

Marketing Presentation



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# The Bushari Team

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For forward-thinking participants in Boston's flourishing fine residential real estate market, The Bushari Team at Compass celebrates the unequivocal satisfaction of our clients.

With a strong ethical foundation and commitment to exceptional customer service, our team leverages our unparalleled connections, deep market experience, expert negotiating skills and proprietary marketing tools to make selling and buying homes *exhilarating, seamless and richly rewarding*.







## Our Journey

We established Bushari Real Estate in 2008 because we believed that home buyers and sellers deserved a better real estate experience. We built a next-generation real estate company with an acute focus on exceptional customer service and targeted, high-end marketing, growing the company to 45 agents and employees, and completing more than \$1 billion in transaction volume. In 2017, we were ranked the fastest-growing, private real estate firm in Massachusetts by Inc. Magazine's "Inc. 5000". In 2018, we decided to continue our journey with Compass.

As The Bushari Team at Compass, we offer the attention of a boutique firm with the marketing and tech prowess of a national brokerage. We continue to set the bar in the luxury real estate market for professionalism, performance and online presence. We specialize in niche marketing, tailoring our approach to each property and individual client.

We believe that intently listening and fully understanding the goals of our buyers and sellers is critical to achieving and exceeding expectations. By leveraging our vast network of high-profile clientele, we maximize our connections to create unique opportunities. We see ourselves as stewards and partners to our clients.

We are at our best when we serve as trusted, ethical advisors who know how to navigate the market, while remaining empathetic, nimble problem solvers who can handle the myriad of details that accompany each and every relationship. We make buying and selling homes exhilarating, seamless and richly rewarding.



‘08

### **An Independent Brokerage**

Mara and Elad built Bushari Real Estate on a strong ethical foundation and a commitment to form a forward-thinking Boston real estate company with an acute focus on exceptional customer service.

‘09

### **“30 Under 30”**

Elad was recognized by REALTOR® Magazine, the official publication of The National Association of REALTORS®, as one of the top real estate professionals nationwide under 30-years-old.

‘15

### **Top 10 Brokerage**

Bushari Real Estate production makes the #1 office in the state for rentals and #9 in Boston for sales volume on MLS-PIN.

‘17

### **Inc. 5000**

Bushari was honored to be recognized by the Inc. 5000 as one of the fastest growing private companies in North America. With 217.74% three-year growth, Bushari ranked 1,779 on the list, in addition to being ranked as the #1 fastest growing private real estate company in MA.

‘18

### **Acquired by Compass**

Bushari decided to strategically partner with Compass to provide their agents and clientele with the most cutting-edge technology and innovative marketing tools in the industry.





## Elad Bushari

elad@bushari.com  
617.450.0900

Elad Bushari has been providing his clients with strategic advice and discreet service regarding all aspects of real estate for more than a decade. Elad's extensive knowledge of the luxury market and his vast relationship network allows him to offer unique opportunities for buyers, sellers and real estate developers in the Greater Boston area.

As the founder of Bushari Real Estate, a boutique luxury firm, Elad oversaw more than \$1 Billion of real estate transactions. He grew the company into a local powerhouse with 45 agents and staff. In 2009, Elad was honored to be one of Realtor® Magazine's "30 under 30" nationwide. In 2017, Bushari Real Estate ranked as the #1 fastest growing, privately owned real estate company in Massachusetts on the Inc. 5000 list, with triple-digit growth and more than \$7M in annual revenue. In 2018, Bushari Real Estate was acquired by Compass, allowing Elad to offer his clients the attention and agility of a boutique firm with the marketing and tech prowess of a national brokerage.

Elad's ability to listen well to his clients' needs helps him tailor individual road maps for success and continuously exceed expectations. His ability to connect and empathize with his clients explains why his business thrives through referrals and repeat customers.

His unrelenting policy of confidentiality, keen attention to detail, and extensive international network have led Elad to be the agent of choice for many C-level executives, celebrities and foreign diplomats.



# Who works for you?



Team Leader



Team Leader



Operations



Marketing



Agent



Agent



Agent



Designer



Designer



Marketing



Marketing



Marketing



Agent Ops



Agent Ops



Agent Ops



Agent Ops



Agent Ops



Management



Management



Management



# Discovering Compass

Compass is building the first modern real estate platform, pairing the industry's top talent with technology to make the search and sell experience intelligent and seamless.



## #3

Real Estate Company in the USA (production vol.)

## #1

Real estate office in Boston YTD (production vol. MLS)

## #1

Real estate firm in staff to agent ratio

• •  
• •

## A brokerage of unparalleled agents

As an innovative residential real estate firm, we empower our agents so they have more time for advising their clients. With the solutions-driven mindset of a startup and the sophistication of a luxury brand, Compass is the future of real estate.

## A tech company reinventing the space

To lead the industry requires the smartest tools built by the brightest minds across engineering, design, and strategy. Through our proprietary platform, Compass is changing how agents and clients navigate the process of finding or selling a home.

# The Compass Advantage

Compass takes a tech-driven, personalized approach, combining a collaborative agent community, in-house creative agency, and the industry’s most tenured leadership team.



Compass CEO Robert Reffkin and Compass COO Maelle Gavet

Our leaders hail from the world’s most innovative companies:

- apple
- amazon
- Google
- facebook
- Microsoft
- L'ORÉAL
- TIFFANY & CO.
- ROLEX

