



THE PRIVATE LISTING

Selling a home was never meant to be a Public Spectacle...

*A quieter, more private way to sell your Colorado home. Shown
only to serious buyers, never the whole internet.*



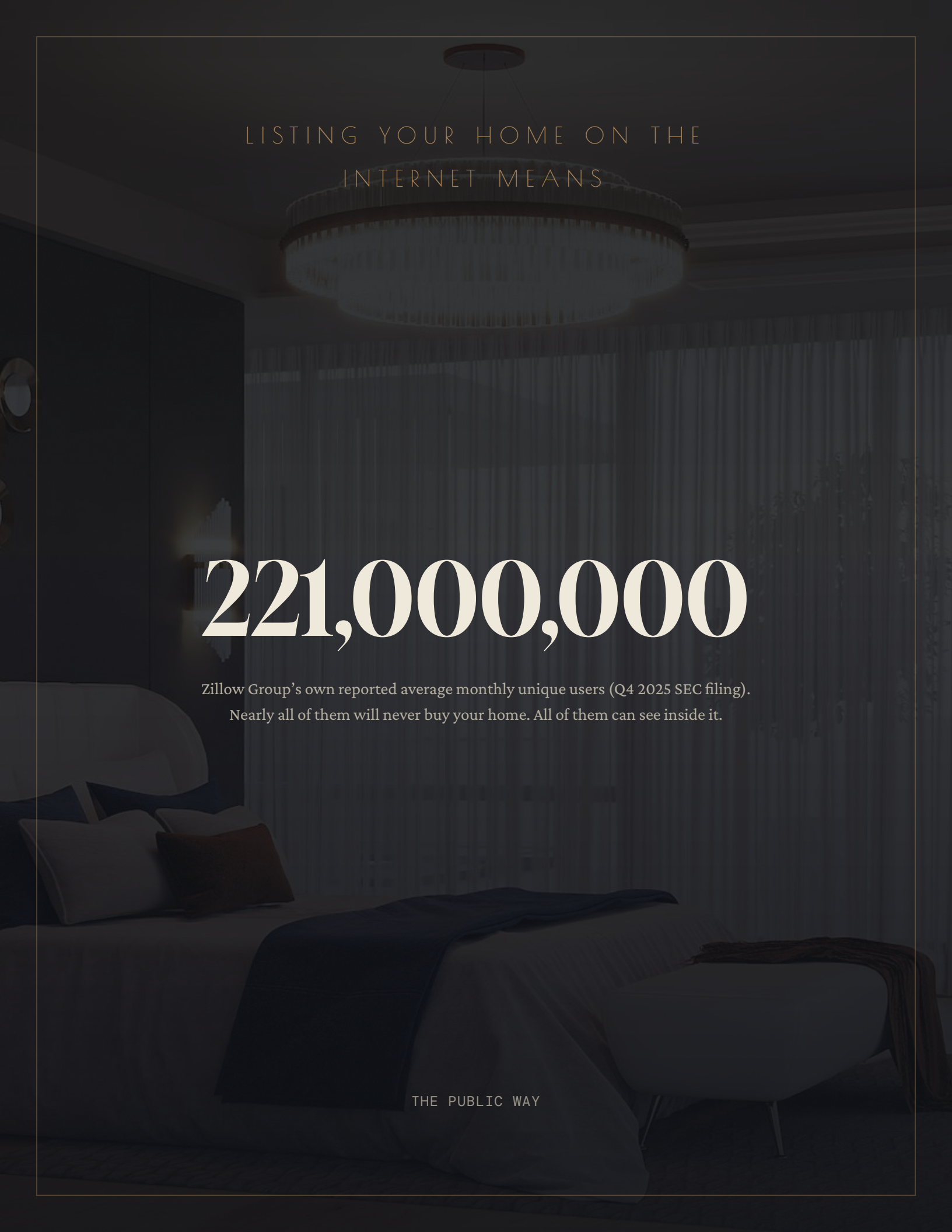
Robert An

COLORADO'S PRIVATE LISTING SPECIALIST

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COMPASS



LISTING YOUR HOME ON THE
INTERNET MEANS

221,000,000

Zillow Group's own reported average monthly unique users (Q4 2025 SEC filing).

Nearly all of them will never buy your home. All of them can see inside it.

THE PUBLIC WAY

A PRIVATE LISTING MEANS

18



buyers on file, actively searching.

Buyer records in our brokerage's database with active search criteria matching one Denver-area neighborhood and price band, active within the last 30 days, invalid records excluded. A verified query, recomputed for *your* address before we list.

THE PRIVATE WAY

WHY THIS EXISTS

Selling used to be a private matter.

Before the portals, a trusted broker knew the serious buyers and brought the right one to your door. Then your home became content: photographed, priced, and broadcast to millions, with a public clock attached.

