

JUNE 2026

# Sarasota Edit

COMPASS

PRESENTED BY

*Irma Scherer*

Your Neighbor & Sarasota Real Estate Advisor

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# Hi friends,

June in Sarasota is one of my favorite times of year. The snowbirds have gone, the afternoons are slower, and there is something really special about life here when it settles back into its own quiet rhythm. Cane just finished kindergarten at Suncoast and Aspen wrapped up preschool, and I am not going to pretend I did not do a little happy dance in the school pickup line but also cried. Summer with my two kiddos while a lot of work is my best kind of full.

If you are a year-round neighbor, you already know this season belongs to us. The beaches are calmer, the restaurants are easier, and the sunsets somehow feel longer. If you are heading north for the summer, I hope you feel good knowing your home is in good hands and that you have someone here watching out for it. And if you are someone quietly dreaming about what a Florida life could look like, June is honestly the best time to come see it for yourself.

Inside this issue you will find some of my favorite June events, a summer weekend guide for locals and visitors alike, a market update that will give you real clarity on where things stand, and a few things to enjoy with your family this month. From a white sangria recipe that is officially on rotation in our house to yep hurricane prep. I hope something in here is useful and feels like it was written just for you. Because it was.

As always, I am one text away.

With so much warmth,

*Irma Scherer*

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# Market Update

770

**NEW LISTING**

- 12.3%

from prev month

571

**SOLD LISTINGS**

+ 6.1%

from prev month

49

**MED DAYS ON MARKET**

+ 8.89%

from prev month

\$500K

**MED SOLD PRICE**

- 7.5%

from prev month

*Source: RPR April 2026, Market Trends for Sarasota County, Single Family + Condo/Townhouse/Apt.*

Sarasota's summer market is moving with purpose. New listings pulled back slightly this month, but closings climbed, which tells us that serious, prepared buyers are acting quickly when the right home is priced well. Homes are spending a bit more time on the market right now, and that is actually a healthy shift. It gives buyers room to breathe and make thoughtful decisions without the pressure we saw in years past.

Prices adjusted modestly this month as well. That is not a signal of weakness. It is the market finding its footing after a strong run, and it creates a real window of opportunity for anyone who has been watching and waiting.

Curious what this means for your home or your next move? I am happy to walk you through it with no pressure and no agenda. Just real answers, whenever you are ready.





# June Can't Miss Events

June is packed with things worth showing up for. These are my personal picks and are already on my calendar.

## **Sarasota Music Festival** **Now - June 14**

*Opera House / Friedman*

You can attend polished evening concerts or my personal favorite, buy a pass for the masterclasses and rehearsals to see how the music actually comes together behind the scenes.



## **Classic Car Show** **Now - June 14**

*Lakewood Ranch Main Street*

*Ed's Tavern proudly hosts the Classic Car Show on Main Street the first Wednesday of every month from 5 p.m. to 8 p.m., featuring live music, food, and prizes. Whether you bring your own wheels for a \$10 entry fee or simply enjoy the show for free, it's a must-attend community event for every automotive enthusiast.*

## **Father's Day Block Party**

**June 6 @ 10:00 AM**

*UTC Mall*

*The Mall at University Town Center is hosting a Father's Day celebration packed with family-friendly fun, including Tampa Bay sports player meet-and-greets, mini golf, a photo booth, superhero capes for kids, and more than 40 local vendors. Raffles and giveaways will take place throughout the afternoon, making it the perfect way to kick off Father's Day weekend*

## **24th Annual St. Armands Circle Craft Festival** **June 6 - 7**

*St. Armands Circle*

*A high-end craft show right in the center of the Circle. Perfect for finding unique home decor or jewelry.*

## **Sarasota Paradise vs Union Omaha** **June 13**

*Premier Sports Campus at Lakewood Ranch*

*Witness a historic moment for the community as professional soccer arrives at the Premier Sports Campus at Lakewood Ranch. Join the home supporters to cheer on Sarasota Paradise and make the electric atmosphere of game day your new favorite routine.*



**USRowing Youth National Championship  
June 14**

*Nathan Benderson Park*

Even if you don't follow rowing, the energy at this park during Nationals is infectious. It's one of the top rowing facilities in the world, and the races are free to watch from the banks.

**33rd Annual Downtown Venice Craft  
Festival**

**June 20 - 21**

*Venice Ave / Miami Ave*

Just a short drive south, Venice Avenue transforms into an outdoor gallery. It's a great way to support local Florida makers.

