

# Listing Package



Amanda Adams | Paradise Real Estate

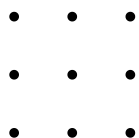


**PARADISE**  
REAL ESTATE

**COMPASS**



NOW, MORE THAN EVER,  
THE EXPERTISE OF A  
REAL ESTATE PROFESSIONAL  
MATTERS IN THE SALE  
OF YOUR HOME



# Amanda Adams

## Paradise Real Estate Team

From neighborhood and school information to going over all of the transaction paperwork, I am here to make this normally daunting experience a smooth and successful transaction. I have been a resident of the Lake Tahoe area since 1990 and a licensed real estate agent since 2004. Due to my strong ambition and amiable personality, I have excelled in my position as a REALTOR® in Lake Tahoe. My focus is on helping my clients as well as the local community through volunteer service in multiple organizations.

Our teams main goal is our client's satisfaction. Therefore, we strive to reach that goal every day and with every client. As a result, we put in the same amount of effort for the first time home-buyer as we do the billionaire buying his 5th vacation home... every client receives the same level of attention and dedication.

**Let me show you why I am the right agent for you.**



When you work with our team, you will always get the best.

- Customer service focus
- High client satisfaction
- First-Time homebuyers
- Investors
- Second home owners
- Relocation
- Retirement
- Single family & condos
- Vacant land



# We let our clients do the talking.

“

*We truly appreciate the knowledge and expertise of Amanda and her team. They guided us throughout and made the whole process of selling our Lake Tahoe home painless. We really trusted them and would not hesitate to recommend Amanda!*

Clair & Brian K. | SELLER | Meyers, CA

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*We just recently purchased our South Lake Tahoe second home cabin with the help of Amanda Adams. It's a very competitive market for buyers right now and Amanda was extremely helpful on helping us put together a solid offer that got accepted by the seller. She's very helpful also on working with out of state buyers and puts together very helpful video showings and walk throughs. I highly recommend using Amanda if you are looking to buy real estate in the South Lake Tahoe area.*

Julie O. | BUYER | South Lake Tahoe, CA

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*Our agent, Amanda Adams provided my husband and I outstanding service while selling our home in Lake Tahoe; Amanda handled every part of selling our home with professional and friendly service; She took care of every problem or issue large or small for us with her wealth of local contacts; We were very impressed with how well she communicated with to let us know what was happening at every point of our home being sold;*

Larry & Carol M. | SELLER | South Lake Tahoe, CA

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*Amanda was extremely helpful, throughout this entire process. She made the sale of my home in Tahoe possible, coordinating service people, and expediting repairs and processing all the paperwork, we were able to close the sale earlier than expected. Thank You.*

Michael L. | SELLER | Stateline, NV

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# Nobody knows Lake Tahoe like we do.



As long time locals of the South Lake Tahoe and Gardnerville area, our team members have the knowledge and expertise to assist our clients through the sales or buying process.

**"We live where you live"**  
is our team moto.

## Notable Sales

Here is a snapshot of our recent sales in the Tahoe area.



**2215 Columbine Trail**

3 BD 3 BA 2342 SF \$1,350,000



**1751 Meadow Vale Drive**

4 BD 2 BA 1607 SF \$750,000



# Notable Sales



**3736 Regina Road**

3 BD 2 BA 1520 SF \$720,000



**2076 Venice Drive**

3 BD 3 BA 1902 SF \$750,000



**1933 Mandan Street**

3 BD 2 BA 1680 SF \$746,000



**730 Jeffery Street**

2 BD 3 BA 1416 SF \$602,177



**3067 Kokanee Trail**

3 BD 2 BA 2056 SF \$755,000



**2290 Rimrock Trail**

0 BD 0 BA 0 SF \$302,000



# Our community is our passion.

We love the area we serve and are deeply involved in the local community. You can find our team members volunteering for our favorite causes or working with our favorite local organizations.

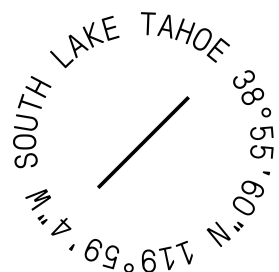
Here are a few organizations we volunteer with.



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

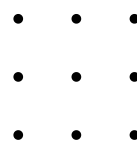
"Home is so much more than a house. It's about community. A healthy and vibrant community is vital and worth striving for."

