

My Commitment to Selling Your Home



Guided by Expertise and Dedication. I'm here for you every step of the way.



What's Included When You List With Me

A data-driven, and highly personalized approach



"I treat your home like
it's my own"

Your Vision is My Commitment



- **Strategic Pricing & Market Positioning-driven pricing** supported by actual neighborhood sales.



- **Professional Photography & Visual Marketing** crafted to capture attention and halt scrolling.

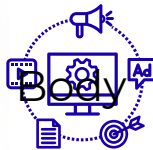


Matterport

- **Matterport® 3D Tours & Online Exposure**



- **Compass Private Exclusives & Coming Soon Strategy** for early exposure to top agents and qualified buyers.



- **MLS Exposure + Paid Targeted Marketing** I invest my own resources into marketing your home beyond the MLS.



- **Digital Staging When Necessary** Used selectively to help buyers envision potential.



- **Continuous Optimization Until Sold Listing performance** is monitored and adjusted until the sale is complete.





WHAT I DO FOR YOU – START TO FINISH

PRE-LISTING

- Conduct a comprehensive market analysis to determine optimal pricing.
 - Preview competing listings and analyze local trends for positioning.
 - Provide recommendations for simple, high-ROI updates and staging.
 - Create your personalized **Seller Net Sheet** and marketing calendar.
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LISTING PREPARATION & LAUNCH

- Schedule professional photography, videography, and 3D tours.
 - Craft engaging listing descriptions that tell your home's story.
 - Leverage Compass technology for pricing strategy and timing.
 - Introduce your property to qualified buyers through the **Compass Private Exclusive Network**.
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ACTIVE MARKETING

- Feature your home across Compass.com, MLS, Zillow, and 700+ syndication partners.
 - Run geo-targeted ad campaigns on social media and Google.
 - Host open houses, agent previews, and private tours for qualified buyers.
 - Provide weekly reports and feedback to adjust our strategy as needed.
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UNDER CONTRACT

- Manage inspections, appraisals, and all contract contingencies.
 - Communicate with title, lenders, and agents to keep timelines on track.
 - Negotiate repairs and terms to protect your best interests.
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CLOSING & BEYOND

- Confirm final title and settlement accuracy.
 - Coordinate your closing day or remote signing.
 - Provide post-closing support, referrals, and future market insights.
 - Stay connected as your trusted Baton Rouge real estate resource.
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I handle every detail — so you can focus on your next chapter with confidence.

MY MARKETING COMMITMENT TO YOU



Selling your home is more than a transaction — it's a partnership built on trust, strategy, and communication. My role is to guide you confidently through every step, combining market expertise, creative marketing, and Compass technology to deliver the best results possible.

From the first consultation to closing day, I handle every detail with care and precision — so you can focus on what's next.

I approach every listing as if it were my own, bringing passion, purpose, and a relentless drive to exceed expectations. Whether preparing a Highland Village condo or a family home near LSU, I'm committed to representing your property with the professionalism and heart it deserves.

My Promise to You

- You'll always receive **honest communication and transparent advice.**
- Your goals will guide every decision we make.
- I'll treat your property with the same care I'd give my own.
- My marketing strategy will be creative, data-driven, and tailored to your home.

 *Your vision, my commitment — together, we'll make your next chapter unforgettable.*

WHY ME

Rima Hodgeson | REALTOR® | SRS | ABR | COMPASS • 225-892-2131 • rima.hodgeson@compass.com

Your Vision. My Commitment



SEO & DIGITAL MARKETING STRATEGY

My approach goes beyond traditional listings — it's about creating visibility where buyers are already searching.

By combining Compass technology with personalized marketing, I ensure your home reaches the right audience — at the right time — with maximum impact.



SOCIAL MEDIA MARKETING

- Custom campaigns on Instagram, Facebook, and YouTube.
- Geo-targeted ads highlight your home to buyers relocating to Baton Rouge.
- Reels and video tours designed to stop the scroll and spark engagement.
- Optimized hashtags and local SEO to push visibility in searches like “*Baton Rouge homes near LSU*” and “*Baton Rouge condos for sale.*”



SEO & GOOGLE PRESENCE

- Listing optimized for Google search ranking with relevant Baton Rouge keywords.
- Embedded Compass listing links drive traffic directly to your property page.
- Integration with Google My Business and Maps ensures consistent visibility.
- Tracking tools measure engagement and conversion from online clicks to showings.