**Movies Under the Stars: Wonka  
June 26 at 7:00 pm**

*University Town Center*

Experience a free screening of Wonka at University Town Center's "Movies Under the Stars," featuring special character visits and on-site concessions. Held every fourth Friday on The Green, this community favorite is the perfect excuse to grab dinner at UTC and settle in with your blankets and lawn chairs.



**Summer Mornings at Selby Gardens  
All Month Long**

*Selby Gardens*

Marie Selby Botanical Gardens June is the perfect time to visit the Downtown Sarasota campus to see the banyan trees in full bloom. It's an ideal spot for a quiet morning walk with bayfront views.

**Summer Circus Spectacular  
All Month Long**

*The Ringling*

In partnership with Circus Arts Conservatory, this high-energy residency pays homage to Sarasota's "Circus City" heritage in a beautiful, air-conditioned theater.

**Saturday Mornings at the Farmers  
Market**

**All Month Long**

*Lemon Ave and State Street*

A local tradition at Lemon Ave and State Street. June is prime season for Florida-grown tropical fruits like mangoes, carambola, and lychees.

# COMPASS

## Homes In Motion

Step inside my newest listings and coming soon properties each thoughtfully selected to elevate the way you live every day.



### **New Price**

8232 Summer Night

\$1,990,000

*Skye Ranch*

*Room to grow, space to breathe, and a neighborhood where your kids can actually be kids.*



### **New Price**

201 S Shade Ave.

\$1,649,000

*Downtown Sarasota*

*Walkable, vibrant, and designed for the way you actually want to live.*



**Active**

601 Longboat Club Rd.

Unit # 902S

\$9,000

*Longboat Key*

*Waking up to water views every morning never gets old.*



**Active**

5320 Moeller Ave.

\$2,800

*Cedar Grove*

*Comfortable, well-located, and move-in ready for the right tenant.*



**Rented**

601 Longboat Club Rd.

Unit # 404S

\$10,000

*Longboat Key*

*Another happy match made on Longboat Key.*



**Coming Soon**

1479 Landings Cir.

Unit 41

\$655,000

*The Landings*

*Lock-and-leave luxury in one of Sarasota's most beloved established communities.*

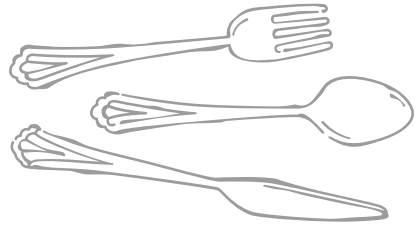
# Unlock Your Property's Potential



Get your home valuation from us,  
no obligation, just the facts.

Compass is a licensed real estate broker. All material is intended for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description or measurements (including square footage). This is not intended to solicit property already listed. No financial or legal advice provided. Equal Housing Opportunity. Photos may be virtually staged or digitally enhanced and may not reflect actual property conditions.

# The Culinary Edit:



A few of these are longtime favorites, and one is a Longboat Key staple that deserves its own spotlight. If you have not been, put it on your summer list.



- 1. Der Dutchman** An authentic taste of Amish and Mennonite culture through its award-winning, all-you-can-eat comfort food buffet and famous broasted chicken. Beyond the dining room, their massive in-house bakery is a local legend, serving up massive "donuts the size of your head" and homemade pies that make it a must-visit for anyone with a sweet tooth.
- 2. Libby's** Offers a chic yet relaxed atmosphere where modern American classics and creative cocktails make it the perfect go-to for any occasion. It's a local favorite specifically for its consistent quality and famous truffle fries, delivering an upscale dining experience without the pretension.
- 3. Cafe L'Europe** Is the pinnacle of St. Armands Circle elegance, offering a sophisticated blend of continental cuisine and Old World charm that has defined Sarasota fine dining for decades. It is the ultimate destination for an upscale celebration, renowned for its tableside preparations, extensive wine list, and unparalleled European flair.
- 4. Kitchen Social** High-energy local favorite known for its eclectic, chef-driven "social plates" that encourage a fun, communal dining experience perfect for groups. Its modern, vibrant atmosphere is anchored by must-try signature dishes like the cheddar scallion biscuits and a creative cocktail menu that keeps the room buzzing.
- 5. Spearfish Grille** Captures the authentic "Old Florida" vibe with its laid-back, waterfront setting at the Marina Jack docks, serving up some of the freshest locally sourced seafood in Sarasota. It's the perfect spot to grab a cold drink and their famous Spearfish tacos while enjoying live music and a sunset view that feels miles away from the tourist crowds.
- 6. Mar Vista Dockside Restaurant and Pub** A true Longboat Key institution, Mar Vista has been welcoming locals and visitors to its waterfront dock since 1912. Order the fish dip, grab a bayside table, and let the afternoon slow down the way only Old Florida can. It is the kind of place you never want to leave.