AMANDA





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





# We understand what it takes to sell your home.

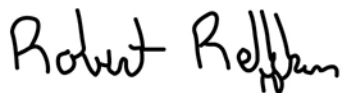
Hi, I'm Robert, Founder & CEO of Compass. I started this company because my own mother is an agent — and I wanted to create a company that treats its agents as well as they treat clients like you.

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

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

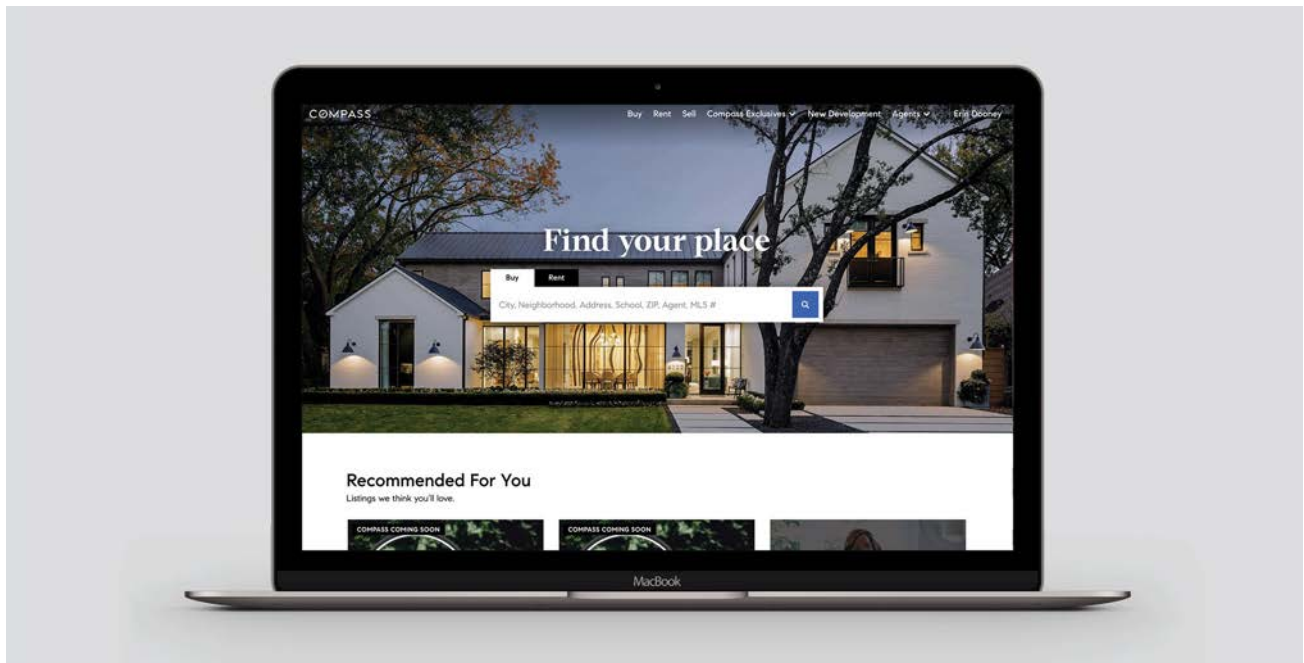
**Our mission is to help everyone find their place in the world and we would be honored to help you embark on your next chapter.**

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin". The signature is written in a cursive, slightly stylized font.

Robert Reffkin, Founder & CEO

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



## 250M+

Annual website  
and social media  
impressions\*

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### Digital Reach

Our digital  
footprint  
attracts potential  
buyers to  
your listing.

