



COMPASS

Seller Guide

Successfully navigate your next home sale with ease

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About the Nina Bhanot Group

We are driven by a simple goal: to create a stellar real estate experience. That means minimizing your stress, being your advocate, and providing valuable insight and guidance along the way.

The Nina Bhanot Group is a team of listing, buying, relocation, and luxury home specialists. Since starting her real estate career over a decade ago, Nina Bhanot has been a number one producing agent, ranking in the top 1% of Realtors in DFW.

The Nina Bhanot Group goes above and beyond to help our clients sell their homes faster and for more money, providing guidance and advice throughout every step of the selling process. Together, we will collaborate closely to find the right buyer within your ideal timeline. Working with us means you will have a seamless experience and you will be well-positioned to make your sale successful.

We price accurately, based on comparables and our market knowledge to ensure you never leave money on the table. We will provide expert guidance on updates, renovations and inspections. We advise how to stage your home and set you up for success, prepping your home for photos, videos, and showings. Lastly, you'll have an entire marketing team behind you, not just one agent.

We keep our clients and all parties informed throughout the transaction and do everything we can to make sure that they are maximizing their profits from the sale. With over 30 years of combined experience, we have the know-how to help you make the right decision about selling your home with ease. We look forward to the opportunity to serve you, our clients!



The Proof is in the Numbers

Top 1%

of Realtors in DFW

85%

Business by Referral

250+

Reviews on Google,
Facebook & Zillow

725+

Transactions to Date

30+

Years in Real Estate

\$260+

Million in Total Sales

Accolades

Real Trends America's Best Real Estate Professional

D Magazine Best Realtor since 2015

Local Profile Top Realtor

North DFW Real Producers Top 500

Starred on CBS's American Dream TV

Starred on HGTV's "My First Place"

Accredited Luxury Home Specialist

Short Sale & Foreclosure Resource

Global Marketing Agent

Featured in Dallas Business Journal 2020

Compass Founding Member



Meet the Team



Nina Bhanot

Nina Bhanot is your real estate advisor for life whose focus is on building lifelong relationships with her clients by delivering personalized service. Ranked in the top 1% of all Realtors in Dallas-Fort Worth, Nina has a sincere passion for providing her clients with a custom real estate experience as they move through life's many stages. Her unmatched professionalism, skilled negotiation, and elevated marketing are just some of the reasons families across Dallas-Fort Worth and around the country seek her out specifically to buy and sell real estate. She specializes in Frisco's best neighborhoods plus Plano, McKinney, Allen, Prosper and North Dallas.



Brielle Oakley

Brielle Oakley is a Buyer's Agent specializing in relocation and first time home buyers whose entrepreneurial mindset fuels a dynamic dedication and devotion to her clients. A North Carolina native, Brielle moved to Dallas after graduating from the University of South Carolina with a degree in Advertising. Her creative vision and hustle set her apart from the rest. She has an incredible understanding of what her clients want and is fearless in going after it.



Katie Hill

Katie Hill is a Buyer's Agent who brings a wealth of experience and knowledge centered around helping clients navigate the real estate landscape, whether you are buying, selling, investing, looking for leasing opportunities, or exploring new construction. Specializing in Frisco, Allen, McKinney, Plano, Dallas, and the Northern Fort Worth region, Katie prioritizes clear and timely communication and is dedicated to forming lasting relationships with her clients.



Nikki Sontag

Nikki Sontag is a licensed Transaction Coordinator who uses her 10+ years of experience to oversee critical transaction dates and client experience. Detail oriented, results driven and dependable are just a few words to describe Nikki. After working in the industry for the last decade, she has seen the good, bad and ugly in real estate. Nikki knows exactly how to deliver a smooth transaction with no headache and her expertise and quality of work is simply unmatched.



Areas of Specialization

The Nina Bhanot Group has experience in helping clients across the DFW Metroplex. From the condos and high rises of Uptown to the vast 2-acre lots in the suburbs, we happily share our expertise!