# DIY Puffy Sidewalk Paint

## Materials Needed

- Shaving cream (foam kind)
- 1 tablespoon cornstarch
- Food coloring
- Ziploc bags (quart sized)
- Measuring spoon
- Empty squeeze bottles (optional)

*Cane and Aspen are already planning their first masterpiece. This one is mess-approved and sunshine-required in our house.*

## Instructions

**Step 1:** Find what you need Gather your supplies and materials so everything is ready to go.

**Step 2:** Mix the paint Fill a quart-sized Ziploc bag with shaving cream. (We get ours from the dollar store—they're one size bigger than sandwich bags!) Add the cornstarch and 5–10 drops of food coloring into the bag.

*Tip: Pink, green, and blue look great with fewer drops, while red and yellow require a bit more to create vibrant colors.*

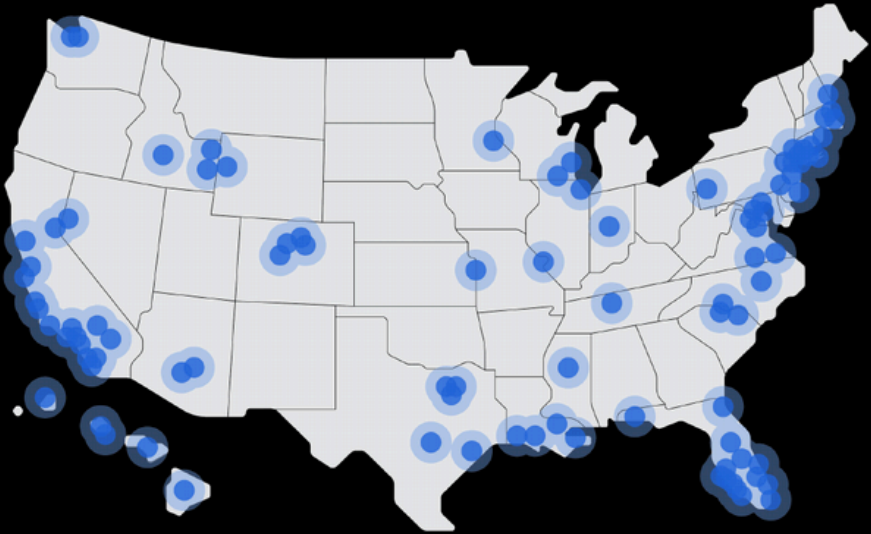
Seal the bag, pressing out as much air as possible, and begin kneading it. Keep squishing the bag around until the contents are completely mixed and there aren't any dark spots of color left.

**Step 3:** Add paint to a squeeze bottle (optional) Cut a small hole in a bottom corner of the bag and transfer the paint into a squeeze bottle.

Note: You can also squeeze the paint right out of the plastic bag onto the pavement and skip the plastic bottle entirely! If using bottles, cut off part of the plastic lid to make a bigger opening. The bigger the opening, the easier (and puffier!) it is to paint. *Repeat this process for as many colors as you'd like to make, a plain white paint is also a lot of fun!*

**Step 4:** Enjoy your puffy sidewalk paint Head outside to the sidewalk or driveway. Choose your first color, squeeze the bottle, and start creating your 3D masterpieces!

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**COMPASS**



# Hurricane Season Prep Without Sacrificing Style



## Heading north for the summer?

Our Property Concierge keeps a close eye on your home while you are away. From storm prep and vendor coordination to routine inspections and peace of mind, we have it handled.

Ask me how it works. Call or text us: 941-281-4441

Life in Sarasota, Longboat Key, and Siesta Key revolves around the water, sunny afternoons, breezy lanais, and homes designed to open wide to the outdoors. It's a lifestyle that feels effortless most of the year, which is exactly why hurricane season brings a shift in mindset. The goal isn't to change how you live, it's to protect it without losing what makes it special.

One of the biggest changes in recent years is how seamlessly storm protection fits into design. Hurricane-impact windows and doors are no longer the heavy, obvious upgrades people used to avoid. Today, they're clean-lined and architectural, built to blend into coastal homes while still standing strong against high winds and debris. Just as importantly, they elevate everyday living, bringing in more natural light, improving efficiency, and creating a quieter, more comfortable interior year-round.