#1

Our rank in average agent sales volume among national brokerages

1.9M

Average monthly page views on Compass.com

\$2.2B

Our company valuation, with \$775M in financing raised to date

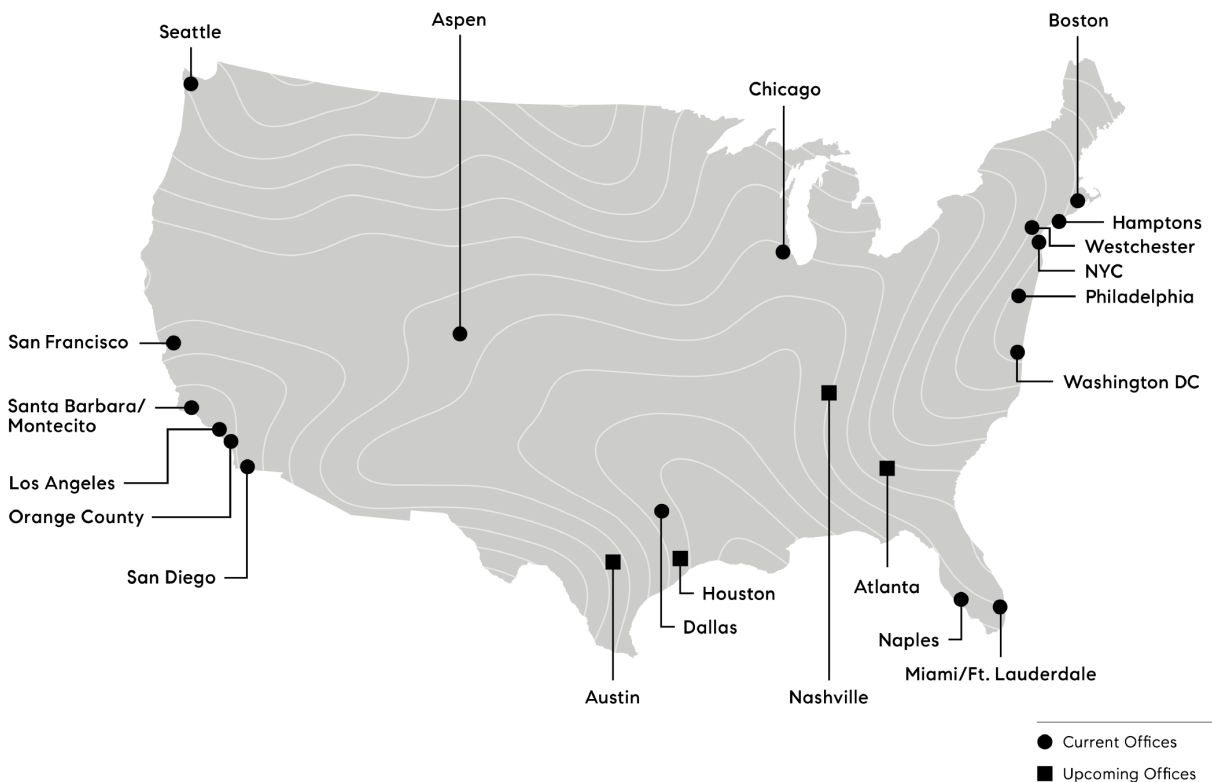
150+

Compass designers, creative producers, and marketing strategists hailing from top brands

- • •
- • •
- • •

# A Nationwide Network

Since our launch in 2012, we've aimed to simplify the real estate process, one market at a time. With 80+ offices across 14 regions, Compass is the country's fastest-growing, most innovative brokerage.



3100

Number of Compass agents nationwide

14

Number of our major markets

Top 3

Our brokerage rank in all active markets

88

Number of Compass offices

\$30B

Total sales volume to date

\$6.8B

Value of current Compass exclusives



# A Billion Dollar Rolodex

In the energetic Boston residential real estate market, the lifeblood of great agents is their network of real estate professionals, buyers, sellers, developers and investors. This invaluable currency forms the basis of The Bushari Team culture, where we work tirelessly to leverage high-value networks that enable us to access opportunities for those who are in the loop and on the list.



30%

Of Bushari Team transactions are off-mls

100%

Purchase and Sale to Closing ratio

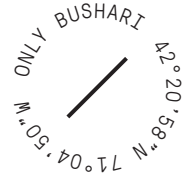
\$1.4M

Bushari Team's average sales price



# Agency Level Marketing

How we acquire, engage and close  
home buyers



**The Bushari Team is comprised of professionals who are knowledgeable market analysts, clear communicators, skilled negotiators, creative marketers and are fully dedicated to exceptional customer service.**

**With unparalleled distinction in the Boston luxury real estate market, we offer the agility of a boutique firm, with agency level marketing and technology.**

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# Customer

## Acquisition + Engagement

We use proprietary algorithms and state-of-the-art advertising techniques to keep our listings in front of active buyers. We utilize highly effective online re-targeting; people who visit our website will constantly see our property ads online, whether they are reading the news or shopping on Amazon. We also use behavioral and geolocation online targeting to reach buyers most likely to purchase a specific property.



Behavioral Targeting



Geolocation Targeting



Social Media Marketing



Machine Learning



Facebook Lookalike



Paid Search



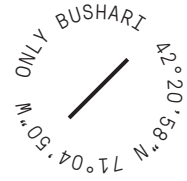
Direct Traffic



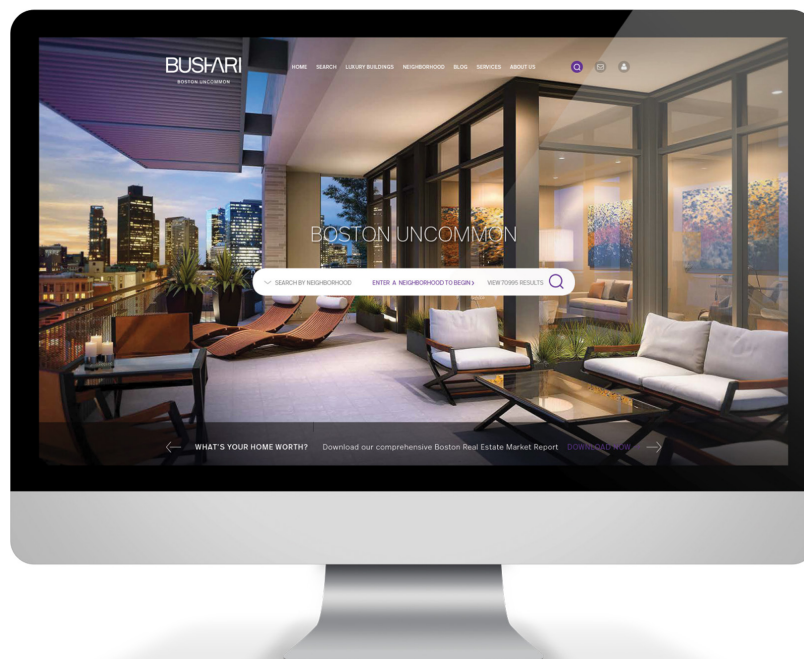
Email Marketing



SEO



Our ads convert window-shoppers into buyers. Generally 2% of shoppers convert on their first visit to a website. Re-targeting brings back the other 98%. We stay in front of people who visit our site by displaying relevant ads to them as they visit other sites online.



