clients; Our passion and specialty centers around marketing a home as a lifestyle to attract the

largest possible pool of interested buyers. And for our clients looking to buy a home, we take time to learn and understand them as individuals so we can find them a home that fits their needs and lifestyle goals, no matter what stage of life they're in," says Lauryn.

Our largest focus in any transaction is making sure our clients are protected and their goals and needs are met! There are many facets to a real estate transaction and we want to make sure that all the i's are dotted and the t's are crossed and everyone gets to the finish line successfully and with a smile

400+ Raving Reviews

8 Average Days on Market

100+ Clients Helped

CLIENT TESTIMONIALS

“

I couldn't be happier with my experience using Lauryn and the Compass team for selling my Reston Townhome. Lauryn laid out the whole plan with us on day 1, helped us find good contractors to assist in our renovations before the sale as well as finding quality movers all at good prices. When it came time to get the home on the market I was confident in their marketing strategy and the fact they use real staging. If I ever had any questions or concerns Lauryn always knew the right answer and many times came up with creative solutions for me. Thank you so much Lauryn!

JULIAN C. | SELLER | RESTON

Lauryn did an AMAZING job on a complicated effort to move my parents closer to me. She helped us navigate updates and renovations, patiently advising us on what would help bring out the best features of the home we were selling, all while ALSO helping my parents find the perfect new home to purchase. Lauryn was incredibly knowledgeable and kind and patient. She easily navigated us through the whole process and was truly awesome to work with!

NIKKI R. | BUYER & SELLER | RESTON

Lauryn and her team helped my husband and I sale our townhome in Reston, VA in May 2022. Lauryn knows the market in Northern VA and was able to price our home to sale quickly. The best part of having Lauryn and her team is they do everything. She met with us and gave us comps for recently sold homes. She had her designer come to the house and bring furniture to stage it. The photographer took the best pictures of our home too. Whenever I texted or called Lauryn she answered immediately or let me know she would call me back soon. From listing to closing , Lauryn is there for you to answer questions, help with HOA citations, etc. We have used Lauryn twice now to purchase and sale a home in the Reston area. She is the best!

TERRI T. | SELLER & BUYER | RESTON

”

CIRCADIAN TEAM BY THE NUMBERS

\$400M+

in Total Sales Volume

1000+

Homes Sold

101%

Average Sold to
Asking Price

Top 100

Washingtonian
Magazine Agent

Top 1000

In US Ranked by
RealTrends

THE CIRCADIAN UNIQUE VALUE ADD



01

CLIENT FOCUSED

For agents at Circadian, real estate isn't about the transaction but about the client. Circadian Team concentrates on providing details and service centered around the clients needs and goals to create a tailored and 5 star experience.

02

MARKETING STRATEGY

Our marketing plan has been created from years of data and research to make sure that your home becomes a top selling product in the market. Our strategies and creative techniques draw buyers in and create a connection to the property.

03

COMMUNITY EXPERT

Buyers buy a home because of the lifestyle image it creates for them when they consider themselves living in the home. We use our area knowledge and understanding of the local market to target the right buyer.

NOTABLE SALES



1867 Michael Faraday Drive, Unit 4

3 BD 3 BA 2210 SF \$799,000



11508 Wild Hawthorn Court

4 BD 4 BA 2261 SF \$735,000



NOTABLE SALES



10725 Falls Pointe Drive

5 BD 5 BA 6028 SF \$1,905,000



1409 Aldenham Lane

5 BD 5 BA 2940 SF \$900,000



STRENGTH IN COMPASS

RANKED

#1

BROKERAGE IN THE U.S

FORTUNE

500

BROKERAGE IN THE U.S

*"What is stunning about this is that...
Compass wasn't even in the business a decade ago."*

- REAL TRENDS

Global exposure and recognition.

Our rapid growth has made Compass, "a household brand name for both home buyers and sellers."² This recognition translates directly to your home, whether buying or selling.

Global reach and network.