## 1.4M+

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

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### International Reach

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

## 105B+

2020 PR  
Impressions\*\*\*

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### Media Reach

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

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

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

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



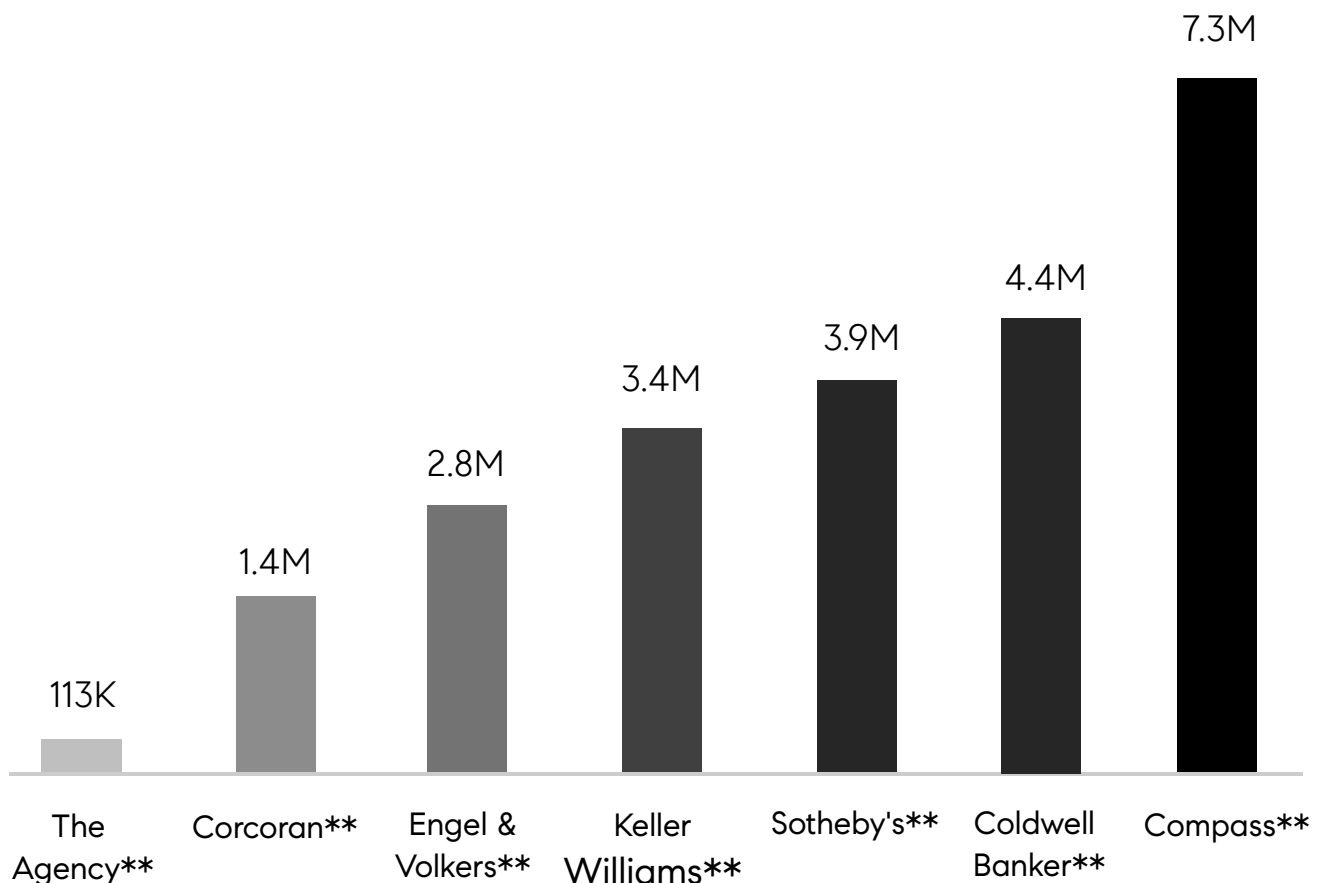
# Your Buyer Follows Compass

# #1

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

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## Monthly Website Visitors



\*The Webby Awards

2019 ([winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass](https://winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass)).

2020 ([winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass](https://winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass)).

\*\*Website traffic sourced via SimilarWeb, 07.1.2021–7.31.2021.

# Placing your property where your buyers are searching.

Once your home is listed, it will automatically 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 \_\_\_\_\_

<b>Zillow</b>	<b>The Wall Street Journal</b>	<b>Mansion Global</b>	<b>Nextdoor</b>
<b>Trulia</b>	<b>San Francisco Chronicle</b>	<b>Realtor.com</b>	<b>Juwai.com</b>

International Syndication\* \_\_\_\_\_

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



# Sharing Your Home Globally

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



# 165M+

Annual international buyers reached\*

# 60+

Countries your home syndicates to\*

# 100+

International portals your home syndicates to\*

# Giving Back to Our Communities

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

## 100%

Of transactions contribute to a donation in your community\*

## \$4.7M

Donated to strengthen our communities to date\*

## 2,650+

Organizations supported\*



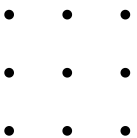
[compass.com/compass-cares](https://compass.com/compass-cares)

\*Data is from March 2019 through May 2021 for all Compass markets.