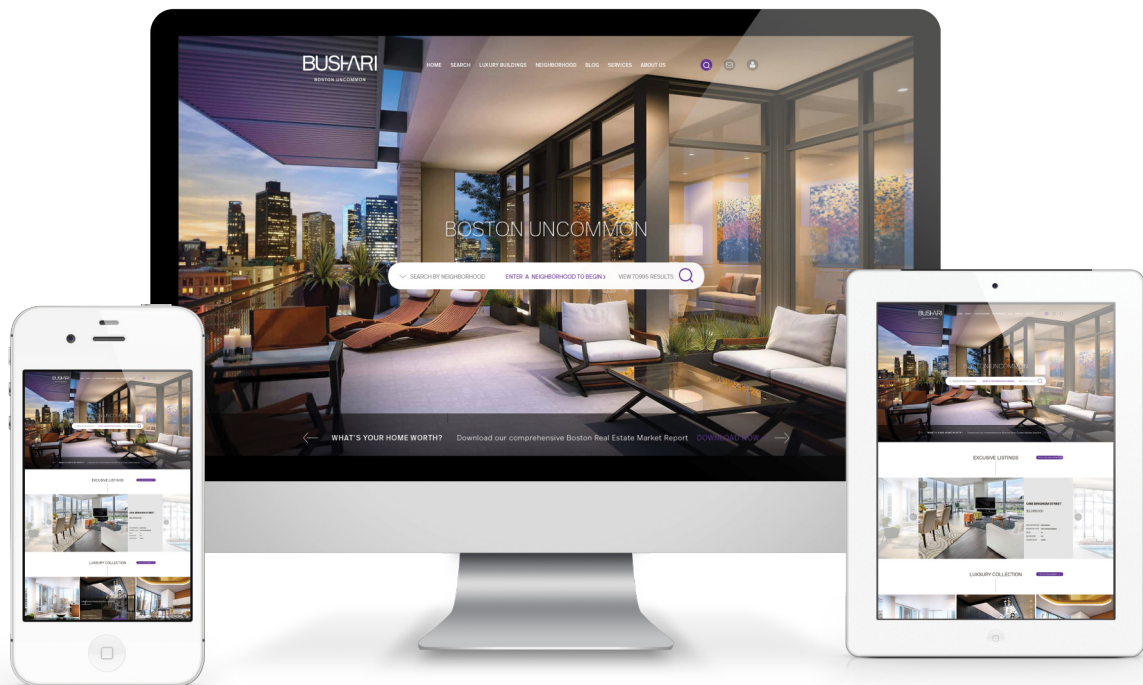
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# Digital Marketing

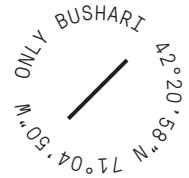
BostonRealEstate.com - The Best Address.

We realized long ago that a great web address and prime online visibility are far more important than the location of a brick-and-mortar office. Today's buyers don't "walk-in", they log-in. That's why we invested in the best address in town - BostonRealEstate.com. If a buyer searches Boston real estate online, they find us. Period.

Our website is a complete real estate resource with a hyper-local focus. Buyers find our website first, spend more time on the site and return more often.



Consumers have changed; they are no longer passive receivers of entertainment and information. The modern consumer interacts, shares opinions and has sophisticated needs that every real estate company must take into account. The Bushari Team is on the cutting edge of these changing tides, and leads the Boston market with its internet presence and marketing approach.



## BostonRealEstate.com

### STATISTICS:



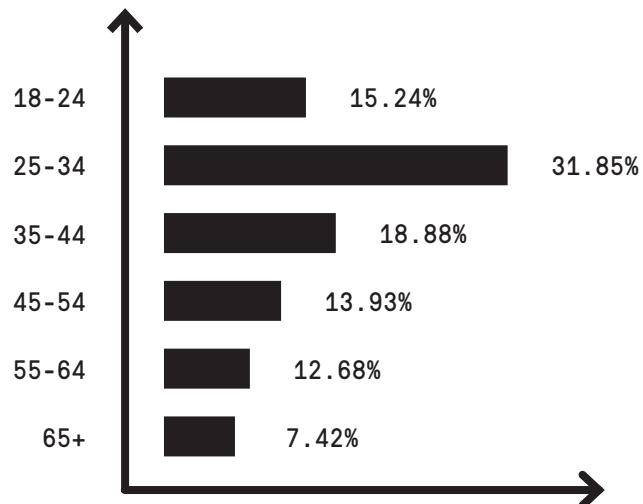
103,507

average monthly page views



31,149

average monthly visitors



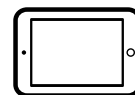
Desktop

53.01%



Mobile

38.45%



Tablet

8.55%



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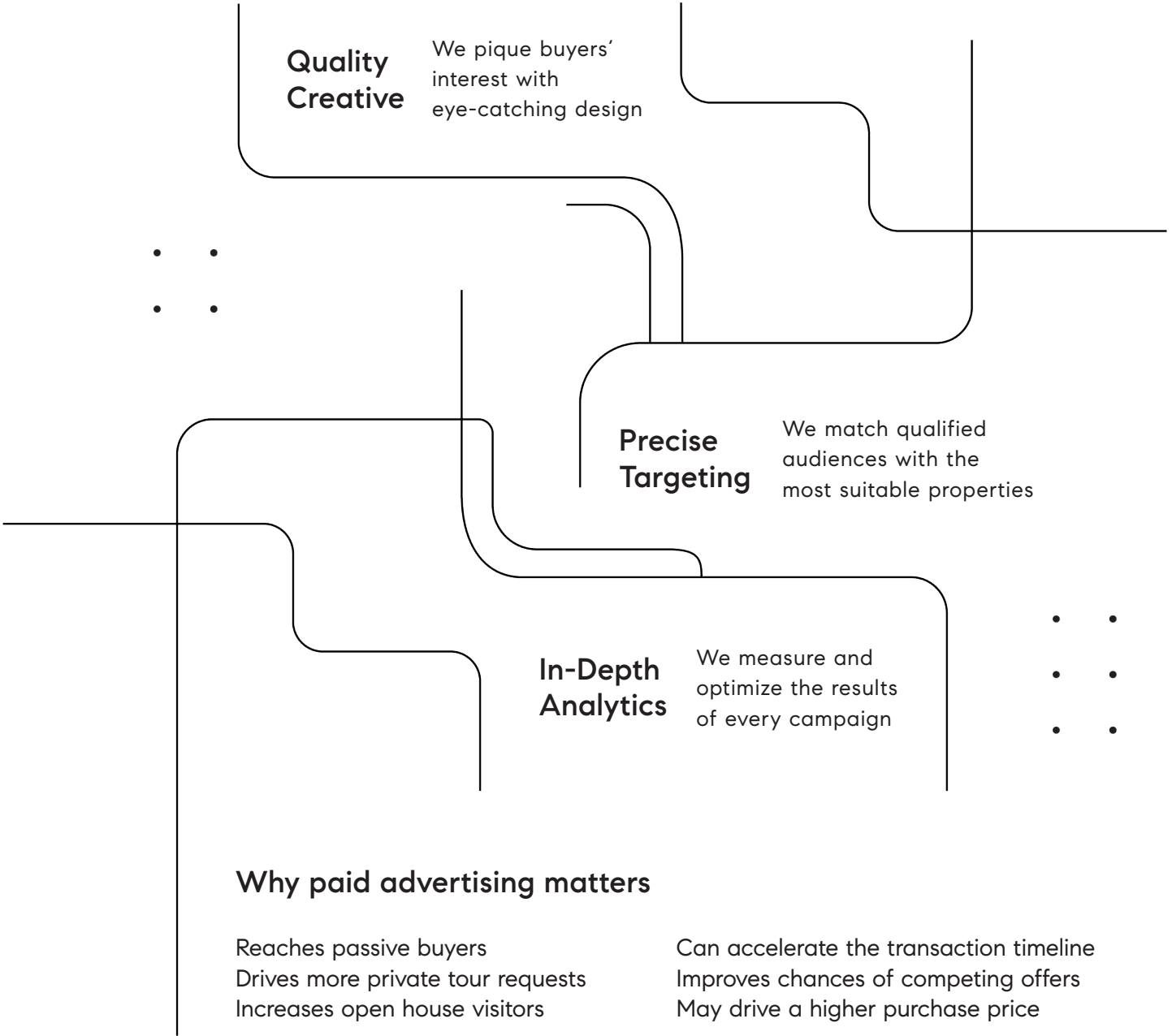
# Compass.com