As one of the only residential brokerages in the Fortune 500®, our unparalleled network of the nation's top agents gives you the most valuable referral network in the industry.

Strength and stability.

Your home will come to life with a custom property website. We'll build a bespoke property website to strategically drive interested buyers to a single source of information.

As of 2021 Closed Sales Volume, Real Trends 500.
Seeking Alpha, "Compass: This Real Estate Titan is Too Good of a Steal to Pass On", May 2022

OUR LISTING SYNDICATIONS

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 Mansion Global Trulia

Countries We Syndicate to Internationally*

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

*ListGlobally opt-in required. Data based on the reach of ListGlobally's network.

PREPARE FOR A SUCCESSFUL LAUNCH

01

Get the property visually ready.
Arrange updates, renovations, and staging.

02

Schedule listing photography
and videographer.
Execute interior and exterior photos and video shoot.

03

Develop visual identity and tone.
Create listing collateral messaging and designs.

04

Tailor monthly advertising plans.
Prepare full-funnel print and digital media tactics.

GET THE MOST VALUE FOR *your* HOME

With Compass Concierge, 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:

71%

Return on investment for
minor kitchen upgrades*



BEFORE

118%

Return on investment
for new wood floors**



AFTER | KITCHEN UPGRADES



BEFORE



AFTER | NEW WOOD FLOORING

*2022 Cost vs. Value Report, Remodeling Magazine (remodeling.hw.net/cost-vs-value/2022)

**2022 Modeling Impact Report, National Association of Realtors (cdn.nar.realtor/sites/default/files/documents/2022-remodeling-impact-report-04-19-2022.pdf)

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 ConciergeCard or request cash
3. Work with trusted vendors to complete homes improvements
4. Repay at closing, delisting, or 12 months after approval.*

2x

Sellers who use Compass Concierge are nearly twice as likely to sell their home in 60 days (compared to the average MLS listing in Compass markets)**

Apply at
concierge.notablefi.com/apply/start



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.

*Homes up to \$3M may be eligible in certain areas via Concierge Classic.

**Data is sourced from certain regional MLSs and has been aggregated to create an approximated national data set for purposes of providing estimates set forth above.

COMPASS **CONCIERGE** CASE STUDY



BEFORE

7

Days on
market

4x

Return on \$25K
Concierge funds



AFTER

"We were able to use Concierge to take a property that would have otherwise been a rehab fire sale and turn it into one of the premier properties in their complex. With a Concierge loan we were able to paint, replace flooring, replace light fixtures, renovate the kitchen, and stage. The results were truly remarkable, and the additional money we made for our client made a tremendous impact on their life."

STEVE WITHROW | AGENT | BETHESDA, MD

THE POWER OF STAGING



As part of our service, we include full staging of the home as needed with furniture, accessories and decor to enhance the appearance and appeal to the largest pool of buyers. We can stage your home fully regardless of whether you remain in the home while on market or if you decide to vacate the home prior to listing.



STRATEGICALLY PRICING *your* PROPERTY.



Homes priced right sell quicker and for more money. We'll partner with you and use the Compass CMA (Comparable Market Analysis) tool for a look at the current market. We'll determine a price based on live market data to ensure your home attracts buyers at launch, and maintains momentum in the market



MARKETING ACTIVITIES

PRE-LAUNCH

1. Execute photography and videography by using professional photographers and Youtube placement.
2. Develop copywriting and property description
3. Define digital campaign strategy through paid targeted advertising on Realtor.com and Zillow



LAUNCH

1. Set live on the MLS and launch showings
2. Begin organic media placements
3. Launch digital ads campaign and drive traffic to listing's landing page
4. Conduct open house and private tours



ONGOING

1. Promote to agent network groups
2. Communicate to Compass agents via internal channels
3. Promote on Compass-owned media channels
4. Analyze insights from digital marketing strategy



OUR EXCLUSIVE PRE-MARKETING ADVANTAGE



Coming Soon

Compass Coming Soon gives us valuable opportunities to market your property while building anticipation among potential buyers and pressure-testing our pricing strategy — all without accruing days on market.