Outdoor spaces have followed the same evolution. Instead of treating patios and lanais as areas that need to be "put away" for storm season, homeowners are choosing materials that can handle coastal conditions without sacrificing style. Teak, powder-coated aluminum, and high-performance fabrics have become the standard, not just for durability, but because they still look intentional and well-designed.

Storage has also gotten smarter, with built-in benches, discreet cabinets, and multifunctional pieces that make it easy to secure cushions and décor when a storm is approaching, then reset the space just as quickly afterward.

Even the landscape plays a bigger role than ever. Homeowners are leaning into wind-resistant native plants, thoughtful pruning, and smarter yard layouts that reduce vulnerability during storms. These updates don't just add protection—they keep curb appeal sharp and consistent throughout the year, even in the middle of storm season.

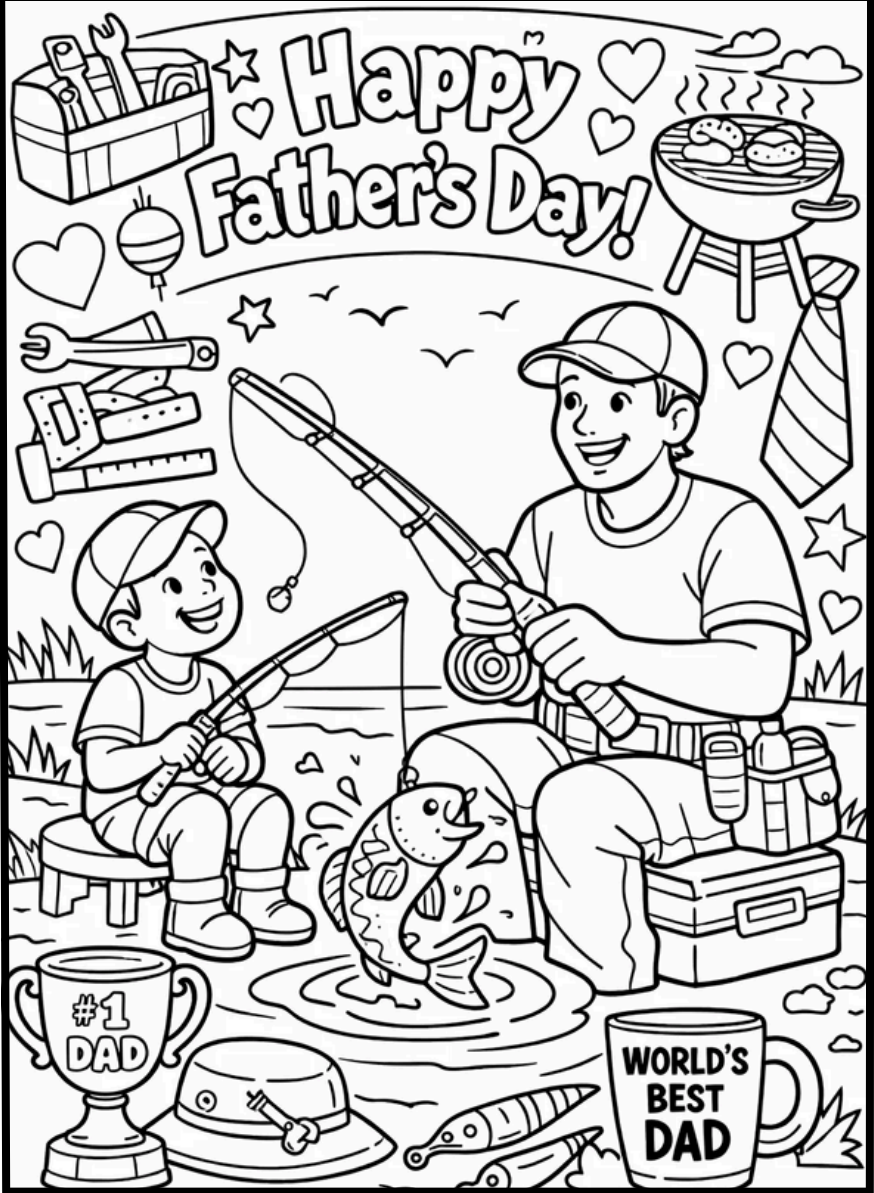
Inside the home, preparedness has become more integrated into daily living. Emergency essentials are no longer stored in bulky bins hidden in garages—they're worked into pantry systems, utility closets, and laundry rooms in a way that feels natural and organized. Everything has a place, and everything is accessible when it's needed, without disrupting the flow of the home.