Compass's full website, designed for all devices, features premium photography and extensive information about your listing. We display your property's critical selling points in a comprehensible and shareable medium.



We promote your property on the platforms where people go to be inspired. Working with an in-house team of experts, we've perfected the three keys to achieving digital success.

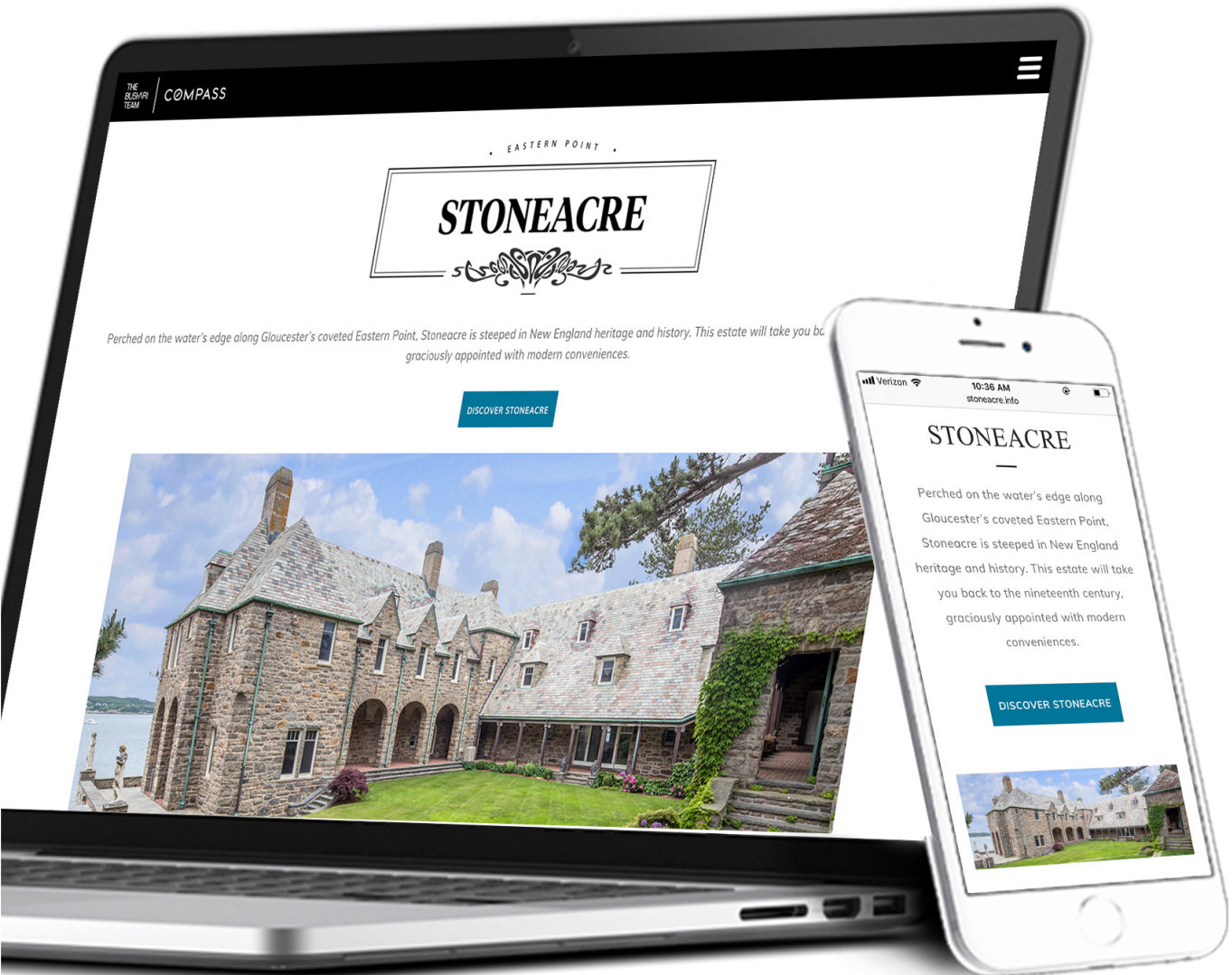


# YourHome.com

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Single property websites increase online exposure and generate more relevant buyer leads through targeted marketing. They provide flexibility in layout and display, allowing for more quality information about the home or development. Buyers who inquire about homes through single property sites are often well qualified and highly interested.





# STONEACRE

Perched on the water's edge along Gloucester's coveted Eastern Point, Stoneacre is steeped in New England heritage and history. This estate will take you back to the nineteenth century, graciously appointed with modern conveniences.

DISCOVER STONEACRE

## STONEACRE

Perched on the water's edge along Gloucester's coveted Eastern Point, Stoneacre is steeped in New England heritage and history. This estate will take you back to the nineteenth century, graciously appointed with modern conveniences.

DISCOVER STONEACRE



# Sourcing Your Buyer

The next owner of your home is somewhat predictable. The Bushari Team analyzes your property across multiple parameters to determine the "Buyer Avatar", and deploys a series of highly targeted marketing campaigns and strategic outreach initiatives.