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



# Our Step-by-Step Plan

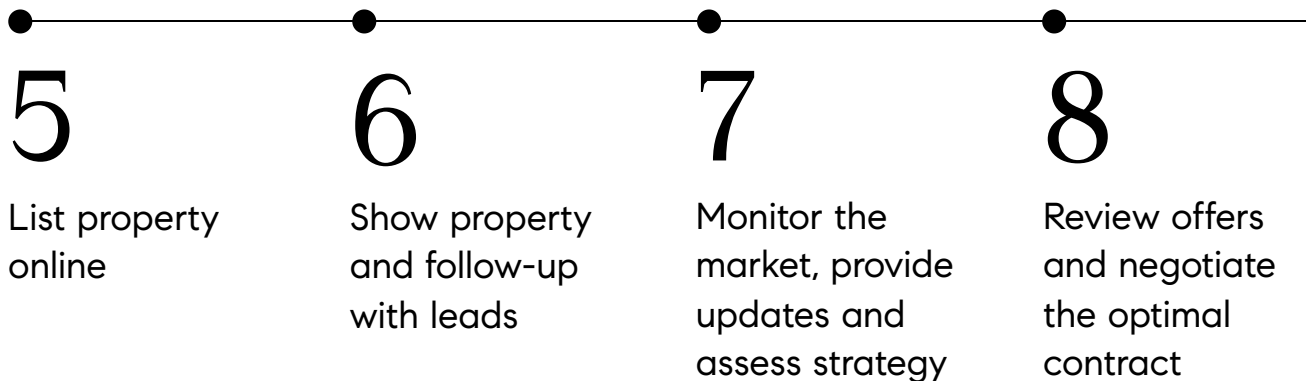
## What to Expect

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

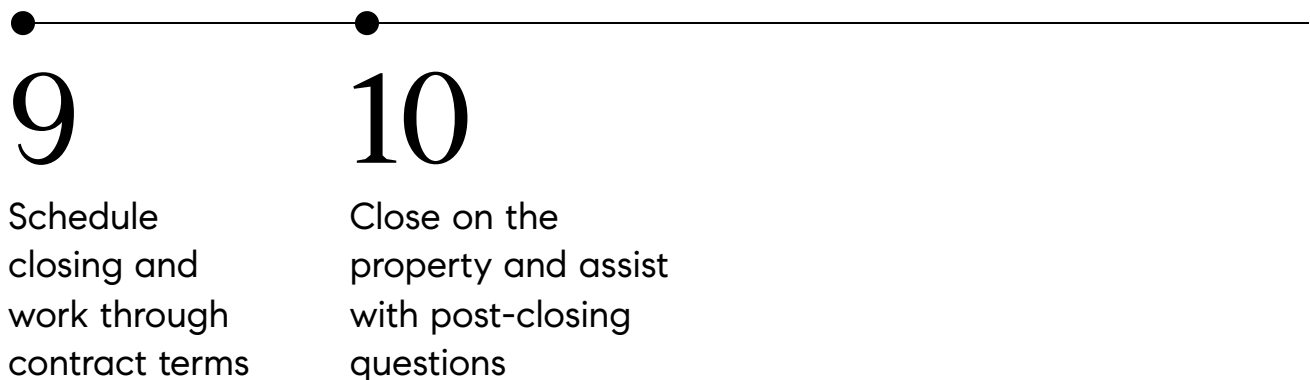
### PRE-MARKET



### ON-MARKET



### CLOSING



# Getting Your Home Ready to Sell

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

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

## 80%

Return on investment for minor kitchen upgrades\*

## 106%

Return on investment for new wood floors\*\*

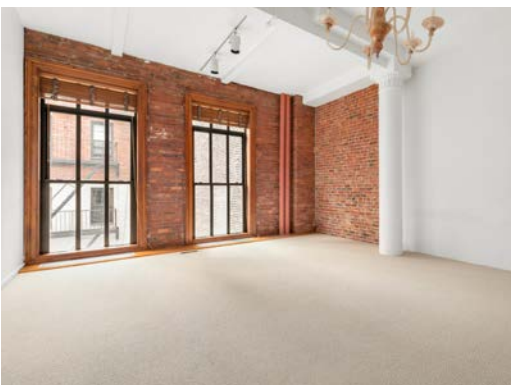
BEFORE



AFTER | KITCHEN UPGRADES



BEFORE



AFTER | NEW WOOD FLOORING



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

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

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

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

## How it Works

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

# 2x

Sellers who use Compass Concierge are nearly 2x more likely to sell their home in 60 days\*\*

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



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

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

\*\*Compared to the average MLS listing in Compass markets.