compass.com/coming-soon

Private Exclusive

A Private Exclusive listing is an off-market home that can be shared by a Compass agent with their Compass colleagues directly. Property details aren't disseminated and won't appear on public home search websites. Listing your home as a Private Exclusive allows you to control what information is shared —while still getting exposure to top agents at Compass.

compass.com/private-exclusives

Compass Coming Soon and Private Exclusives are subject to local MLS restrictions and not available in all markets. Local policy definitions may restrict how Private Exclusive listings can be shared between agents, even within the same brokerage. Where the programs are available, pre-marketing and listing strategies are independently determined by the client. Compass does not recommend one particular strategy or guarantee results.

CREATIVE STRATEGY

01

We will leverage the unique aspects of your property to craft a compelling story of the home.

02

Our key messaging will focus primarily on the special architectural elements of the property, the abundance of indoor and outdoor entertainment spaces, and the desirable location.

03

We will convey the unique value of your property with high quality photography, videography, and narrative storytelling across print and digital marketing.



A PICTURE SPEAKS A THOUSAND WORDS

In addition to professional photography we also include 3D Dollhouse models, 2D floor plans and HD video so buyers can get a real-life view.

[Click here to view our video tour](#)

High-quality marketing materials will attract high-quality buyers. We will drive interest with marketing materials that pair beautiful photography with compelling copy. Listing collateral can include custom brochures, mailers, digital ads, social posts, videos, and attention-grabbing signs.

MAKE *an* IMPRESSION *with* MULTI-CHANNEL MARKETING & DESIGN



We will create a consistent visual identity that emphasizes your home's value. The distinct aesthetic will carry throughout all print and digital materials.

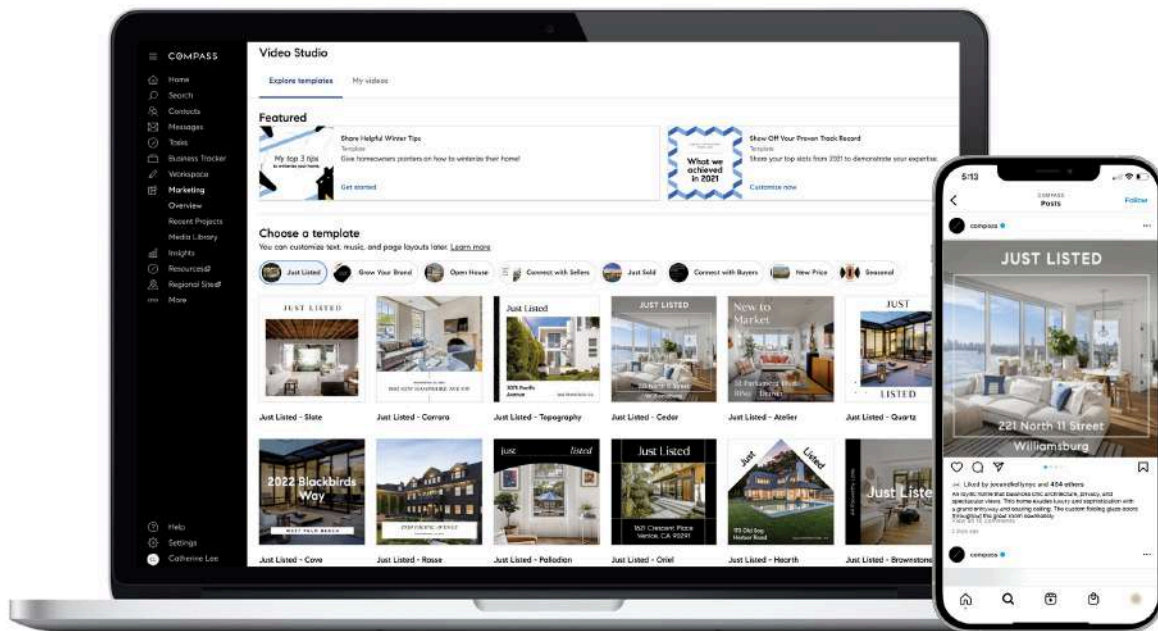
Our collateral will be thoughtfully crafted and packaged before sending to high-value buyers.

