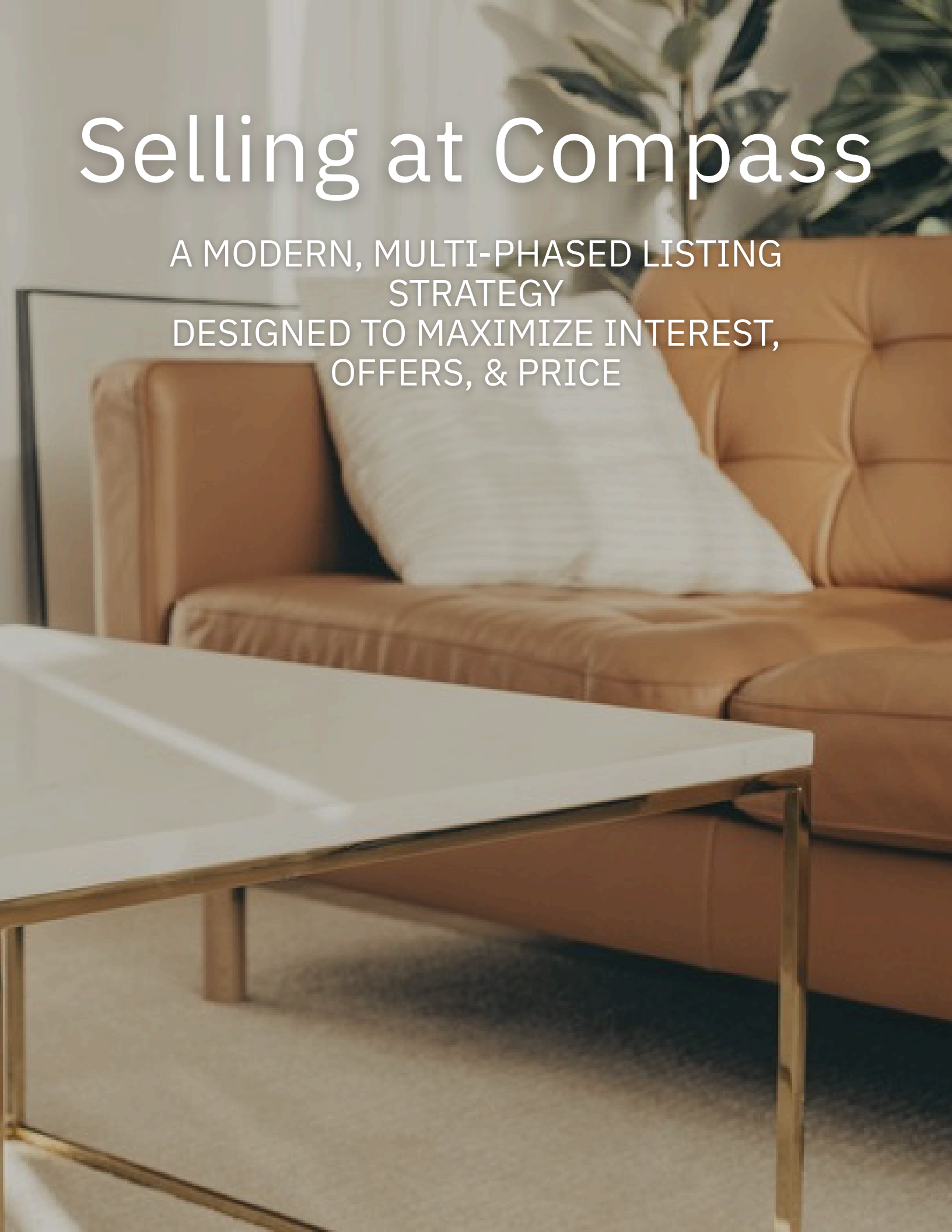


Selling at Compass

A MODERN, MULTI-PHASED LISTING
STRATEGY
DESIGNED TO MAXIMIZE INTEREST,
OFFERS, & PRICE



The Power of the #1 Real Estate Brokerage in the U.S.1

We combine local expertise with expansive connections, powerful marketing, and innovative technology to deliver an exceptional selling experience.



Pre-Marketing Offers A Smarter Way to Sell

A 3-Phased Marketing Strategy is built to extract maximum value for your home.