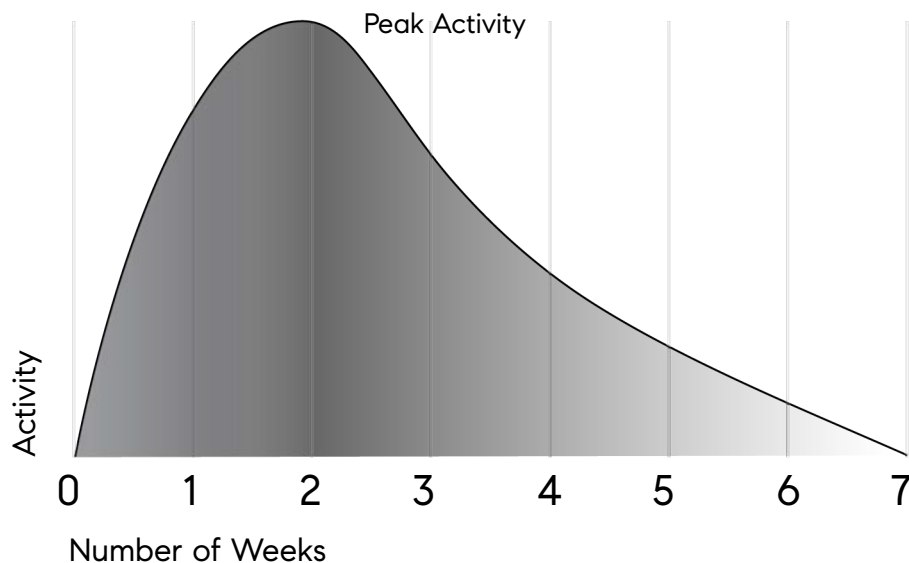
# The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home. Compass uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.



# Pricing Your Property to Maximize Buyer Activity

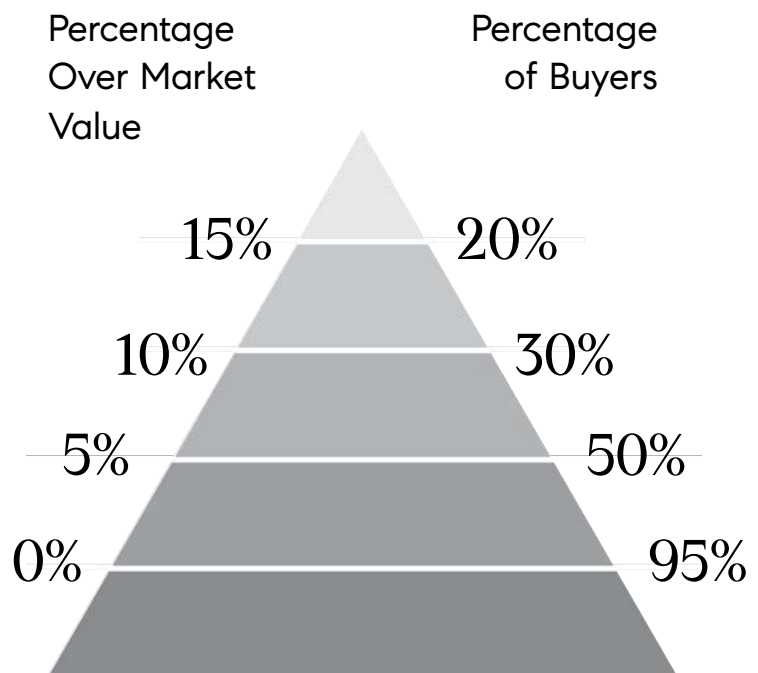
## Timing of Buyer Activity



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

## Attracting Buyers Using Competitive Pricing

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



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

# Our Exclusive Pre-Marketing Advantage

## 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](https://compass.com/private-exclusives)**



## 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](https://compass.com/coming-soon)**

# 2–3x

More views by consumers and agents\*

# 7%

Fewer days on market vs. listings that go straight to active\*\*

# ~19%

More traffic at an open house\*\*\*

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.

Data refers to a comparison between MLS and Compass Coming Soon listings vs. listings that go straight to active. \*Viewership sourced via Compass.com 1/2020–8/2020.

\*\*Days on market sourced via Compass.com 1/2020–7/2020.

\*\*\*Open house traffic sourced via Compass.com 1/2020–9/2020.

# 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.

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## ☐ 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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[www.Paradise-RealEstate.com](http://www.Paradise-RealEstate.com)



**PARADISE**  
REAL ESTATE