Because here along Florida's Gulf Coast, the most well-designed homes aren't defined by perfect weather—they're defined by how effortlessly they adapt when it isn't perfect at all.



# JUNE COLORING PAGE

For Adults & Children to Enjoy



# Father's Day Word Search

K I O Y D J D R C S N K Ě D B P X E Q V  
 K X A T A J Z B Y G H I W G T V D O T K  
 G N X H D Y P T P R L U X L W H U E X A  
 E R N M K W I U H U O Z N K Z N N U L H  
 K S A S Z N C O F Y R S J E C B L C L V  
 T E X D G A N I T G E N O H A X C E A V  
 P I W T U D I L O I H M P L N T A B B L  
 O L G Q E A C K H M K N E I S V M R E P  
 K F N R W H T G B E E W Z K X T P A S O  
 M E O N I L L I G U D N E C D M I B A X  
 F R I E F L C P O V U Y T J W W N C B F  
 I I T C A I L C N N G F L O C N G H E A  
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 H R C T H M C O N L J X B A M P O O L I  
 I E A I E L R I O G E Y G I Y O J Y Q L  
 N M V E R D E E Y Q Y B Z W P P N Z T Y  
 G M M G H F W P S I K N R D D E T A K Z  
 R U U F U M V P O Q L T I A N T J D D P  
 A S Q M V U N P G W T Y K F T C C E Z E  
 L T I S E S N H U E N H D L H E G J A C

SOLSTICE

SUMMER

FATHER

FIREFLIES

CAMPING

GRADUATION

VACATION

PICNIC

BARBECUE

POOL

FISHING

BASEBALL

LEMONADE

DAD

HERO

FAMILY

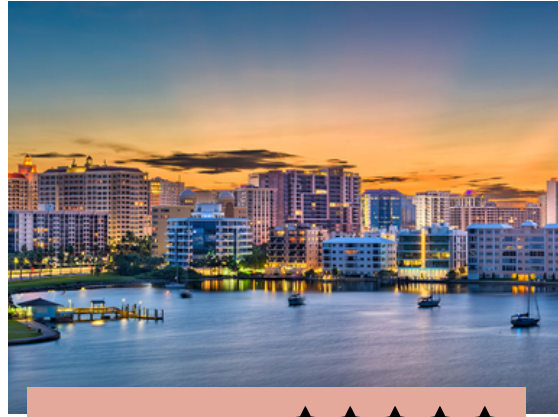
MENTOR

GRILLING

NECKTIE

CELEBRATE

# The Concierge Experience



## Property Oversight & Storm Readiness

Routine, detailed home inspections and vital storm prep coordinated through Sarasota's premier vendor network to safeguard your real estate investment year-round.

## Turnkey Project Management

Complete, stress-free coordination of trusted contractors for property updates and structural improvements, backed by real-time updates and clear communication.

## Strategic Interior Design

Tailored, inviting design concepts that enhance your day-to-day enjoyment while maximizing equity, rental power, and market demand.

Contact our team to unlock the full potential of our tailored Property Concierge services.



## What Our Clients Say



Irma has been exceptionally helpful with my Sarasota rental property. She found wonderful tenants and works well to ensure maintenance on the rental property is in order. She is very in touch with HOA and requirements of the Esplanade Skye Ranch community.

— Andrea M.



Over the past twenty-four years, my mission has extended beyond real estate transactions, I help clients invest in their lifestyle and protect their long-term value. Because a home is where you truly land.

This year marks an exciting expansion with the launch of our Property Concierge services. Crafted for full-time residents, seasonal owners, and long-distance investors alike, this hands-on program offers comprehensive, high-touch management designed to elevate and protect your Florida property at every level.



# Latest Around Town

## 1000 NORTH

### **Elite Celebrity-Backed Private Club Coming This Fall:**

A massive wave of luxury is hitting downtown Sarasota this September at the corner of Boulevard of the Arts and Tamiami Trail. Co-founded by Michael Jordan and Ernie Els, this ultra-exclusive, members-only club and Michelin-level restaurant recently doubled its size to nearly 24,000 square feet to meet overwhelming demand. The lavish two-level venue will feature a grand piano bar, a wine lounge, and elite concierge services. Invitation-only memberships are set at \$6,000 annually. Downtown Sarasota's high-end social scene is on the rise.