COMPASS INSIGHTS & ANALYTICS

- Real-time analytics monitor listing performance across Compass, Zillow, and MLS.
- Adjustments made weekly to maximize reach and capture qualified buyers.
- Seller reports include engagement, top traffic sources, and showing activity.
- Transparent data so you always know how your home is performing.



Every click counts — your home's digital footprint is the first showing buyers see.



COMPASS 3-PHASE MARKETING STRATEGY

Every property deserves a strategic launch

The **3-Phase Compass Marketing Plan** builds exposure step-by-step — starting quietly within the Compass network, then expanding to the public MLS and all major platforms for maximum impact.



Phase 1 | Private Exclusive

- Shares your listing privately within the **Compass Agent Network** before public launch.
 - Connects you with pre-qualified buyers and relocation clients.
 - Protects your home's privacy and price history.
 - Ideal for testing pricing and presentation before going live.
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Phase 2 | Coming Soon

- Builds buzz and anticipation while final touches are completed.
 - Runs preview ads on Compass.com + social media.
 - Collects early buyer feedback to optimize launch day performance.
 - Establishes momentum before “Days on Market” begin.
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Phase 3 | Go Live

- Full MLS activation plus exposure across Compass.com, Zillow, Realtor.com, and 700 partner sites.
- Geo-targeted ads reach Baton Rouge and relocation markets nationwide.
- Professionally branded open-house events and social campaigns.
- Continuous analytics through Compass Insights for transparent performance tracking.

 *From private preview to public spotlight — a data-driven plan that positions your home exactly where buyers are looking.*

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Your Vision. My Commitment

Key Terms

APPRAISAL

Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

ASSESSED VALUE

Value placed upon property for property tax purposes by the tax collector.

CLOSING COSTS

Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, and title insurance.

CLOSING STATEMENT

The statement which lists the financial settlement between Buyer and Seller, and the costs each must pay.

CONTINGENCY

Certain criteria that have to be met in order to finalize the sale.

DEBT-TO-INCOME RATIO

The percentage of an individual's monthly gross income relative to the amount of debt owed.

EARNEST MONEY DEPOSIT (EMD)

A good faith deposit the buyer makes with an offer to show that you are serious about buying the property. In exchange, the seller agrees to stop marketing the property.

FINAL WALKTHROUGH

The buyer reviews the house just before closing to make sure everything is in the same condition and that all home inspection items are fixed.

INSPECTION

An expert conducts a formal review of the property to find visible issues that need to be repaired. Buyers typically make their offers contingent on an inspection, but sellers can conduct a pre-offer inspection to appeal to buyers. The buyer may choose to do additional inspections like radon and a sewer scope.

LIEN SEARCH

A background check on the property and the seller to ensure there are no outstanding debts or claims upon the property.

PRE-APPROVED

Advanced approval from a bank or other lending institution for a home mortgage.

PRE-QUALIFIED

Potential buyers provide an overall financial picture and mortgage brokers provide an estimate of what level of loan you will likely be pre-approved for.

TITLE INSURANCE

Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.

RECORDING FEES

A fee paid to the local government to officially report a sale of a home; usually paid by the buyer.

Seller Timeline

01

Let's Talk

We'll meet to discuss your plans and goals, trends in the current marketplace, and assess your property's qualities and characteristics. I will analyze comparable property sales, and work with you to determine pricing. You'll outline a strategic plan to achieve the best possible result for you as a seller.

02

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, I will work with you to ensure the property is visually ready to make the right first impression with buyers. I will prepare to market your property, which can include scheduling a photoshoot, organizing staging, commissioning an illustrative floor plan, and writing a listing description. We'll also sit down to complete the Seller Disclosure documents necessary for the transaction.

03

Going Live

Your property listing is showcased on Compass.com and sent across our 100+ partner sites for the duration of the selling process.



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.



04

Spreading the Word

I will develop and execute an intelligent, effective marketing plan. The Compass marketing team will produce beautiful print and digital collateral to strategically showcase your property. Eye-catching yard signs are produced and can be placed outside your property.

05

Making Connections

I will continuously leverage professional contacts and the Compass Network Tool to find ideal buyers and brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

06

Building a Strategy

I will conduct an assessment of the market response within the first couple weeks your listing is live. Feedback from agents and buyers is aggregated, and the listing strategy is revised if necessary.