COMPASS PRIVATE EXCLUSIVE

COMPASS COMING SOON

FULL LAUNCH

PHASE

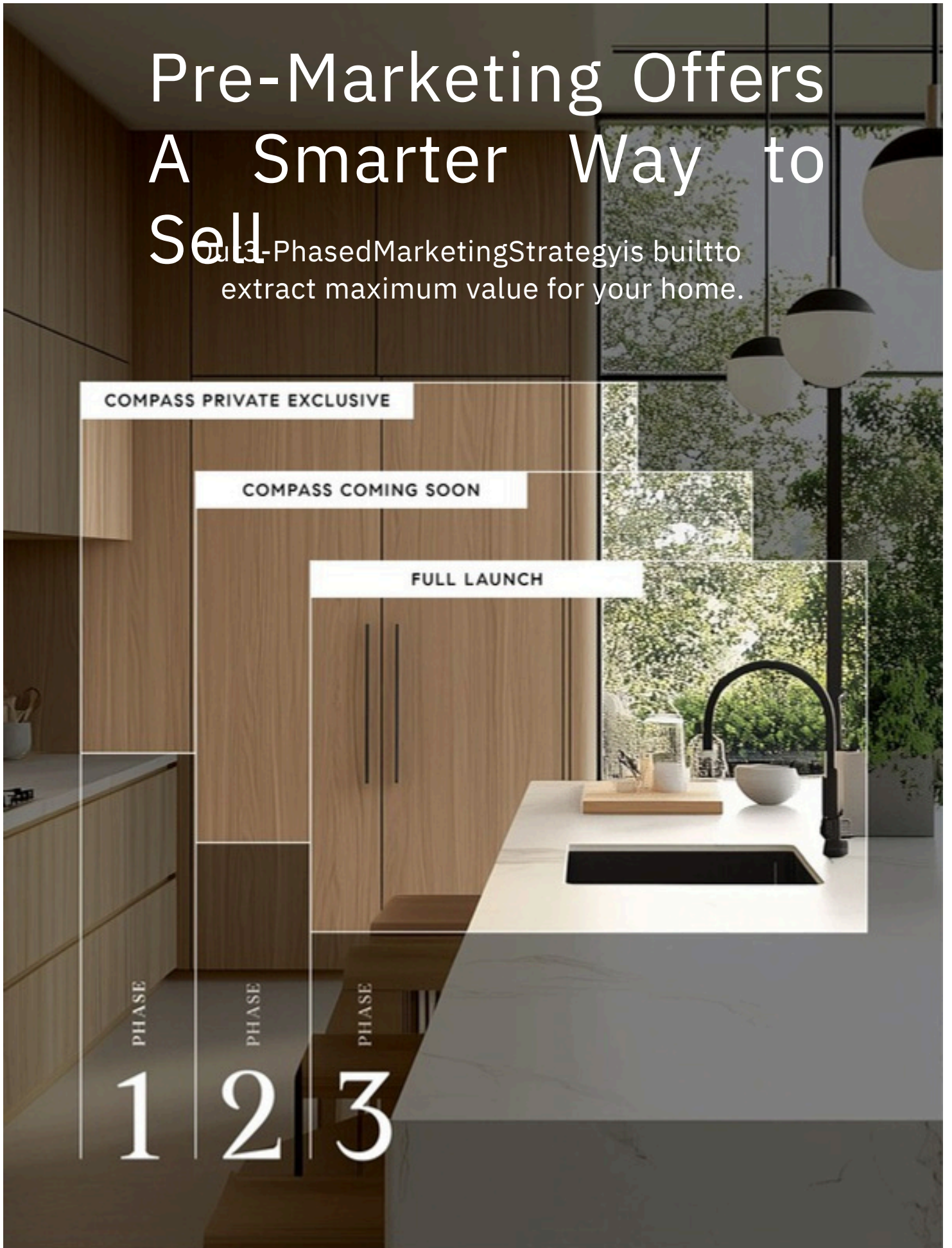
1

PHASE

2

PHASE

3



COMPASS SUCCESS IN NASHVILLE

#1

Brokerage by Sales

Volume in 2024*

\$8.72 B

Total Sales
Volume in 2024*

10,841

Total Sales
Units in 2024*



Areas I specialize in
Nashville
Murfreesboro

A Proven Strategy That Delivers Real Results

Our data¹ shows that homes pre-marketed on Compass before going live on other public sites see these advantages:

2.9%

Higher Closing Price

20%

Faster to Contract

30%

Less Likely to Drop in Price



¹Findings are descriptive statistics and compare the average of Compass residential listings that went active on a MLS and were pre-marketed as a Compass Private Exclusive and/or Compass Coming Soon vs. the average of Compass residential listings that went active on a MLS but were not pre-marketed as a Compass Private Exclusive and/or Compass Coming Soon from January 1, 2024 - December 31, 2024 as well as measure the percentage of Compass Coming Soon residential listings that sold during the period January 1, 2024 - December 31, 2024. Compass Coming Soon listings that sold off the MLS are identified as having a close date in 2024, were pre-marketed as a Compass Coming Soon, and were on the MLS for less than one day. Source: Compass data. Findings from the internal analysis were based on a hedonic regression analysis that examined Compass residential closed sell-side transactions from January 1, 2024 - December 31, 2024, nationally and for all residential property types (single family, co-op, condo, townhouse, and condo). For 2024, Compass pre-marketed listings are associated with an average 2.9% increase in the final close price versus Compass listings that went directly to the MLS. The estimated effect has a 95% confidence interval ranging from 1.9% and 3.9%. This finding may vary depending on market conditions and seasonality. The results provided are based on current data and methodologies, and should not be interpreted as definitive predictions of future outcomes. Compass utilizes a Compass Private Exclusive listing and/or Compass Coming Soon listing at the direction of the seller. Compass makes no warranty, representation or guarantee as to the accuracy of these results or any actual outcome of using the Three Phase Marketing Program. Results may vary. Correlation does not necessarily equal causation.

PHASE 1
COMPASS PRIVATE EXCLUSIVE

Protect and Maximize the Value of Your Home



Validate Your Price with a
Select Audience

WILLIAM CLENDENING

As a Nashville real estate agent, I'm proud to call this city home. Born and raised here, I've always valued the strong sense of community and the importance of safe, affordable housing. I understand not only the financial value of real estate but also the role a home plays in people's lives. For more than 20 years, I've had the privilege of serving residents across Nashville and Middle Tennessee. My experience includes helping clients buy and sell homes, being on the leadership team of a real estate company to empower other agents, and directing Tennessee's Foreclosure Prevention efforts. More recently, I've worked with a team dedicated to ending homelessness in Nashville. These opportunities have given me a unique perspective and a deep understanding of the housing industry. The real estate market is always changing, but so am I. As a veteran, I approach challenges with discipline and integrity, and I remain committed to serving my clients with honesty and dedication. Whether you're a first-time homebuyer, relocating to Tennessee, or planning to sell your home, you can count on me to guide you through the process and help you achieve your real estate goals..