Celina

Prosper

Mckinney

Frisco

Allen

Flower Mound

Plano

Murphy

Wylie

Southlake

Coppell

Carrollton

Richardson

Colleyville

Preston Hollow

Universtiy Park

Higland Park

Irving

Dallas

About COMPASS

Our rank as the country's **largest independently owned brokerage**

..... **#1**

Average **fewer days** Compass listings spend on the market

..... **19**

Gross **transaction volume**

..... **\$230B+**

Monthly **website visitors** on compass.com

..... **8.8M+**

Annual **website and social media** impressions

..... **250M+**

Your Home Selling Journey

1

POSITION

- Evaluate comparable homes
- Analyze market trends
- Competitively price



2

PREPARE

- Market strategy
- Listing preparation
- Strategic staging

3

LAUNCH

- MLS and syndication
- Signage
- Networking



4

MARKETING

- Print and digital advertising
- Print collateral
- Targeted email campaigns

5

SHOW

- Broker events
- Open houses
- Lead follow-up



6

UPDATE

- Client progress reports
- Listing statistics
- Price assessment

7

NEGOTIATION

- Qualify prospective buyers
- Review offer terms
- Acceptance



8

ESCROW

- Inspections
- Negotiate repairs
- Title work

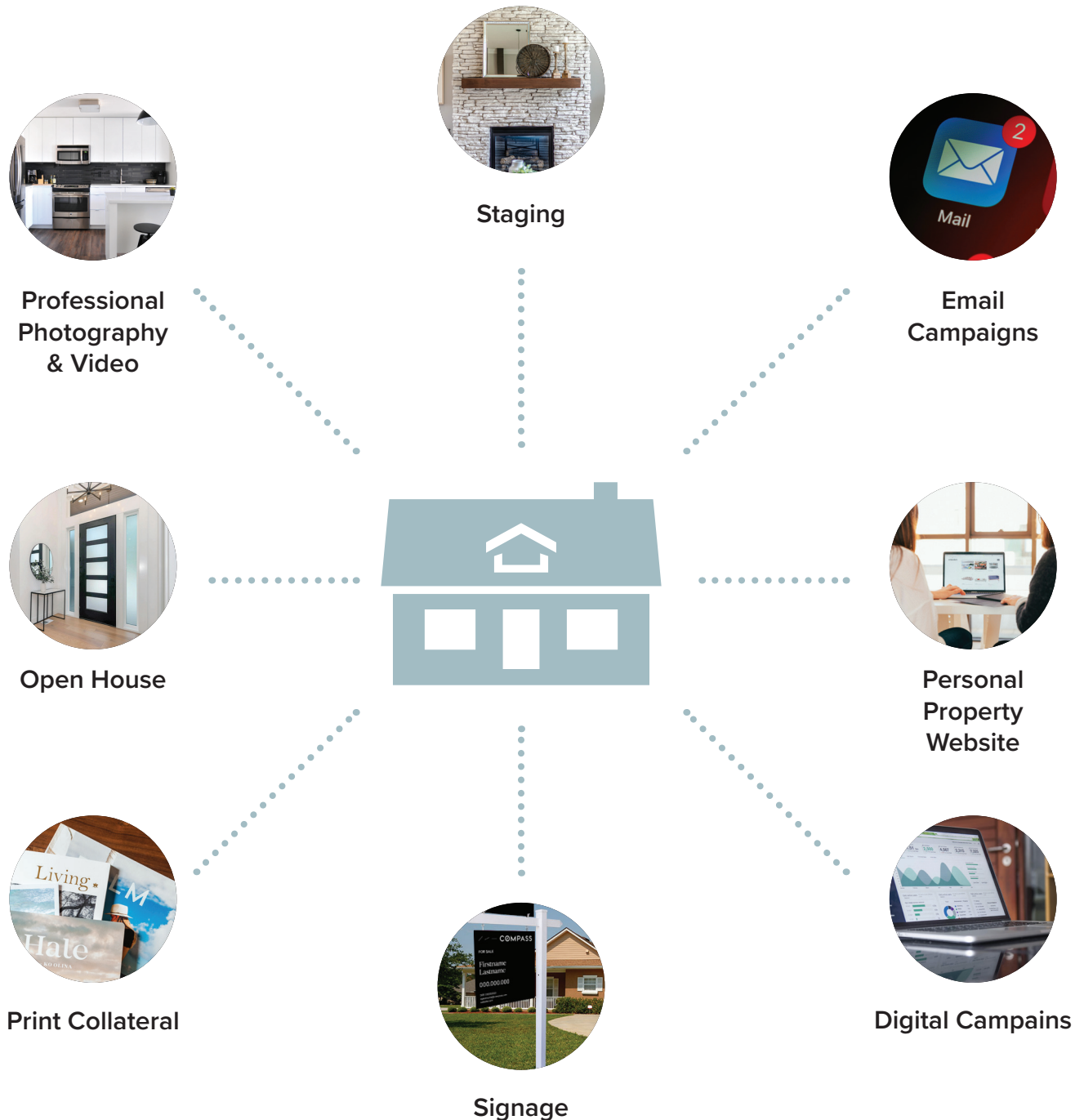
9

CLOSE

- Funding

A Customized Marketing Plan

We will develop a strategic marketing plan that is multi-faceted using professional photography, high quality marketing collateral and digital marketing, while utilizing our network of agents and buyers to drive maximum exposure for your home. Our plan will be tailored to your property in order to sell your home faster while maximizing your net proceeds and making the experience as stress free as possible.



COMPASS Tools & Technology That Benefit You

Network Tool

This tool analyzes your property across 350+ parameters and then identifies the brokers most likely to represent your buyer who we then contact to notify them of your listing.

Insights Tool

Assess the impact of marketing initiatives and view traffic to your listing page using this custom data dashboard.

Print Collateral

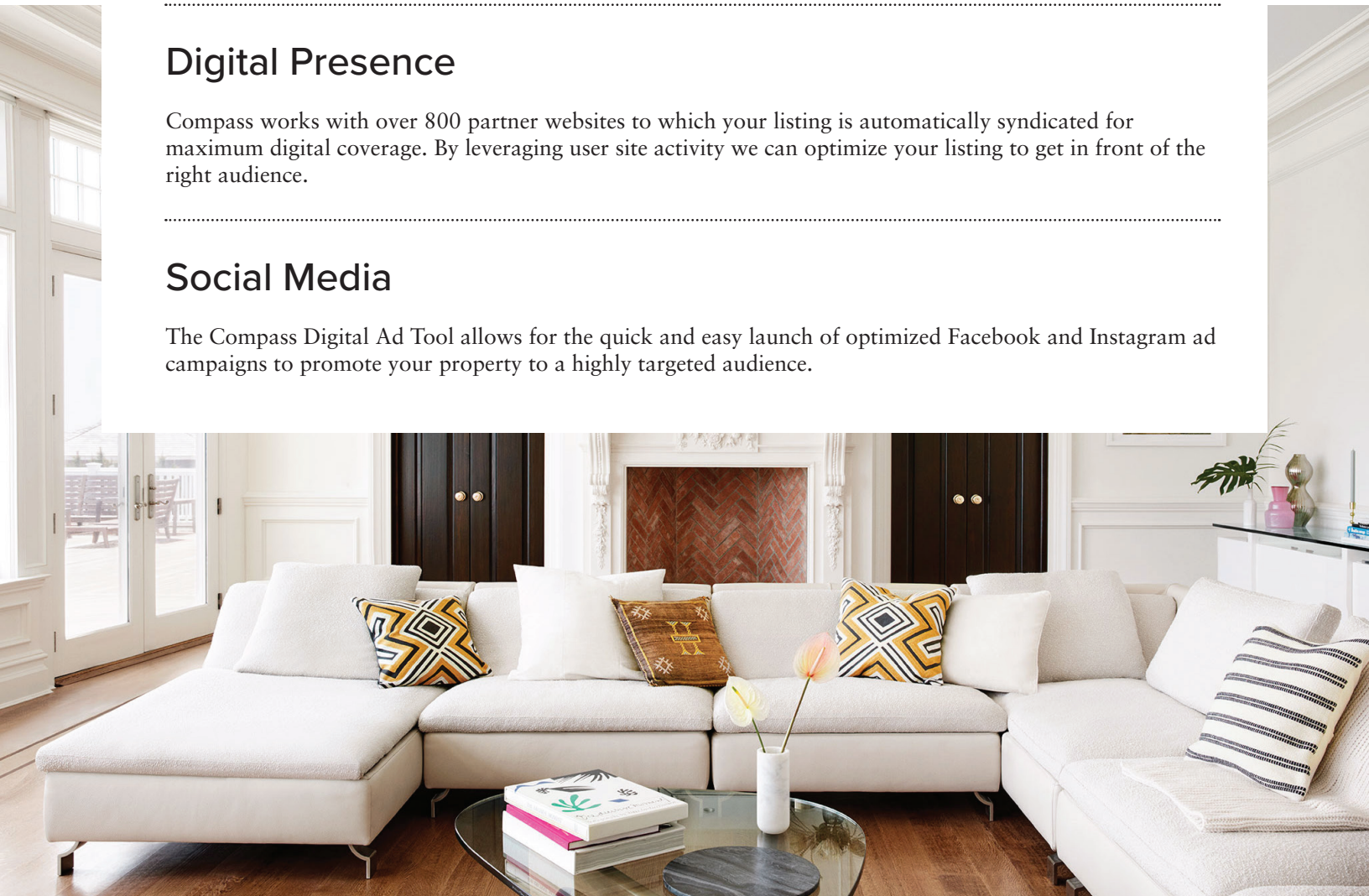
Developed by our in-house creative agency, every single Compass marketing piece — from multipage brochures, to custom mailers, to open house handouts — creates a cohesive story around your property and elevates it to luxury status.