07

Communication & Measuring Success

You and I will establish the best method and frequency of communication. I will provide frequent updates and continuous traffic metrics, as well as information about the market.

08

Receiving an Offer

Once an offer is made, I will contact you to review the terms of the offer and to analyze the pros and cons. Together I will help you decide how to respond to the buyer in one of several ways: by accepting the offer, rejecting the offer, or making a counter offer.

09

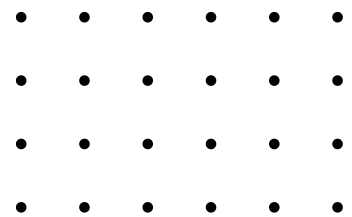
Negotiating the Details

The contract is negotiated and accepted, and the transaction summary is circulated to all parties. I will observe and record all contingency periods throughout the in-contract stage. A property appraisal and home inspection take place, and any further negotiations are managed. All financial and supplemental information is collated and submitted to the managing agent.

10

Completing the Close

I will monitor and coordinate all the details necessary to get you to the finish line. Once the buyer has performed inspections, removed their contingencies, and the loan (if any) is ready to fund, we'll arrange the final walk-through. Finally, at closing you will hand over keys to the buyer.





WHY REPRESENTATION MATTERS


A **Listing Agreement** allows me to represent you fully and protect your best interests under Louisiana law.

Once signed, I can:

- ✓ Market your home publicly and across the Compass network
- ✓ Access MLS and qualified buyer networks nationwide
- ✓ Negotiate on your behalf with full fiduciary protection
- ✓ Safeguard your privacy, information, and bottom line

Without it, I can't legally advertise, discuss, or negotiate your property — which limits your exposure and leverage.

I've already invested time researching your property, preparing strategy, and aligning marketing resources. Signing this agreement allows me to take the next step — **launching your listing at full strength, with the attention and protection you deserve.**

 *Representation isn't just paperwork — it's your assurance that every detail, dollar, and decision is handled in your best interest.*

What Sets Me Apart

Local Expertise — Over 37 Years in Baton Rouge

No one knows our neighborhoods, schools, and community like someone who's lived, worked, and raised a family here. I combine my deep roots with data and Compass technology to position your property for maximum results.

Marketing That Moves People

From professional photography and video to storytelling that connects, every detail is designed to make your home unforgettable — not just seen but *felt*.

Client-First Approach

My clients describe me as responsive, detail-oriented, and fiercely protective of their best interests. I listen, guide, and communicate clearly from start to finish.


Data Meets Emotion

I don't just market — I analyze. Every listing strategy is grounded in market data and human insight, balancing numbers with what truly motivates buyers.

Dedication Beyond the Contract

I go above and beyond before, during, and after every sale.

My Compass Advantage

 Backed by the #1 brokerage for innovation and technology, I combine personalized service with Compass' powerful tools — including Private Exclusives, AI-driven marketing, and national buyer networks — to ensure your property shines above the rest.

 *Your goals become my goals — your success becomes my mission.*

JUST IMAGINE WHAT I'LL DO WITH A COMMITMENT

I've already researched your property, prepared a CMA, and planned marketing ahead of any agreement. My actions show my commitment. If this is what I do before we partner, imagine the results once we work together.

 *Your goals become my goals — and your success becomes my priority.*



THANK YOU & NEXT STEPS

Thank you so much for taking the time to review my Seller Guide. It's an honor to be considered for the opportunity to represent you and your home. I'm deeply grateful for your trust and promise to bring creativity, strategy, and dedication to every step of this process.

This isn't just about selling your property — it's about creating a smooth, informed experience that allows you to move forward with confidence and peace of mind.

NEXT STEPS



Review the CMA:

Your customized market analysis outlines value ranges, comparable sales, and pricing strategy.



Discuss Your Goals:

We'll review timing, motivation, and your ideal scenario to tailor our strategy.



Review the Seller Net Sheet:

See your estimated proceeds after closing costs and commission — transparency from the start.



Approve the Marketing Timeline:

Once you're ready, we'll finalize photography, listing launch, and open house dates.



Sign the Listing Agreement:

We'll confirm the listing start date, establish our timeline, and officially begin preparing your home for the market. **This allows me to fully represent you, activate marketing resources, and move forward with confidence.**



Every successful sale begins with trust, teamwork, and a shared vision. I can't wait to help you make your next move.