## SARASOTA ORCHESTRA MUSIC CENTER

**New Resilient Cultural Hub Advancing Near I-75:** The Sarasota Orchestra has released new design renderings and secured an \$11.7 million donation, bringing fundraising to nearly \$87 million. The planned \$325 million to \$475 million Fruitville Road campus will feature an 1,800-seat climate-resilient concert hall, a 700-seat recital hall, and an education center. Groundbreaking is set for 2027, with an opening targeted for late 2029.

## ESPLANADE AT CAMMARAY

### **New Gated Resort Community Heading to Waterside:**

The final phase of Lakewood Ranch's massive development footprint is officially underway. Acclaimed builder Taylor Morrison has broken ground on its third signature Esplanade project in the area, planning a luxury 1,200-home neighborhood in Southeast Lakewood Ranch. The highly anticipated, golf-free gated village will emphasize a hospitality-driven wellness lifestyle, complete with a Culinary Center, a Bahamas-themed pool bar, sports courts, and a full-service spa. Sales are expected to launch in early 2027, with single-family homes and condos starting around \$480,000.

## LAKESHORE TOWNHOMES

**Luxury Living Arrives on Main Street:** A prime waterfront parcel in Lakewood Ranch is finally coming to life. Builder Frank Dagostino is constructing a high-end, 36-unit townhome community on Rodeo Drive. These three-story luxury residences feature private two-car garages and customizable rooftop terraces. With units already under contract, the model grand opening is set for July. Main Street's walkable footprint is officially expanding.

# The PERFECT We

While the world flock to the powdery white quartz of Siesta Public Beach, locals in the know head south. As June ushers in the quiet season, **Turtle Beach** undergoes a beautiful transformation. The bustling winter crowds evaporate, leaving behind a tranquil, unhurried stretch of coastline where the rhythm of the waves replaces the chatter of tourism.

Unlike its northern neighbor, Turtle Beach is known for its darker, Coquina-rich sand and untouched coastal charm. June mornings are especially peaceful, making it the perfect time for beach combing along the southern jetty, where you can often find shark teeth, whelk shells, and sea glass. Early risers may also spot manatees offshore during peak sea turtle nesting season.



When the June sun gets high, head into Siesta Key Village for a relaxed lunch at **The Hub Baja Grill**. Grab a shaded patio table and order the blackened grouper tacos with a Hub Margarita, the perfect transition from beach to shade.



# Weekend in Sarasota



You don't need a boarding pass to find a transportive summer getaway. Tucked away in the vibrant, mural-lined alleyways of the Rosemary Arts & Design District, **The Sarasota Modern** stands as a masterclass in boutique hospitality. For locals, a June staycation here is an exercise in intentional slow-living, a way to experience the city's artistic core through a stylish, design-forward lens.

The hotel blends clean lines and indoor-outdoor living inspired by Sarasota School architecture. Private terrace suites feature outdoor clawfoot tubs surrounded by lush greenery, while the courtyard pool, framed by palms and minimalist cabanas, creates a peaceful retreat perfect for slow June afternoons.



As golden hour fades into a warm June evening, head to **Wink Wink Lounge** for a relaxed nightcap. Settle into the retro-chic, neon-lit space inspired by 1960s Miami and order a craft tiki cocktail with locally sourced coastal bites, the perfect way to unwind with nowhere else to be.



# Sarasota Market Insights



## IS NOW A GOOD TIME TO BUY?

---

Sarasota is transitioning from a hyper-frenzied seller's market into a healthy, highly strategic negotiating market. For savvy buyers, this shift changes everything.

### | SINGLE FAMILY HOMES

**The market has found a healthier, more balanced pace.** Prices have leveled and buyers now have the time and space to make thoughtful, data-driven decisions. This is the kind of market where a prepared buyer can move with confidence rather than panic.

#### **Buyers Advantage:**

Homes are sitting on the market longer before going under contract, which gives you the opportunity to tour carefully, evaluate fully, and make a calculated offer without the pressure of the last few years.

Properties are selling at or below asking price in many cases, and sellers are more open to concessions including rate buydowns, credits, and closing cost contributions. If you have been waiting for the right moment, this is worth a conversation.

### | CONDOS & TOWNHOMES

If you have been considering a low-maintenance coastal lifestyle, the timing is genuinely favorable. Inventory in the condo and townhome category has expanded meaningfully, giving buyers real choices across a range of price points and locations.