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



When you work with me, you will get:

- A Trusted Advisor
- Effective Communication
- Nashville Market Expertise
- Excellent Problem Solving
- Experienced Negotiator
- Responsiveness
- Tech Savviness
- Always prioritize my client's best interests
- Connection to Resources
- Extensive Network
- Consistency

CLIENT TESTIMONIALS

Dave Bartels
5 Stars

When it came time to find a house that met all our needs we knew Bill was the perfect person for the job. We sold our first home with Bill well over a decade ago and bought our second home with Bill. Bill took all the worries out of a stressful time with constant communication and advise. Our third move wasn't necessary, we told Bill we only wanted to move for a house that matched a list of our needs and wants. He found that. He made both transactions easy and now we have a house that has everything we wanted. I would highly recommend Bill when it comes time to buy or sell or if you just want to see if your perfect house is out there.

~~Megan Lindsey~~

5 Stars

Bill is a top-notch real estate professional who has successfully handled multiple transactions for me and my family. He approaches every deal with passion, precision, and unwavering dedication, making the entire process seamless from start to finish. Whether buying or selling, Bill's expertise, clear communication, and proactive problem-solving give you confidence every step of the way. I highly recommend Bill to anyone looking for a trustworthy, skilled, and genuinely caring real estate agent

Clark Smith

5 Stars

Bill's level of commitment, effort, and integrity in the sale and purchase of our last homes far exceeded what I expected from any realtor. And that was during the worst financial crisis of the last 80 years! It's safe to say Mr. ClenDening has seen it and fixed it at this stage.

Tricia Hassell

5 Stars

As a very picky first-time buyer, I know I wasn't easy to please — but Bill was endlessly patient and supportive through the entire process. He took the time to understand exactly what my husband and I wanted, never rushed or pressured us, and guided us with honesty and care. Thanks to his persistence and expertise, we found the perfect first home! We couldn't be happier and highly recommend Bill to anyone looking to buy or sell!

Alex Abels

5 Stars

I have had the pleasure of working with Bill ClenDening on several transactions over the years, both buying and selling, and I cannot recommend him highly enough. His guidance has been consistently invaluable, he has a keen ability to assess properties not just for livability, but for long-term investment potential. On more than one occasion, his insights steered me away from homes that would not have been wise purchases. Most recently, he helped me find and secure my current home, which turned out to be an incredible value. He put in the time and effort to identify the opportunity early, navigate the paperwork efficiently, and ensure everything moved smoothly through closing. His work ethic, attention to detail, and depth of market knowledge set him apart. I trust his judgment completely and would gladly work with him again on any future real estate needs

NOTABLE TRANSACTIONS



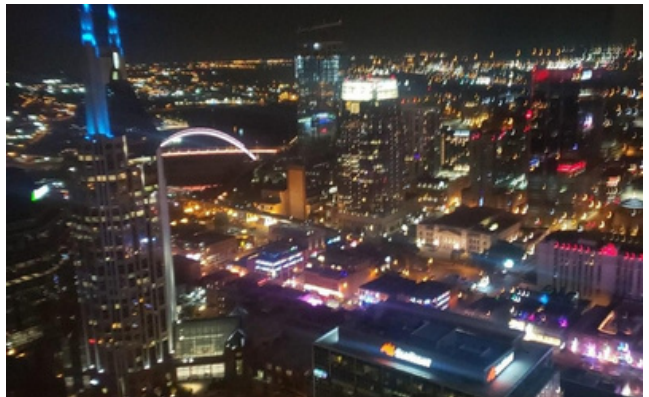
126 Tom Walker Drive
Listing Neighborhood
3 BD 4 BA 3180 SF \$759,900



5 Luther Lane
Listing Neighborhood
3 BD 3 BA 2520 SF \$790,000



7404 Kreitner Drive
Bellevue Highlands
3 BD 3 BA 2456 SF \$584,999



515 Church Street, Unit 3906
Urban Residents
2 BD 2 BA 1190 SF \$1,100,000



932 B Cahal Avenue
Renraw
4 BD 3 BA 2554 SF \$605,000



7013 Collinswood Drive
Poplar Creek Estates
3 BD 2 BA 2680 SF \$600,000

COMPASS EXCLUSIVE TOOLS AT MY FINGERTIPS

In the world of real estate today, it's not enough to simply keep up with the latest technology — you deserve an agent who's always one step ahead. At Compass, I have access to AI-driven technology to deliver a modern buyer experience that is collaborative, seamless, and hassle-free.

Stay Ahead of the Market

Compass gives you a headstart on your home search, maximizing your chance to find and secure your perfect home. By working with me, gain access to exclusive listings before they appear on other websites.

The Compass Advantage

Partnering with me gives you access to our integrated client dashboard, Compass One, where you'll be able to view exclusive inventory, discuss your favorite listings with me, and see what next steps are ahead in your home search. With all the moving parts in one place, you can avoid the usual stress involved in the buying process, so you have clarity and confidence at every turn.