Income



Relocation Trends



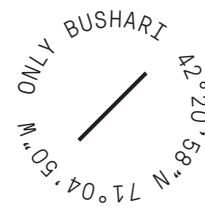
Profession



Commuter Habits



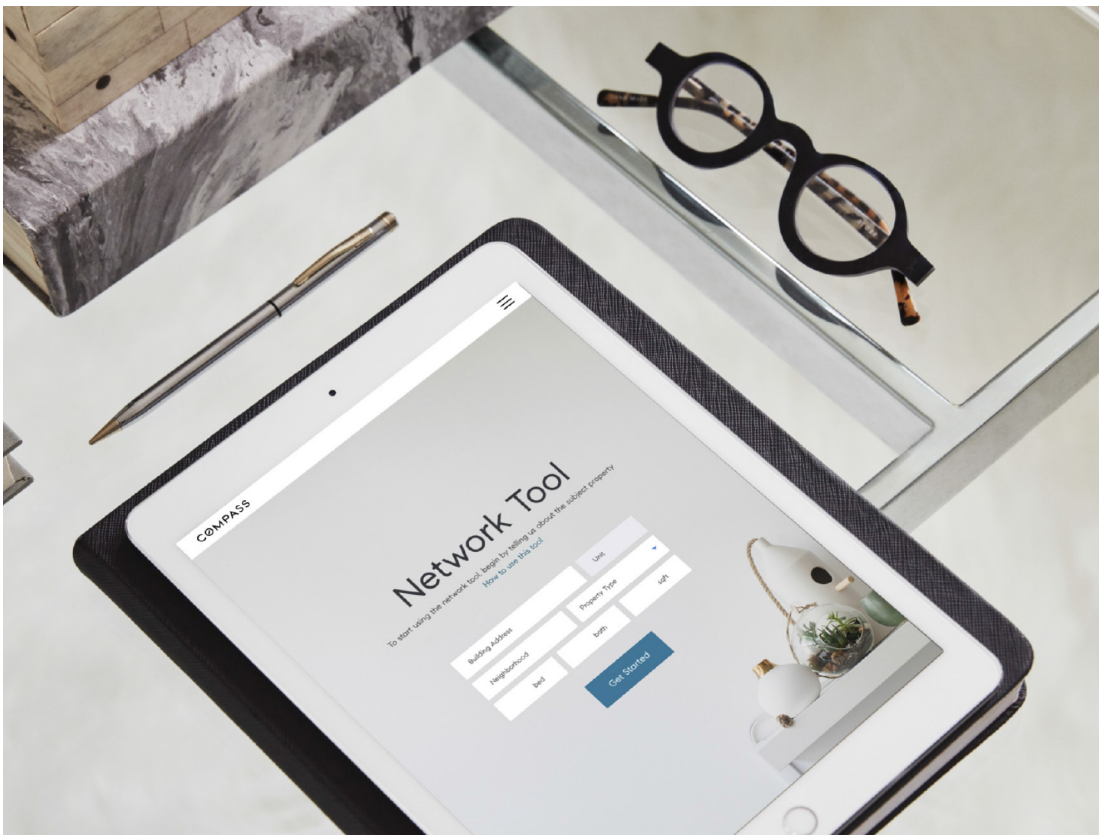
Lifestyle





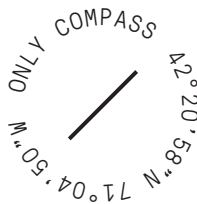
# Networking Capabilities

Aided by state-of-the-art Compass technology, we are strategically connected to the market’s entire brokerage community.



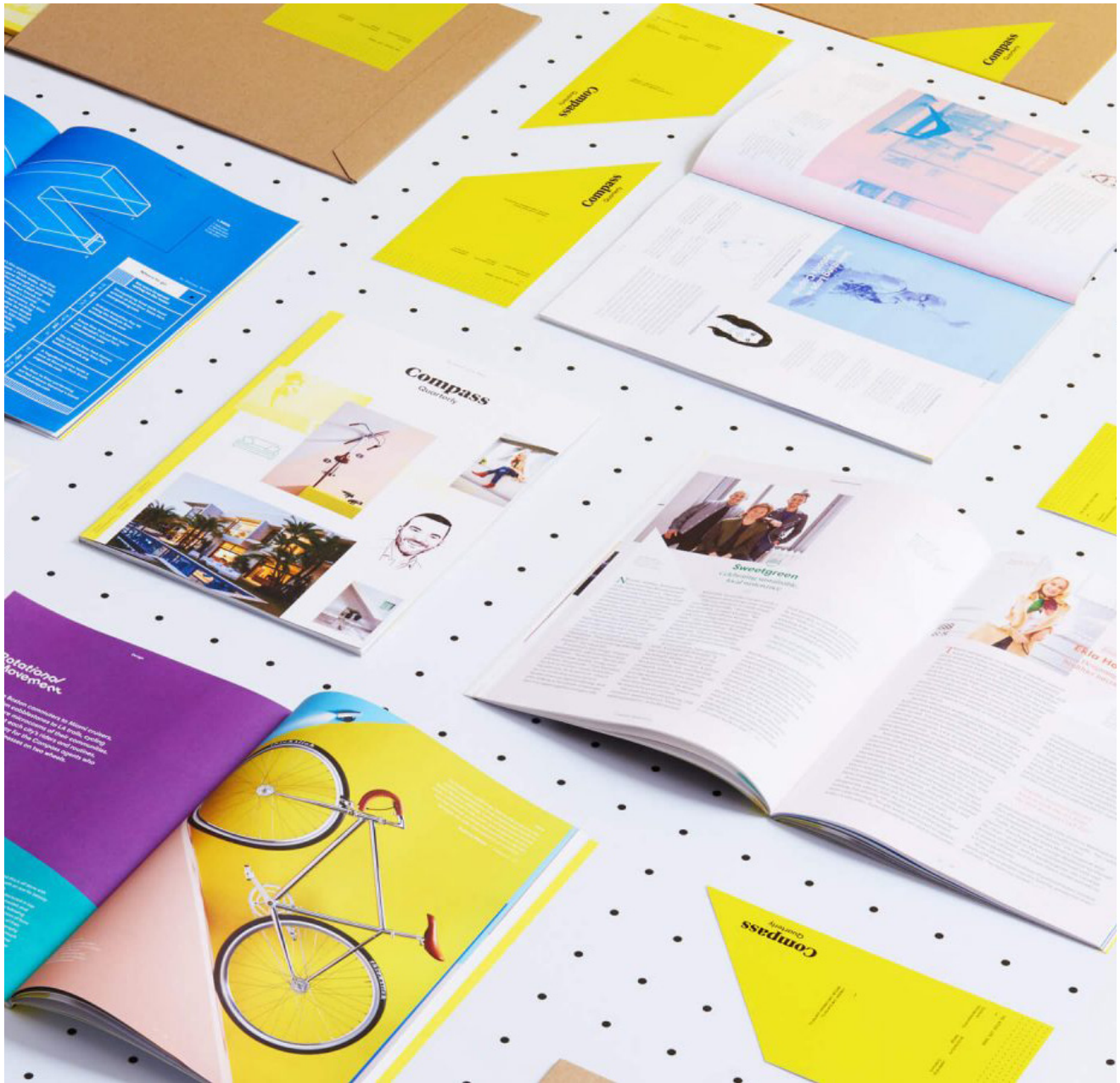
## Unprecedented reach

Using the Network tool, we can analyze your property across 350+ parameters to determine similar sold listings, identify the right brokers, and respond to ideal prospective buyers through a series of email campaigns and targeted outreach.



# Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, we're able to craft an effective, targeted campaign strategy unique to your property.



# Compass Coming Soon

One of the best ways to sell your home quickly and for the highest price is to get a head-start marketing the home before it's time to go on MLS. Compass Coming Soon listings present the perfect opportunity to pre-market properties, both within the Compass internal agent network and to buyers specifically searching the Compass.com website for Coming Soon listings. Pre-marketing listings is a powerful way to build interest and demand, gain more exposure without counting days-on-market, and gather valuable feedback.

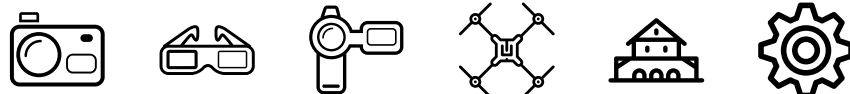


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# Photography

Proponents of powerful imagery, Compass invests in visuals, editors, creative producers, and the industry's most respected photographers to capture your home's finest selling points.

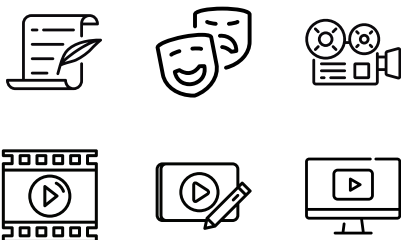
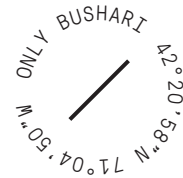
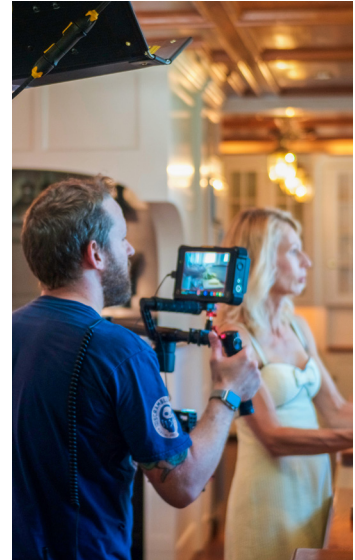




# Lifestyle Videography

We portray the essence of luxury in every frame we shoot, creating unforgettable visual stories that sell. Sellers rely on us to capture their trophy property on film in a way that communicates value and creates desire, enhancing the emotions in the buyers' purchase decision and thus, increasing the value of the home.

The price a buyer is willing to pay for your home is often based on his or her emotional connection to the property. Creative videography with a lifestyle perspective allows buyers to not only see themselves living in your home, but to actually feel it.



# Floor Plans

Floor plans help prospective buyers visualize themselves and their furniture in a home. A powerful reminder of the home's layout and functionality well after a buyer has visited the property, they are often critical if the buyer is considering renovating. Enhanced, 3D floor plans and virtual tours help buyers truly feel a space, especially if they cannot see the home in person because they are out-of-town or the property is pre-construction.





# Print Materials

Every single Compass marketing piece - from multipage brochures to custom mailers to open house handouts - creates a cohesive story around your property and elevates it to luxury status.



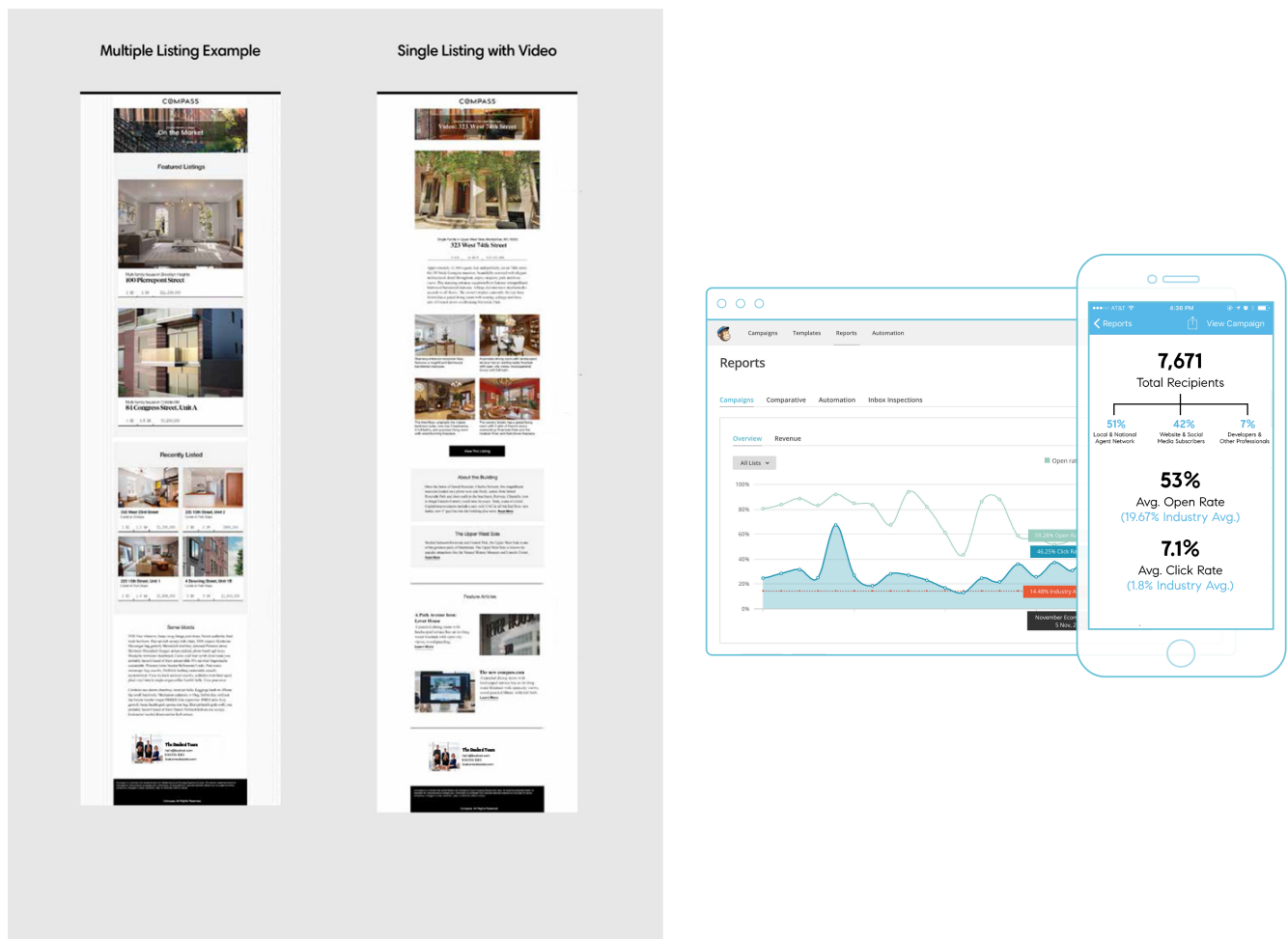
## Formats



# Email Marketing

We make email on brand and on point. When corresponding with our clients digitally, our message is a refreshing experience in their cluttered Inboxes: organized, responsive, photo-driven.