#### **Buyers Advantage:**

With elevated inventory and motivated sellers, buyers in this category have more negotiating power than they have seen in years. Whether you are looking for a seasonal retreat, an investment property, or a permanent residence, the options are there and the terms are moveable.

This is a thoughtful market. The right property, at the right price, is absolutely available right now.

### | LONG-TERM OUTLOOK

Sarasota's appeal is not going anywhere. World-class beaches, no state income tax, strong rental demand, and a growing cultural and dining scene continue to attract buyers from across the country. Buying in a balanced market like this one, where you have time, choices, and negotiating power, is a fundamentally stronger position than competing in a frenzied one. You can always refinance your rate. You cannot go back and change your purchase price.

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# BLUECREST

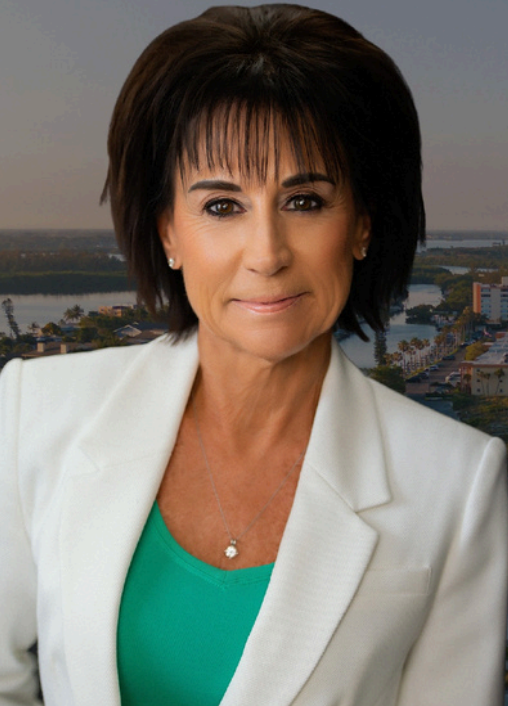
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-  Elite Escrow & Title Professionals

**Laurie Cooper | President**  
laurie.cooper@magnoliatitleteam.com  
941-961-4764

# White Sangria

## INGREDIENTS

### WINE

1 bottle (750 ml) of dry, crisp white wine like Pinot Grigio, Sauvignon Blanc

### LIQUEUR

1/2 cup triple sec, Cointreau, or Grand Marnier

### BRANDY

1/4 cup of brandy (or peach schnapps)

### FRESH FRUIT

1-2 peaches (sliced)  
1 orange (sliced)  
1 lemon (sliced)  
1 cup of strawberries (halved)

### MIXER

1 - 2 cups of club soda, Sprite, or ginger ale

## Pro-Tips

**Value Wine:** Don't buy expensive wine; \$10 to \$15 bottle is perfect.

**Adjust sweetness:** Use Sprite/ginger ale for sweet, club soda for traditional.

**Fruit variations:** Try apples, pineapples, or grapes for variety.

## INSTRUCTIONS

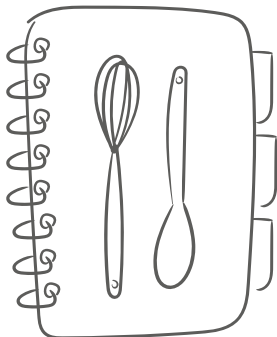
1. **MIX THE BASE:** Combine wine, liqueur, and brandy in a large pitcher
2. **ADD FRUIT:** Gently stir in fruit so it's submerged.
3. **CHILL & INFUSE:** Cover and refrigerate for 3-4 hours or overnight.
4. **SERVICE:** Pour into glasses with ice. Top with club soda, and spoon in fruit.



# Summer Grilled Steak Salad

## INGREDIENTS

- 1 NY Strip Steak about 1 ½ inches thick with light marbling
- 2 cobs corn with husks on yellow, white or combination
- 2 cups chopped kale leaves ribs removed
- ½ pint cherry tomatoes halved
- ¼ cup crumbled gorgonzola cheese can sub feta or goat cheese
- 2 tbs. prepared pesto
- Olive oil, kosher salt + pepper



## INSTRUCTIONS

### 1. PREP & SEASON

- Steak: Bring to room temperature (1 hour). Drizzle with olive oil and season both sides generously with salt & pepper.
- Kale: In a bowl, drizzle chopped kale with olive oil and massage with your hands to soften.