For some homes, the spectacle works. For sellers who value privacy, leverage, and serious buyers over strangers, there is a better sequence, and as of this year more Colorado sellers are choosing it.

2

WAYS TO SELL
A HOME

18

BUYERS ON FILE,
ONE ADDRESS

14

DAYS PRIVATE,
NOTHING PUBLIC

0

DAYS ON ANY
PUBLIC CLOCK

"No pitch. If the facts point you back to a public listing, I'll tell you that too."

Robert An, REALTOR® · Compass

WHY SELLERS GO PRIVATE

Six reasons, plainly.

01

Every showing is real

Showings limited to qualified, agent-accompanied buyers. A rule we enforce. No window shoppers, no Sunday tourists.

02

Your business stays yours

No neighbors learning why you're selling. No bedrooms broadcast to millions.

03

Nothing to live down

No public days-on-market clock. No permanent price-drop record.

04

Leverage stays with you

Buyers granted exclusive access bid from respect, not from watching a listing sit.

05

Your life, uninterrupted

No open houses. No lockbox strangers. Showings on your schedule.

06

A door, not a map

Public listings publish your floor plan and photos. Private, you control who sees inside.

SIDE BY SIDE

The same home, two experiences.

	PUBLIC	PRIVATE
Audience	Millions of strangers	Vetted buyers, already searching
Privacy	Photos public forever	You control the door
The clock	Public, watched, punishing	None
Price history	Permanent record	Nothing to explain
Weekends	Open houses, show-ready 24/7	Yours
Leverage	Erodes as it sits	Held

Neither is universally better. Which one serves *you* is the conversation most agents skip.

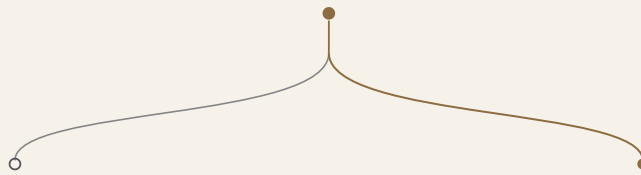


*Discretion is
the truest luxury.*

IF YOUR HOME DIDN'T SELL

Your home didn't fail. The public process did.

A home that came off the market is almost never a verdict on the house. It is a mismatch between the price and the way the market was asked to look at it: in public, on a clock, against everything at once. From here, there are two second acts.



A

Relist on the same portals

The same feeds that watched it sit, now wearing a "back on market" flag with the full price history attached. Familiar eyes, a stale story, and the public clock starts again.

B

The private second act

Shown fresh, to vetted buyers already searching. No flag, no public clock, no record of round one. If it serves you later, go public from strength: proven pricing, zero days on market.

Same home. Serious buyers.

None of the baggage.

THE SEQUENCE

Quiet, deliberate, on your terms.

I

The real number

Your valuation from finished-square-foot closed sales, not an algorithm's guess.

II

Your buyer count

How many serious buyers are searching for your home right now, before we list anything.

III

The private exclusive

Listed to the Compass network and its buyers. Nothing on a public portal.

IV

Vetted showings

Only qualified buyers, on your schedule, privacy intact.

V

Your decision

Accept privately, or go public later from strength. Every option stays open.

WHAT THE FIRST TWO WEEKS LOOK LIKE

Fourteen days, nothing public.

Day 0 ●

The real number & your buyer count

Finished-sqft valuation from closed sales; the live database query for your address.

Day 1 ●

Private Exclusive goes live

Visible to the Compass agent network and their buyers. Zero public portals. No clock starts.

Days
2-13 ●

Vetted showings & real feedback

Qualified buyers only, on your schedule. Every showing tests the price with zero public cost.

Day 14 ○

The decision gate: yours

Accept a private offer · keep showing privately · or launch public with proven pricing and zero days on market. Every option intact.

A representative sequence. Your timeline flexes to your goals. Nothing becomes public without your signature.

DOES PRIVATE COST YOU MONEY?

Not the way I do it.

Homes hidden off-market forever can sell for less, so that's not what I do. We start private to build demand and get the price right, then launch to the full market when it serves you. *Private-first*, never private-only.

+2.9%

HIGHER CLOSING
PRICE ON AVERAGE

20%

FASTER TO
UNDER CONTRACT

30%

LESS LIKELY TO
DROP THE PRICE

STRAIGHT TO MLS

PRIVATE-FIRST

\$700,000

\$720,300

The same +2.9% average, drawn to scale on a \$700,000 home.

Compass analysis: listings pre-marketed as Private Exclusive / Coming Soon vs. straight-to-MLS. On a \$700,000 home, +2.9% ≈ \$20,000 more, about eight days sooner. Individual results vary.

*"The discretion of a private sale. The price of the full market.
The difference is controlling the *sequence*."*

THREE WAYS THIS CAN GO

Same home. Three paths. Very different endings.