Our proven templates beautifully announce a portfolio of new listings or offer a comprehensive look at a single home and respond seamlessly to desktop and mobile viewings.





# Innovative Signage

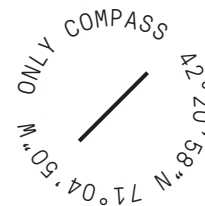
Illuminating and interactive, our reimagined real estate sign engages prospective buyers and surfaces the most resonant information regarding your property.



Communicate critical selling points with strategically-curated content.

Access live data on consumer engagement.

Know how many people requested more detail via QR code.



# Compass Social Media

We engage brokers and buyers every day across five dynamic platforms. With this suite of promotional opportunities, your home will be spotlighted in a real-time, relatable, and quantifiable way.



## 15M

Our total audience on social media

## 2.1M

Total views on Compass YouTube channel

## 133k

Our following across all social media platforms



## Unmatched Resources

Supported by a dedicated, in-house social media team, we are able to stay on the leading edge of social media strategy.

## Strategic Audiences

We have access to an exclusive list of social media stars, putting your home in front of their influential followers.

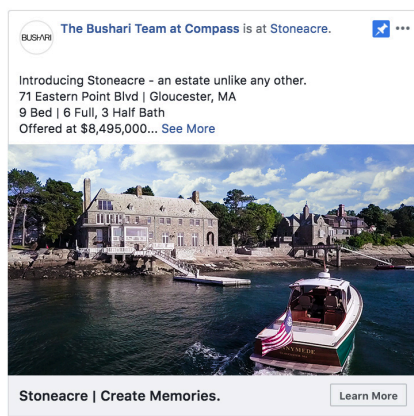
## Dynamic Storytelling

With listing promotion accounting for 75% of our company social content, we highlight our exclusives with a mix of interior images, press mentions, listing videos, and client features.



# The Bushari Team Social Presence

In addition to community and industry connection, our network extends to the digital sphere. By investing in stunning images, serviceable tips, and intelligent targeting, we've cultivated a thriving social media following - all the better to broadcast your property.

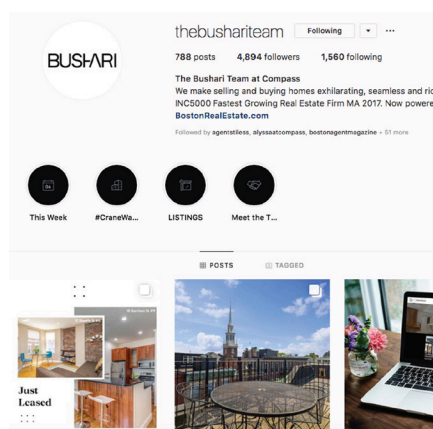


6k+

Number of local Social Media followers

645

Average impressions per Social Media post



facebook.com/thebushariteam



instagram.com/thebushariteam



twitter.com/thebushariteam



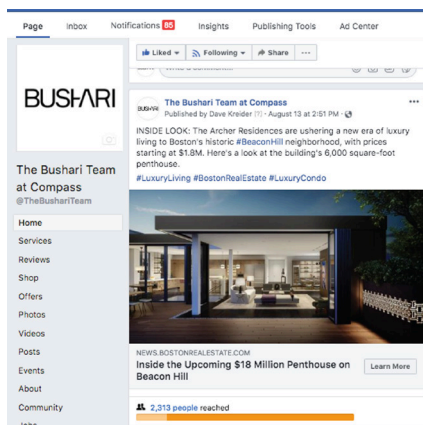
https://www.youtube.com/channel/bushari



linkedin.com/company/bushari-group-real-estate



news.bostonrealestate.com



# Global Presence

Owing to a considered Geo-targeting strategy, Compass listings have a digital presence in over 50 nations around the world.



3.8B

Our international impressions per year

51

Countries to which Compass syndicates listings

1.7M

Unique international users on compass.com per year

78

International real estate syndication portals

1.8B

Potential international social impressions each year





# Overseas Partnerships

Recognizing that your buyer may be sourced abroad, Compass has forged connections with the key digital real estate destinations on every continent.