Compass Private Exclusives

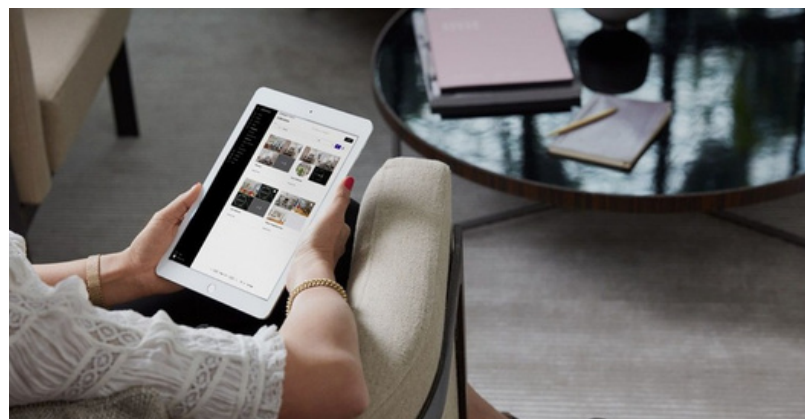
Just like many companies test products with a smaller audience before launch, listing your home as a Private Exclusive allows you to test price, gain critical insights, generate early demand, and extend your marketing runway — all before going public.

Compass Coming Soon

Listings that are only available on compass.com and not listed on any other website. This early access allows you to express interest, schedule viewings, and even make offers before buyers searching elsewhere.

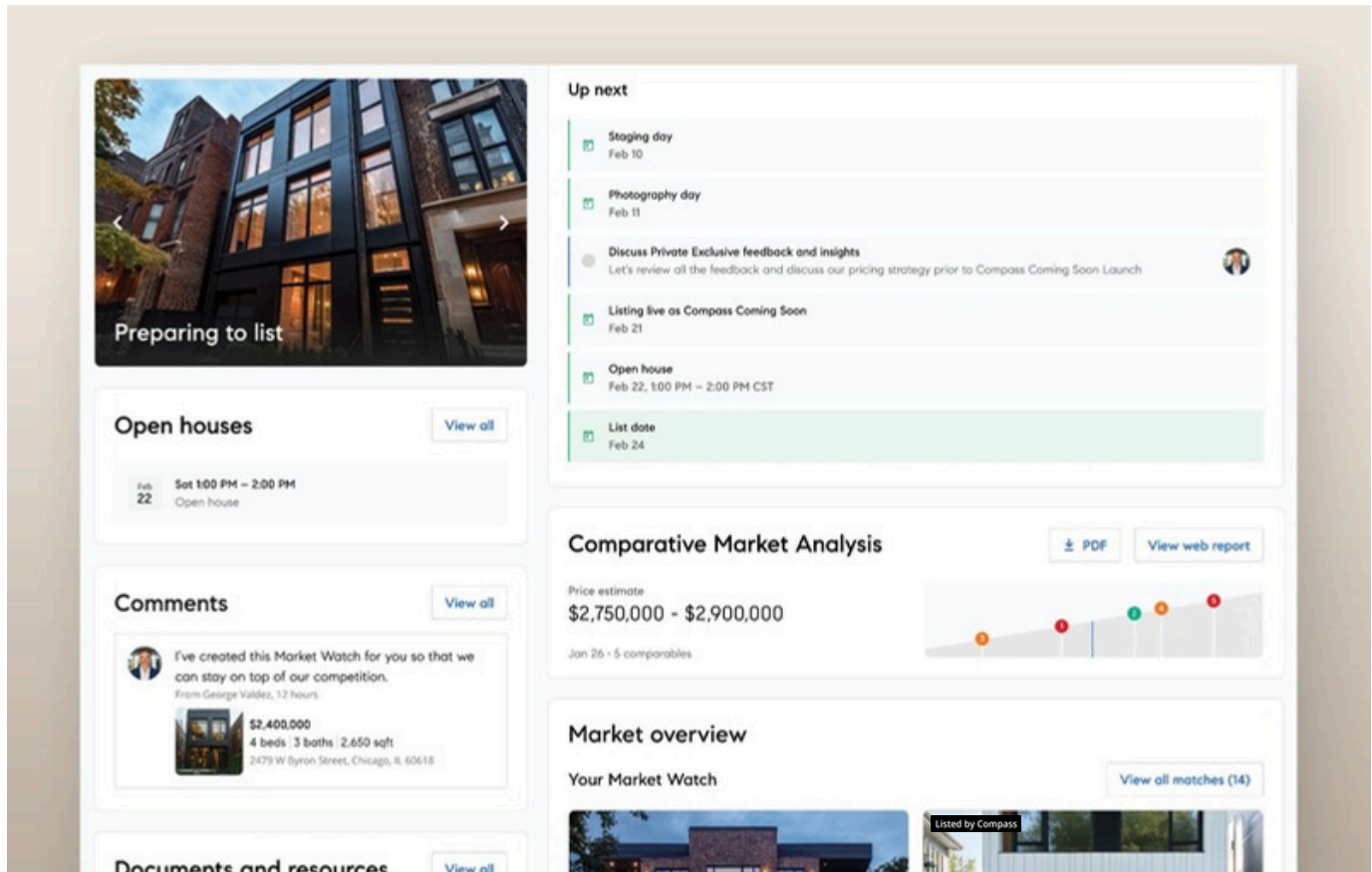
Make Me Sell

With our innovative Make Me Sell search feature, I can offer you access to an additional 4 million potential properties across the country — homes that may not yet be on the market, but have sellers open to the right offer. This means working with me provides you with even more opportunities to find your perfect home.



COMPASS ONE

One Unified Dashboard to Streamline Your Sale



Collaborate with ease

Stay connected with me in one shared space, ensuring clear communication and a smooth, transparent home-selling experience.

Keep up to date

View your timeline for a comprehensive overview of upcoming steps, recent updates, and pending tasks. You'll know where we stand, what's next, and have full visibility into how I'm moving your transaction forward.