PREMIUM PRINT COLLATERAL

Brochures and Tri-folds
Flyers
Postcards

EYE-CATCHING DIGITAL

Organic Social
Paid Ads
1:1 and Bulk Email



ENGAGE BUYERS *with* CUSTOM VIDEO.

We will develop custom listing videos of your property that highlights the top features of the home.

With the use of video, we will garner exposure for your property across social platforms right at launch, and maintain momentum throughout the listing.



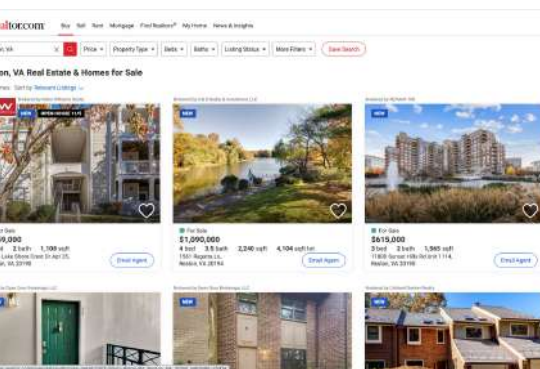
CREATE *an* IMPACTFUL DIGITAL DESTINATION for YOUR PROPERTY.

Your home will come to life with a custom property website.

We'll build a bespoke property website to strategically drive interested buyers to a single source of information. This site will display your home and all the attributes the buyers need to know about your home and the area.

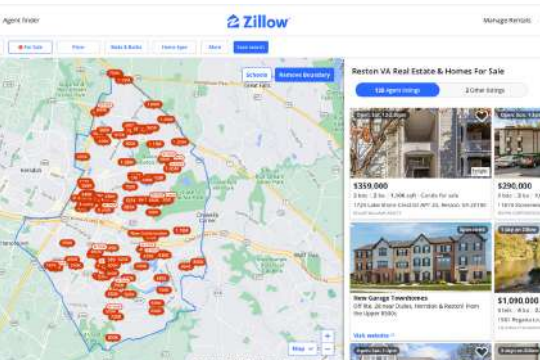
DRIVING TRAFFIC TO YOUR LISTING

We pay to advertise your property listing on the top Real Estate Websites searched by buyers!



- **Realtor.com**
- **Zillow**
- **Trulia**

To ensure that you have increased online traffic and your listing appears in the top of search results to potential buyers we partner with Realtor.com and Zillow |Trulia as paid Premier Agents. With our *PRO Subscription* we have more control over the property page and access to upload more photos, listing links and detailed information to manipulate the sites algorithms into pushing your listing in front of more buyers.



We also Pay Advertise your Listing on:

- Waze - Listing Ad shows on Map
- Google - Search Ads
- Instagram - Sponsored Ads to target accounts
- Facebook - Sponsored Ads to target accounts
- Homes.com - Boosted Listing

ENGAGING OPEN HOUSES

From brochures and postcards to social media and emails, our marketing collateral effectively communicates your property's story and attracts more potential buyers.



66%

Of homebuyers attend an open house during the home shopping process*

45%

Of open houses have been virtual since the launch of our virtual open house tool**

*Zillow Group Consumer Housing Trends Report, 2021 survey data
**Compass Livestream: Virtual Open House vs In-Person Open House, 6.1.2020–8.31.2020.