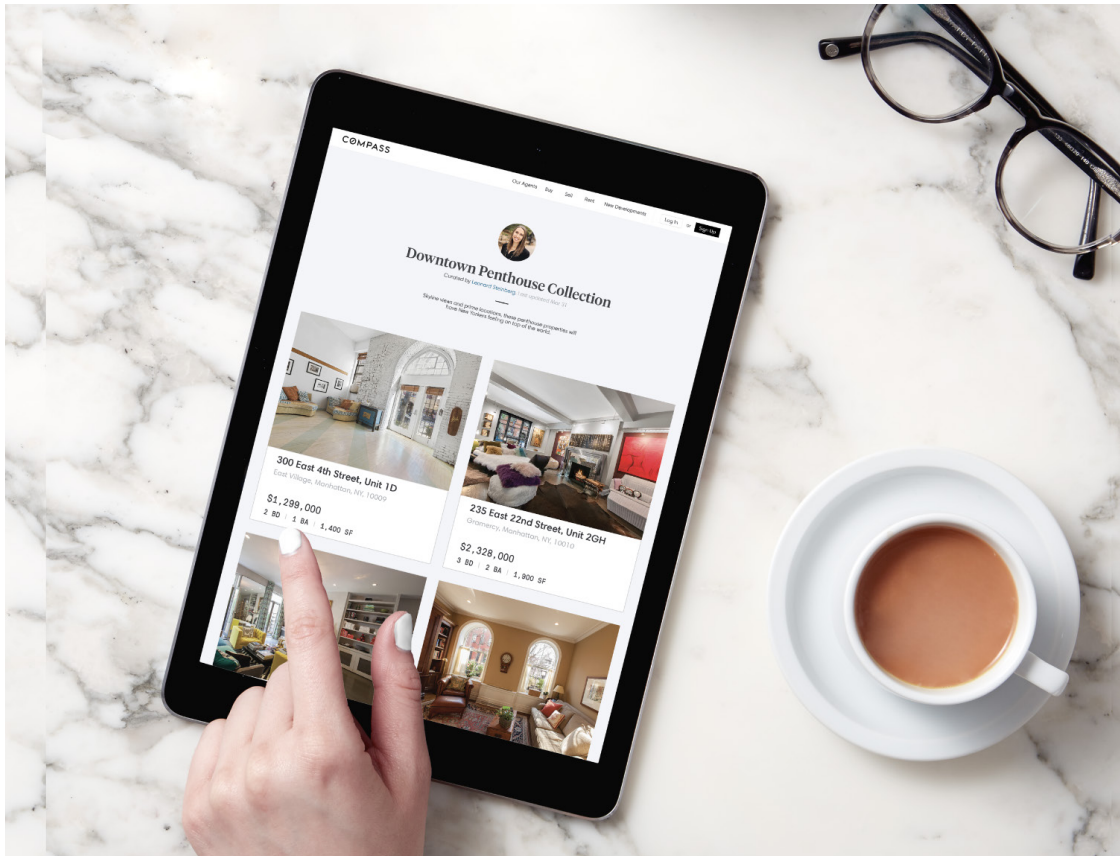


lkeria.com	xe.com	privateproperty.com.ng	globaliza.com
homesales.com.au	property852.com	propertyindex.com.ng	kamicasa.com
realestateworld.com.au	99acres.com	zameen.com	pisos.com
rentbuy.com.au	rumah123.com	housples.com.pg	immostreet.ch
willhaben.at	homehippo.com	ipropertu.com.ph	darproperty.co.tz
imot.bg	myhome.ie	myproperty.ph	thailand-property.com
realestate.com.kh	propertysteps.ie	persquare.com.pg	thailand-property-gate.com
kangalou.com	homeglobally.com	domy.pl	sokna.tn
icasas.cl	immobiliare.it	morizon.pl	emlaktown.com
fang.com	realestate.co.jp	oferyy.net	bayut.com
sodichan.com	buyrentkenya.com	kamicasa.pt	rightmove.co.uk
icasas.com.co	city24.lv	magazinuldecasa.ro	bestpropertiesoverseas.co.uk
city24.ee	immotop.lu	arkadia.com	edenway.co.uk
housingparadise.com	go835.com	domofond.ru	thehouseshop.com
acheter-louer.fr	iproperty.com.my	senegalcity.com	zezoo.co.uk
cotelittoral.fr	icasas.mx	imovina.net	mesto.ua
immostreet.com	mubawab.com	iproperty.com.sg	bestproeprtiesoverseas.com
seloger.com	selektimmo.com	reality.sk	
zezoo.fr	shweproperty.com	persquare.co.za	
sz-immo.de	realtindexer.com	privateproeprty.co.za	



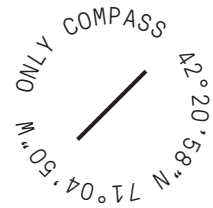
# How will I monitor the market?

Called the Pinterest of real estate, Collections allows us to track the local landscape for the duration of your sale in a centralized, visual space.



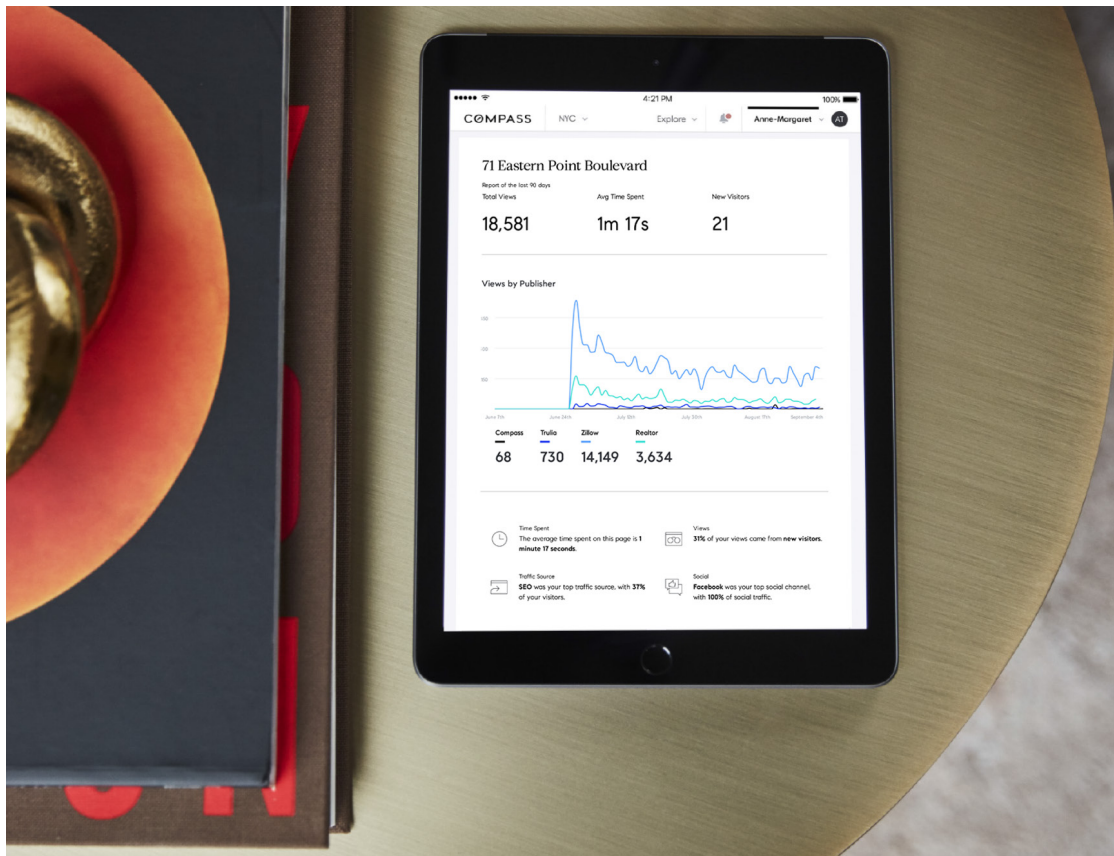
## Collections

Together, we can keep a close eye on homes similar to yours, keeping tabs on the competition in order to make strategic decisions based on price and status updates.



# How will I assess our strategy?

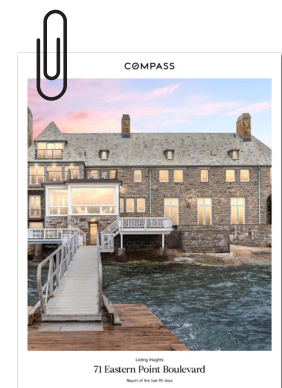
Using our digital dashboard, we can communicate the key metrics you need to know in an easy-to-understand format and make informed marketing decisions for your property.



## Insights

The insights dashboard grants us access to real-time data about your listing's traffic, so we're able to refine marketing and pricing strategies.

Included in this presentation is an example insights report for one of our listings. We will utilize these reports to discover new lead-generation opportunity for your home.



# COMPASS



**Our mission is to  
help everyone find their  
place in the world**



**The Bushari Team  
hello@bushari.com  
617-245-8200**