Know your team

Access contact information for all parties involved in your transaction, including members of my team and closing parties like title and escrow.

Stay organized

Easily reference your signed documents, forms, and other relevant paperwork at any time.

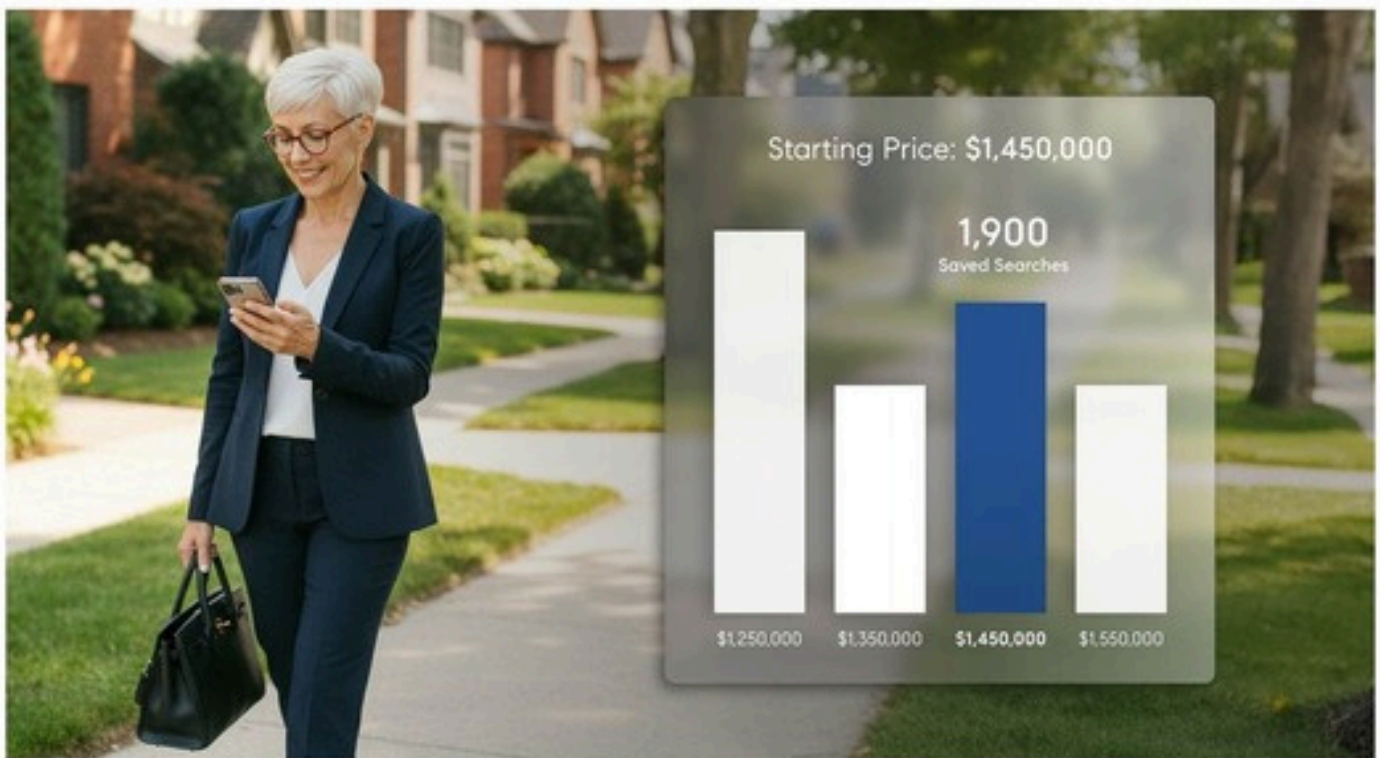
Gain insights

Monitor the market and track your listing's interest so that we can adjust our strategy accordingly. See how often your listing is viewed, liked, or shared so we can focus on potential buyers already interested in your home.

Searching for your next home, either now or in the future? Your Compass One dashboard will support you through that experience, too.

We Bring Buyer Demand to Your Home Before the Market Does

Compass technology delivers buyers, network insights, and data-driven tools to price your home right from the start.



Start with Serious Buyers

We don't start with just any buyer browsing the market. To capture serious interest early, I send direct outreach to agents in my network with buyers already searching for homes that match your listing's criteria.

Price with Confidence

Our technology shows how buyer demand shifts in real time at different price points. With that knowledge, we validate a competitive launch price for your home that attracts the strongest offers.

Protect Your Home's Value

By testing buyer demand off-market first, we avoid costly days on market and price drops, so that we enter the market with your home's full value intact.

Generate Momentum Before Your Home is Market-Ready

With a longer marketing runway, get a headstart connecting with buyers, even while your home is being prepared for sale.

COMPASS CONCIERGE MAKES PREPARING FOR THE MARKET FAST AND SIMPLE

- + We cover the cost of home improvement services upfront, so work can begin right away with no out-of-pocket expenses
- + Services include staging, painting, landscaping, repairs, and more
- + No payment due from you until closing



1 Rules and Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. See compass.com/concierge for more information. Subject to the terms of your Compass Concierge Loan Agreement, funds provided by Compass Concierge are to be repaid once one of the following happens (whichever occurs first): your home sells, you terminate your listing agreement with Compass, Compass terminates your listing agreement, 12 months pass from your Concierge start date or Notable otherwise suspends your Compass Concierge loan for any reasons stated in the Compass Concierge Loan Agreement. 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. *Depending on your state of residence, fees or interest may apply.