Digital Presence

Compass works with over 800 partner websites to which your listing is automatically syndicated for maximum digital coverage. By leveraging user site activity we can optimize your listing to get in front of the right audience.

Social Media

The Compass Digital Ad Tool allows for the quick and easy launch of optimized Facebook and Instagram ad campaigns to promote your property to a highly targeted audience.



Compass Programs

COMPASS CONCIERGE

Maximizing the Value of Your Home

With Compass Concierge, I can help you sell your home faster and for a higher price. From painting to flooring, Concierge helps transform your home with zero upfront costs.

Services May Include

- Fresh paint
- Strategic staging
- Decluttering
- Moving support
- Storage support
- Roofing repair
- Cosmetic renovations
- Landscaping
- Upgraded electric



BEFORE



AFTER

COMPASS PRIVATE EXCLUSIVES

Sell Your Home, Keep Your Privacy

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

Discretion - Privacy is the ultimate commodity and the decision to sell your home is a personal one.

Quality - Retain exposure to Compass agents, including premium placement on our agent facing platform.

Flexibility - Decide when to share details about your home, including price, more broadly on your own timing.

Value - Get the best offer by testing the market privately to gather key insights without your listing getting stale.

Collaborative Communication

1

You will receive a copy of the MLS printout to review for accuracy.

2

I will call you weekly to report showing activity and give buyer feedback.

3

We will meet periodically to review market conditions and adjust your marketing strategy as needed to get your home sold.

4

We will manage all the details of your real estate transaction on a daily basis.



Negotiating & Structuring the Deal



Carefully review and present all offers for your consideration.



Qualify prospective buyers and verify with their lender the buyer's ability to secure financing and loan approval.



Negotiate the strongest terms to create a solid transaction that will close on time without any surprises.



“ Seller Testimonials

When I decided to put my house on the market, I asked for a recommended realtor from someone I trust. She recommended Nina with the following words: “She’s smart, strategic, and a good negotiator. Nina showed professionalism and dedication, she showed the business acumen of a negotiator, the patience and respect of a psychologist, and the perception and insight of a marketer, all together with the niceness of a graceful and honest friend.

SIMON D. | IRVING

The moment we talked to Nina we found that she was the one we were looking for and immediately saw why she is in the top 1% of realtors in the Dallas area. We were really impressed with her tactical and negotiation skills and she was able to guide us towards the most competitive offer. We had a wonderful home selling experience and both she and her team go above and beyond to offer continued support to her clients!