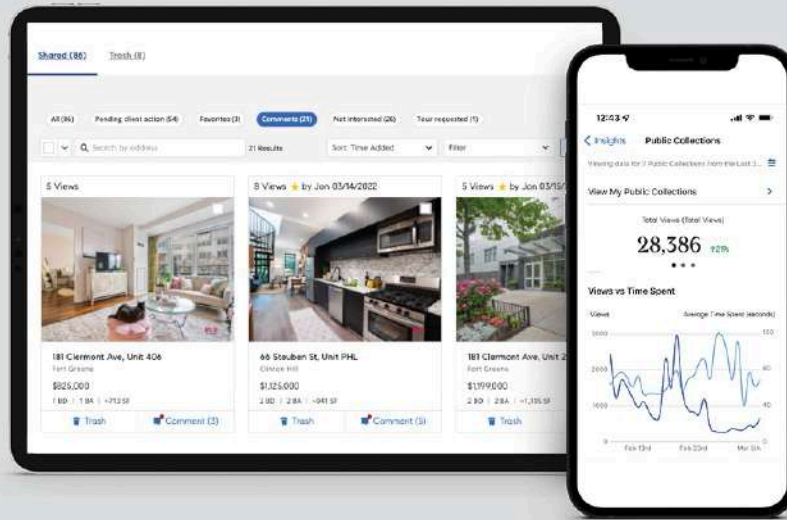
INSIGHTS *to* OPTIMIZE OUR MARKETING PLAN

TECHNOLOGY AND SUPPORT

Our custom data dashboards monitor and track marketing efforts with precise metrics. You can expect consistent email updates with these insights on how your listing is performing across advertising platforms. We are able to measure the success of each initiative, share the results with you, and adjust efforts to maximize impact.

KEY METRICS

- Total Number of Views
- Views by City
- Organic Search Performance
- Traffic Source
- Average Time Spent/Page
- Click Through Rate
- Cost Per Click



ASSESSING *and* MONITORING THE MARKET

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.



REACH *your* AUDIENCE INTERNATIONALLY

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.

150B+

2021 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, 11.2021–12.31.2021.

OUR AGENTS CAN FIND YOUR BUYER

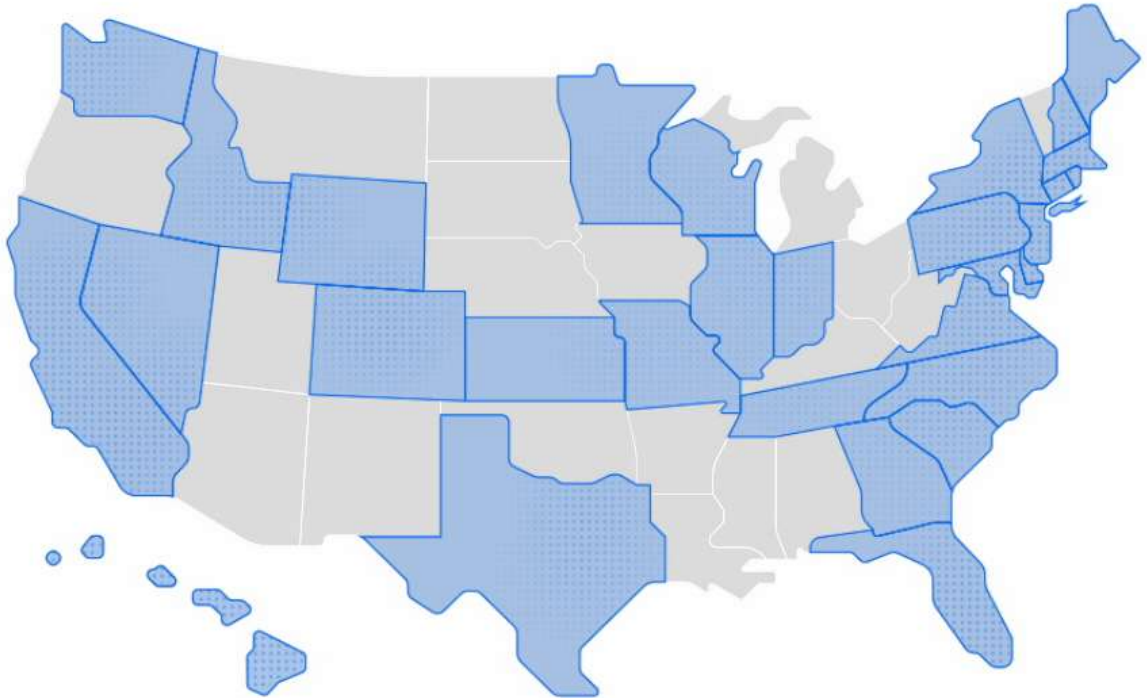
\$254B+

2021 Gross Transaction Value*

350+ 27K+

Cities

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 6/2022.