Your Sale on Your Terms

- + Schedule private showings any time
- + Avoid open house foot traffic
- + Keep your listing off the internet

PHASE 2
COMPASS COMING SOON

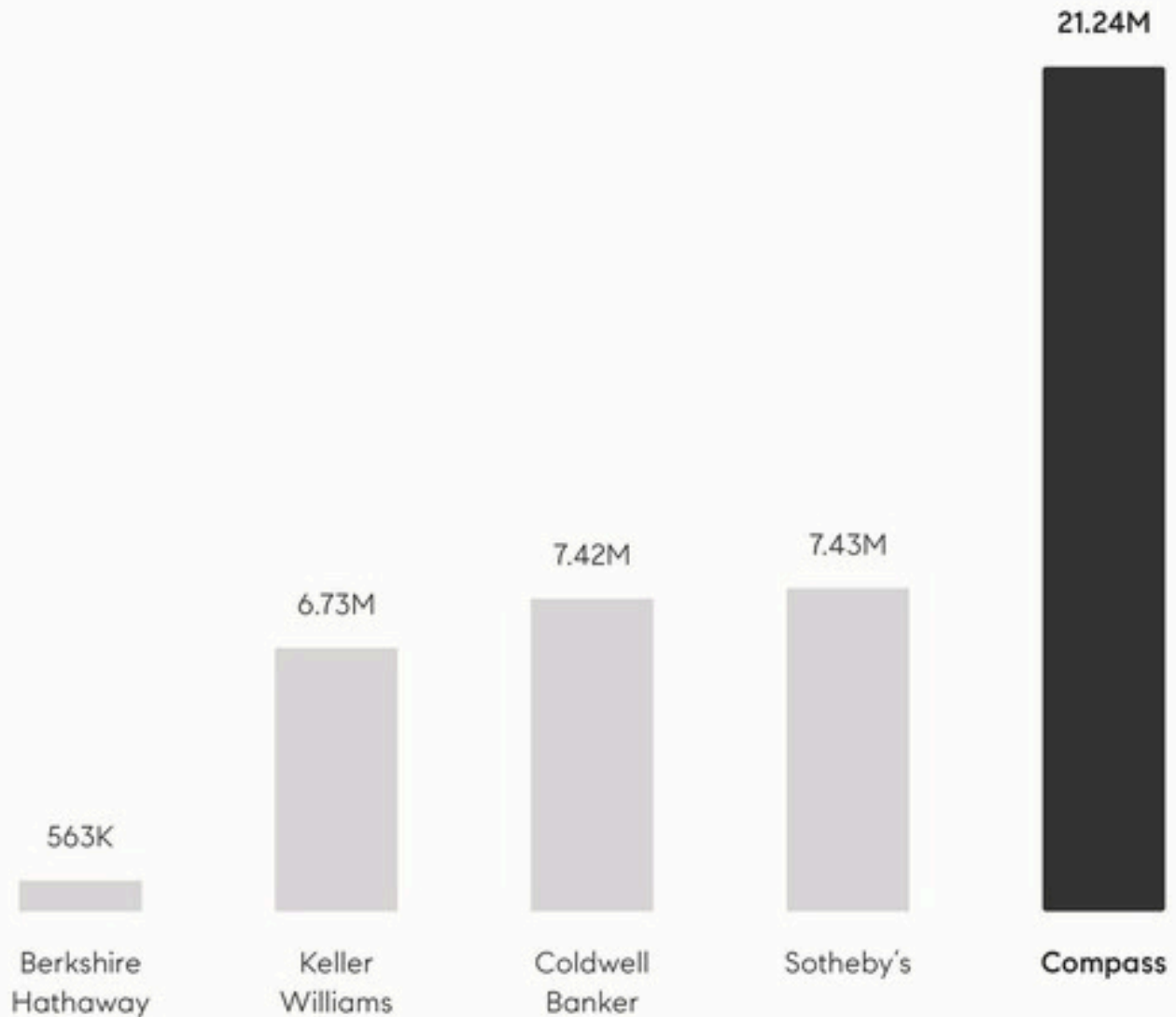
Build Demand by Listing on Compass.com



Publicly Soft-Launch
Your Home

More Eyes on Your Listing

More Website Visitors Than
Any Competitor¹



The #1 Site Where Buyers Start Their Home Search
Compass.com attracts 21M+ visitors, outpacing traditional competitors like Sotheby's Coldwell Banker, and Berkshire Hathaway.

Premium Listing Placement
Your listing is positioned at the top of our homepage, immediately engaging buyers when they visit Compass.com.