### 2. GRILL:

- Steak: Grill over high heat for 8 minutes per side (turn once) until the internal temp reaches 135–140°F. Remove, tent with foil, and rest for 10 minutes before slicing.
- Corn: Grill in husks for 3 minutes per side, rotating often. Peel back husks and grill a few more minutes to char.

### 3. ASSEMBLE:

- Cut corn off the cob.
- Top the kale with sliced steak, corn, cherry tomatoes, crumbled gorgonzola, and pesto.

ONLY ON COMPASS

# Selling On Your Terms Starts Here

## The Compass 3-Phased Marketing Strategy Is Still Here – And More Valuable Than Ever

Selling your home is one of the most important decisions you'll ever make. You deserve to be in control, to choose how and when your home is marketed, based on your needs and your timeline.

## We've Designed This Strategy in Three Phases.

A build-up of demand and excitement that positions your home for a successful launch on the MLS and 3<sup>rd</sup> party portal sites. You can choose to utilize the third phase at any time you'd like.

## A Strategy That Works for You

Not all home-selling methods keep your best interests in mind. The traditional approach can lead to accumulating days on market, public price reductions, and missed buyer opportunities from the start.

**The Compass 3-Phased Marketing Strategy** is a smarter, more flexible alternative tailored around your needs – so that we can help you sell for the best possible price and terms.

PHASE 1 ●

## Validate Pricing

Start by pre-marketing your home as a **Compass Private Exclusive** within our network of top Compass agents and their serious clients. Gather honest feedback on pricing and make adjustments before going public – without being exposed to negative metrics that impact your home's value.

PHASE 2 ●

## Generate Early Demand

Publicly launch your home on compass.com as a **Compass Coming Soon** to build buyer anticipation and interest. All inquiries will come directly to me – rather than other agents who may prioritize their listings.

PHASE 3 ●

## Launch Your Listing On All Public Websites

Backed by a validated pricing strategy and early demand, feel confident knowing your home is positioned for the strongest possible result when it goes live on all public websites.

## Ready to Take Control of Your Home Sale?

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# Maximizing Demand & Value for Your Home Sale

COMPASS

An overview of 3-Phased Marketing in action

## 1 Compass Private Exclusives

Build demand with a private audience without accumulating days on market & price drop history.

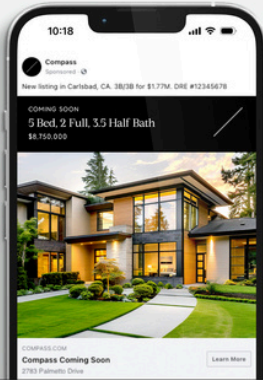
- Direct Outreach to Compass & Non-Compass Agents and Serious Buyers
- Internal & Regional Sales Meeting Promotion
- Listing Appears in a Private Collection to Compass Agents & Buyers
- Top Ranking on Compass.com Search for Compass Agents



## 2 Compass Coming Soon

Broaden reach on Compass.com without accumulating days on market & price drop history.

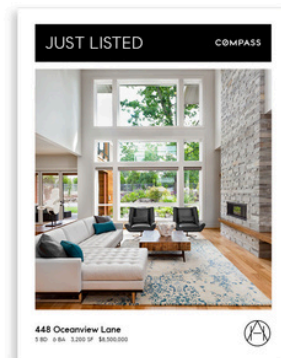
- Facebook and Instagram Promoted Campaign\*
- Consumer Searchable on Compass.com
- For Sale Sign and Open House Event
- Print and Digital Marketing for Consumers and Non-Compass Agents
- Listing Appears as a Private and Public Collection
- Top Ranking on Compass.com Consumer Search



## 3 Go Live On All Platforms

Launch your listing to the widest audience – now you will accrue days on market & price drop history.

- Viewable on MLS and Third-Party Listing Sites
- Full Marketing Plan Launch



\*For every Compass listing that implements 3-Phased Marketing, Compass will run a Facebook & Instagram ad to build interest for your property. This will also provide more insights into your strategy before going live in the MLS.

# Meet the Team



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# Let's Stay *Connected*

Follow us on social media for insider access to exclusive on- and off-market properties, real estate insights and the latest market trends.

 MrsIrmaScherer

 Irma Scherer Sarasota  
Real Estate Advisor

 Irma Scherer



**Scan the QR code to subscribe** to our monthly newsletter and receive curated updates, features listings, and local highlights delivered straight to your inbox.

# COMPASS

We are dedicated to delivering an unparalleled client experience, combining local expertise and insider market knowledge with cutting-edge technology to not only meet but exceed your expectations.

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## Here's How We Compete Against the Market



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