SAI C. | PLANO

Nina’s knowledge of the local market and expertise made the entire process stress-free and efficient. Her communication skills were outstanding and always made us feel informed and in control. She used her extensive network and marketing skills to showcase our property to the right audience, we highly recommend Nina. She is a true professional and we are grateful for her help!

MAYEESA N. | DALLAS

Nina is amazing and did a fantastic job selling our home. She was highly professional yet friendly and patient in guiding me through the whole process. She was spot on in helping me de-clutter and stage the house, as I was looking for other homes for me, I couldn’t help being amazed at how many realtors don’t counsel their clients on this very important aspect. She is also the reason I got the house that I did. When a previous contract backed out, instead of going to the next offer, the seller came to us solely because of Nina’s professionalism and initial due diligence.

NAWSHI W. | FRISCO

Nina had strategies for getting the word out, ideas for what to improve, and what was best left for the next owner’s tastes. She coordinated final prep after we were moved out, made sure we had a well-advertised open house, and was always available for us at any time. She kept us updated at every step in the process and the sale was absolutely seamless. Nina always had our best interest in mind, her advice was always logical and well thought out. We highly recommend her!

DAVINA F. | CARROLLTON

I cannot sing Nina’s praises enough! I’m a first time home seller moving to an apartment and had no idea what the selling process would be like. I, as we all do, have friends who are realtors that could list my home for me but a coworker of mine recommended I meet with Nina before making a decision. I immediately felt comfortable with Nina, it’s obvious that she knows exactly what she is doing and puts care and effort into every home she touches as if it were her own. To make a long story short, my home sold more quickly, at a higher price, and much more smoothly than I ever thought it could. Nina communicates every step, gives her professional opinion (and personal if you ask) and always has data to back up her suggestions. Again I cannot recommend Nina enough, I am so thankful for her and how she made this process so painless. Thank you Nina!

CHLOE F. | DALLAS

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Highly recommend Nina Bhanot and her team when selling your home. The process from listing to closing was a breeze as Nina and her team took care of all the details and gave thoughtful input from staging the home, to picking a buyer and finalizing the transaction. Her knowledge of the market was extremely valuable as it helped maximize the sale price. If you’re looking for a skilled agent that is patient and responsive, look no further.

DINA P. | IRVING

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Nina is outstanding. She is incredibly professional, knowledgeable, connected and knows how to sell a house. She is very experienced, committed, strategic and knows how to hustle. We had total confidence in her to sell our home and she didn’t let us down. So happy to recommend her!

TRACEY D. | PROSPER

We loved working with Nina to sell our home in Dallas and would highly recommend her to anyone looking to buy or sell in DFW. The process was incredibly easy from start to finish. Nina is incredibly strategic and knowledgeable about the market, was prepared for everything that comes up during a home sale and helped us arrive at a great outcome quickly and efficiently. Plus, Nina and her team are wonderful, responsive and truly great people to work with. You can’t find a better agent to be on your team!

MOLLY H. | DALLAS

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Nina made selling our home easy, straight forward, and actually enjoyable. She is always prompt to respond with thoughtful answers to all the questions we had while selling our home. Nina used her vast network, marketing skills, and real estate knowledge and sold our home in one day!

RAMONA C. | DALLAS

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Nina’s knowledge and experience of the market helped us sell our home quickly and efficiently. She and her team are well organized and were easy to work with throughout the process. We recommend working with her to market and sell your home!

LYNN Q. | MCKINNEY



Supporting You Beyond the Sale:

Client Care Program



Market Analysis



Client Appreciation Party



Vendor Referrals



Newsletter



Tax Protest Support



Networking



Market Updates



Our Pledge

- We only cut chaos and stress... not corners. We put your mind at ease so you can minimize the drama and maximize the joy.
- We are accessible, attentive and efficient with dependable communication so you always know where you stand.
- We are committed to using our knowledge and experience to help you make the best possible choice consistent with your personal goals — even if that means giving candidly straightforward and honest advice.
- We are strong, diligent and meticulous/fierce negotiators while being patient, calm and approachable.
- You are more than a client, you are a lifelong friend with a relationship built on trust and we are here to support you long after the transaction is done.





NB NINA BHANOT
GROUP

COMPASS