LEVERAGE *our* NATIONAL NETWORK.

01

Compass Agent Community

Target promotional efforts to my personal and industry connections. We'll pinpoint top agents who have listed or sold similar properties in the area, as well as feeder markets.

02

Compass National and Regional Instagram

Feature your home as a post on the national and regional Compass Instagram accounts, reaching 165K+ followers.

03

Compass Workplace

Promote your home with monthly posts to an internal networking tool of 25K+ agents and employees.

04

Compass Catch

Showcase your home amongst the nation's most interesting properties in our daily newsletter circulated to 30K+ Compass agents, employees, and real-estate obsessed consumers.

05

Compass YouTube Channel

Publish your breathtaking listing video to the 10K+ subscribers of the Compass YouTube channel.

OUR STEP-BY STEP PLAN

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



1

Complete listing paperwork

2

Prepare your property for market

3

Pre-market and promote your property to Compass agents*

4

Develop and execute our marketing strategy and media plan

ON-MARKET



5

List property online

6

Show property and follow-up with leads

7

Monitor the market, provide updates and assess strategy

8

Review offers and negotiate the optimal contract

CLOSING



9

Schedule settlement and work through contract terms

10

Close on the property and assist with post-settlement questions

Celebrate!



*Pre-marketing strategies are independently determined by clients at their direction.

OUR IMMEDIATE NEXT STEPS

- **Complete listing paperwork.**

The listing agreement is a contract that explains our relationship and the high level of service that we will provide to you.

- **Begin to prepare your home for the market.**

Let's determine next steps together.

- **Continue to monitor the market and assess our strategy.**

Once your home is ready for market, we will reassess market data and finalize our pricing strategy to make sure we are in line with any recent market updates in your neighborhood.

- **Launch your property.**



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COMPASS REAL ESTATE



Compass is a licensed real estate brokerage that abides by Equal Housing Opportunity laws. Information is compiled from sources deemed reliable but is not guaranteed. All measurements and square footages are approximate. This is not intended to solicit property already listed. Compass is licensed as Compass Real Estate in DC and as Compass in Virginia and Maryland. 11911 Freedom Drive, Suite #910, Reston, VA 20190 | 703.783.7485

OUR TRUSTED VENDORS



Younes Miryazdi
Licensed Contractor
703.994.6989
younes.miryazdi@gmail.com
Flooring Paint
Kitchens Bathrooms



Antonio Manueles
General Handyman
571.437.4634
Paint
Carpentry
Power washing | Staining



Walter Lopez
Eagle Home Improvements

571.989.8522
Licensed Plumber
Licensed Electrician



Shiloh Mendez
Landscaper
703.863.2924
Yard Clean Up | Weeding
Planting | Mulching



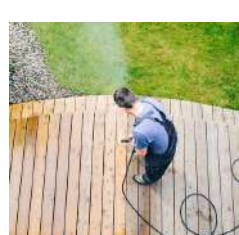
Clean As Snow
www.clean-as-snow.com
Carpet Cleaning | Stain Repair
Pre-Market Deep Cleaning
House Cleaning
Carpet Stretching



Terry Williams
My Guys Moving
571.288.3840
Packing | Short Term Storage
Inter & Intra State Moving



Tim | Regal Windows
703.975.8738
Window Cleaning
Power Washing



A Better View
703.975.8738
Power Washing
Window Cleaning
Gutter Cleaning