PATH A **Straight to the portals**



The default. Public clock starts day one; every price move is permanent record. The baseline every study measures against.

PATH B **Hidden forever: the "pocket listing"**

-17.5%



Sold quietly with no market exposure, ever. Independent research (Bright MLS / Drexel Univ., 2023) found these sell ~17.5% below comparable on-market homes. *This is what we never do.*

PATH C **Private first, then the full market, from strength**

+2.9%



Demand built privately, price proven, then launched publicly if needed. Compass analysis: **+2.9% higher close, 20% faster to contract, 30% fewer price drops** vs. Path A. The sequence is the strategy.

Sources: (A) market baseline · (B) Bright MLS & Drexel University study, 2023 · (C) Compass pre-marketing analysis. Individual results vary.

THE NETWORK BEHIND THE QUIET

A private listing is only as strong as the room it's shown in.

Discretion without reach is just hiding. My listings travel a private network that happens to be the largest in the state: the Be One Team at Compass Colorado.

#1

MEGA TEAM AT
COMPASS
COLORADO

100+

AGENTS, EACH
WITH
ACTIVE BUYERS

1K+

FAMILIES HELPED
IN 2025

\$667M

SALES VOLUME
IN 2025

When your home enters this room privately, it is seen by the agents doing more Colorado business than any other team at Compass, and by the buyers they represent. Quiet, with reach.

Be One Team 2025 results, as published in team materials. A source is available for each figure.

WHY I DO THIS, IN MY OWN WORDS

A home is never just a house. And it's nobody's business but yours.



I got into real estate because I believe a home is the center of your universe: the place your life actually happened, the one you learned to call home. Somewhere along the way, the industry forgot that. It began treating homes like inventory and sellers like leads, broadcasting your most private space to millions of strangers and calling it *exposure*.

I never made peace with that. So I built my practice around a quieter promise: to sell your home the way I'd want my own sold: discreetly, deliberately, and with your interests ahead of my commission. I've given sellers the honest number when it wasn't the one they hoped for. I've told them to wait a season when the math said so. I'm here for forever clients, not fast transactions.

Whatever brought you to this page: a sale that didn't go the way you planned, a home someone left in your care, a chapter that's quietly changing, or simply the wish to keep your life your own. You won't be judged here. You won't be rushed, and you won't be sold. You'll be listened to. In my experience, that is most of the job.

Robert S. An

REALTOR®

BE ONE TEAM · COMPASS

5.0★

TOP AGENT ON
ZILLOW
32 REVIEWS

20+

HOMES SOLD
A YEAR

\$600K

AVERAGE
SALE PRICE

\$12M+

IN HOME SALES.
EVERY YEAR

Source: Zillow profile (5.0★, 32 reviews) and verified production averages · Be One Team · Compass DTC, Denver.

THE HONEST PART

When you **should** list publicly.

a

The bidding war

A broadly appealing home,
priced to spark competition.
Maximum exposure can win it;
take it.

b

The sprint

When speed matters more
than discretion, the widest
audience is the fastest
route.

c

The rare bird

An unusual property with a
thin buyer pool. Wide nets
are how rare buyers get
found.

My job is telling you which one is yours, honestly and with numbers, before you commit to either path.

MADE FOR · SIX SELLERS

Homes that didn't sell

A fresh start, no baggage.

Testing the market

Without burning the listing.

Private owners

Whose business is nobody's.

Life transitions

Sold quietly, with care.

Estates & inherited homes

Dignity for the family.

The exhausted

Done with open houses and
clocks.

"I've told homeowners the math said stay. The advice follows the facts, not the commission."

PLATE XIV · THE TERMS

Before you decide.

01 Won't I get less money off Zillow?

Hidden-forever homes can sell for less, so we never do that. Private-first, then the full market from strength: about 2.9% *more*, 20% faster.

02 How do buyers find it?

Serious buyers aren't browsing. Their agents are searching. A private listing reaches the entire Compass network and its buyers directly.

03 What if it doesn't sell privately?

Then we go public with no days-on-market baggage, armed with everything private demand taught us. You lose nothing by starting quiet.

04 Is this allowed?

Yes. Through Compass Private Exclusives, built for exactly this choice, in line with Compass and applicable MLS policies.

05 Who sees my home?

Only vetted, agent-represented buyers whose showings you approve. You control the door, start to finish.

BEGIN. PRIVATELY



How many buyers are already looking for your home?

*One private conversation. A real number for your address. And
an honest answer, even when it is “list it publicly.”*



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Private and pre-market listings offered through Compass Private Exclusives in accordance with Compass and applicable MLS policies. Private marketing may limit a home's exposure to the full market; whether that serves your goals depends on your situation. General information, not a guarantee of results. Sources: Zillow Group SEC filing (Q4 2025); Bright MLS & Drexel University (2023); Compass pre-marketing analysis; buyer counts from live brokerage-database queries.