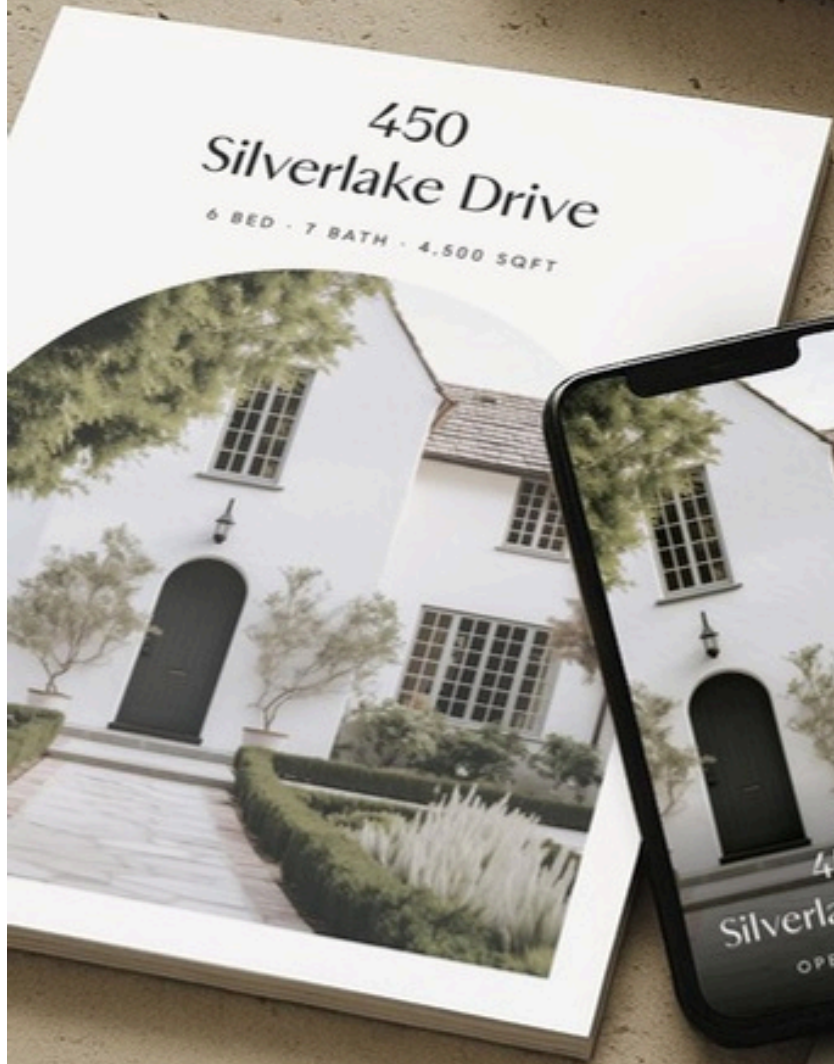
Instant Buyer Alerts
With 1.3M+ saved searches tied to active buyers on our site, your listing will be sent to serious buyers the moment it matches their search criteria.

Targeted Marketing That Drives Attention to Your Home

A MULTI-CHANNEL MARKETING APPROACH

- + Eye-catching print brochures, flyers, ads, and mailers
- + Engaging social posts, digital newsletters, and property videos
- + AI-powered digital ads served to high-interest buyers





PHASE 3
FULL LAUNCH

Your Full Listing Launch



Hit the MLS with Impact

Go Live At the Right Price, At the Right Time

Positioned for a Successful Sale



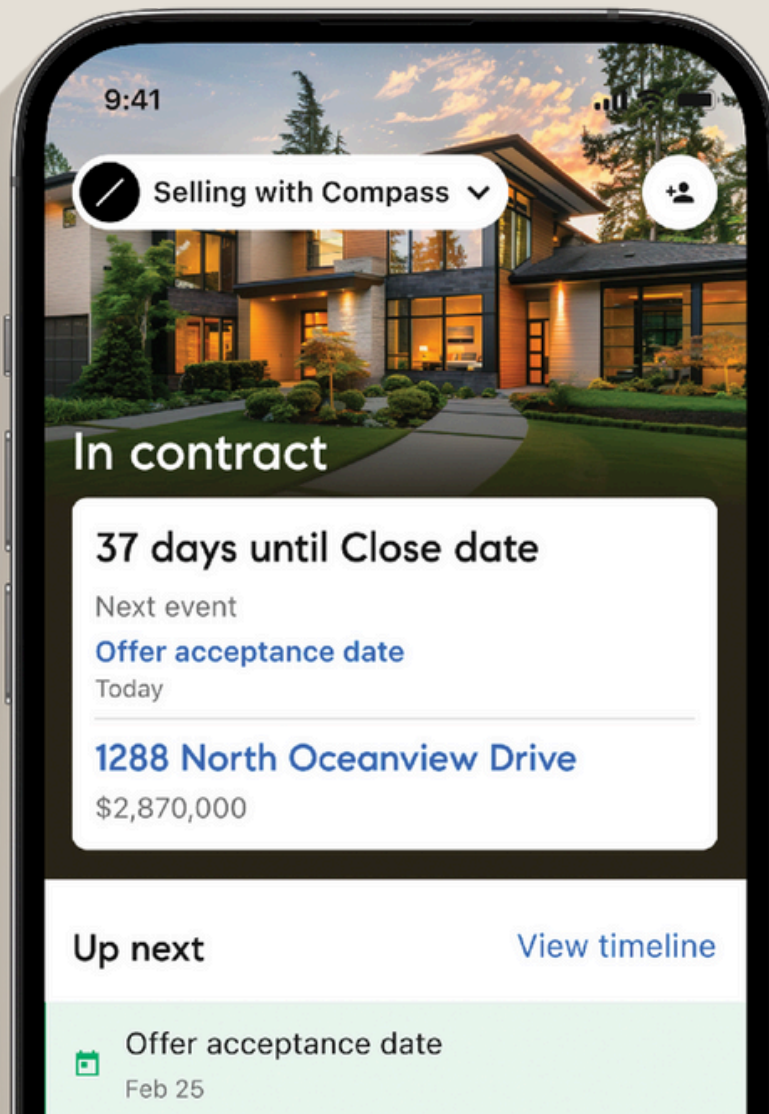
Strategic Market Entry
With validated pricing and peak demand, we go live on real estate sites at the optimal time.

Strong Buyer Competition
Public open houses, agent tours, and marketing campaigns help generate excitement and invite competitive offers.

A Smooth Path to Closing
This coordinated approach helps us move quickly and confidently toward closing, ensuring the best outcome for your sale.

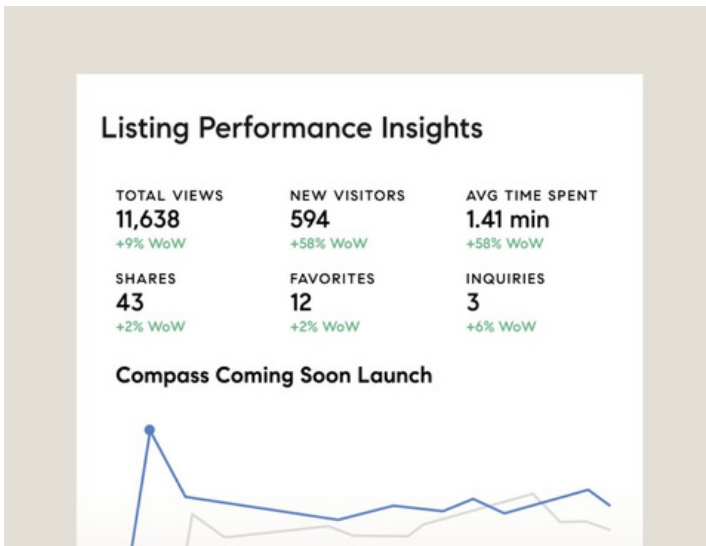
One Platform. Total Transparency. Seamless Collaborat1ion.

Compass Oneconnectsyouandyour agent through every phase of your real estate journey: before, during, and after the transaction.



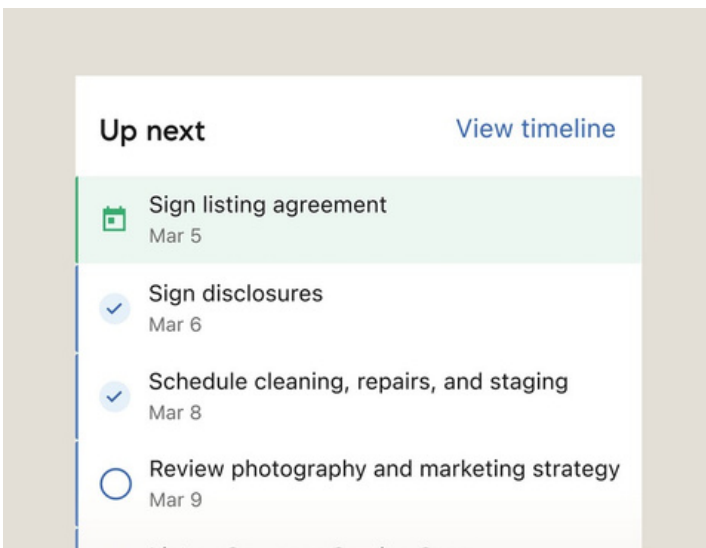
LISTING PERFORMANCE INSIGHTS

Track real-time engagement metrics, including views, shares, and inquiries.



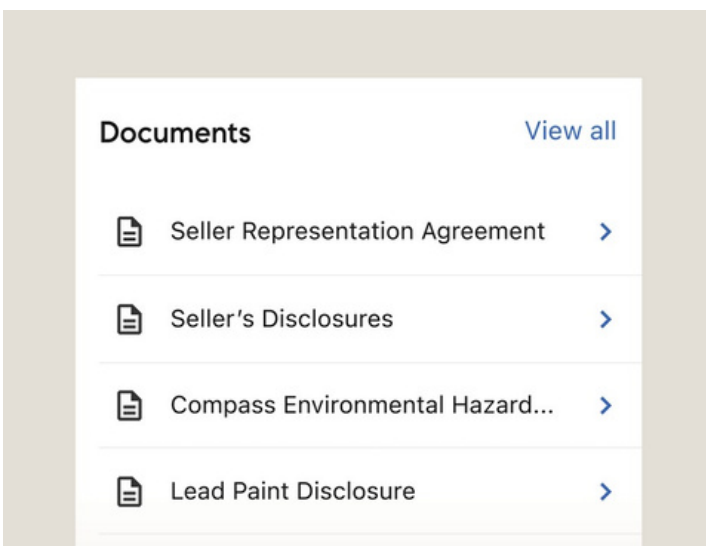
STREAMLINED COMMUNICATION

Stay informed with a clear timeline of key dates, tasks, and direct messaging with your agent.



SECURE DOCUMENT MANAGEMENT

Access all critical documents, including contracts and disclosures, in one secure location.



What You Can Expect

The Selling Process at a Glance

Pre-Market

- 01
Seller consultation
- 02
Sign listing agreement
- 03
List as a Compass Private Exclusive to test pricing strategy through my internal agent network
- 04
Prepare home for sale, take photos, and create marketing materials

On-Market

- 05
List publicly on Compass.com as a Compass Coming Soon
- 06
Run marketing campaigns and open houses to build demand, refining our strategy as needed
- 07
Launch widely on the MLS and real estate websites
- 08
Additional media promotion, showing property, and monitoring the market
- 09
Review offers and negotiate optimal contract

Contract-to-Close

- 10
Sign contract
- 11
Home inspection, disclosures, reports, and repairs
- 12
Review buyer loan and appraisal process
- 13
Present property for final walk-through
- 14
Close on property and disburse funds

Let's Get Started

Our Immediate Next Steps

Complete Listing Paperwork The listing agreement is a contract that documents our relationship and the high level of service we will provide you.

Develop a Personalized Launch Plan We'll review your options together so you can determine the pre-marketing strategy that is best for you.

Accept Compass One Invitation One platform keeps us connected so you stay fully informed every step of the selling process.

