

Working With Tracie

Tracie Golding consistently ranks in the top 1% of brokers annually in New York State for individual Sales Volume.

BY THE NUMBERS

1.5B+	30+	Top 1%
Sold and Rented	Years of Experience	Consistently Ranked Top 1% of Brokers Annually



REALM®
POWERED BY COMPASS

Striding
AT COMPASS

Tracie F. Golding

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Selling in NYC and Brooklyn Since 1995



The Right Broker Makes
All The Difference

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COMPASS

962 Madison Avenue
New York, NY 10021

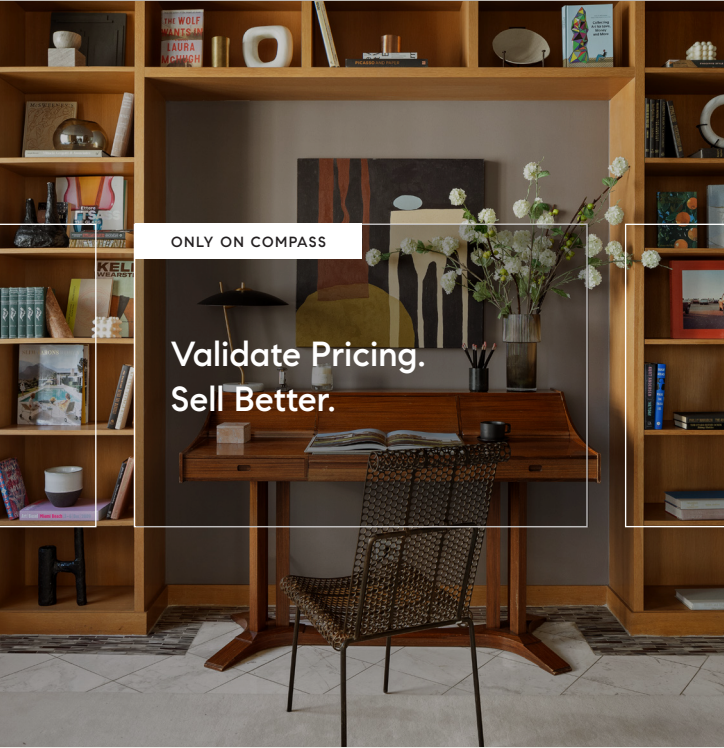


The Tracie Approach: An Inside Look at How I Help My Clients Achieve Success

Unlocking the Power of the
2-Phased Compass Marketing
Strategy – Personalized for You.

How it Works

I PUT THE HOMEOWNER FIRST



THE COMPASS MARKETING STRATEGY

1. Launch as a Private Exclusive

— VALIDATE PRICING

Start the home-selling process with time on your side. Unlike traditional brokerages that immediately launch your listing to the public—exposing it to negative metrics that impact its value like days on market and price drop history—Compass gives you a strategic head start. We showcase your home to our network of top agents and their serious buyers, allowing us to gather honest feedback on pricing with time to make adjustments before going public.

2. Launch on All Public Websites

— SELL BETTER

Backed by a validated pricing strategy and early buyer demand, your home is positioned for an efficient, lucrative sale—delivering the best possible outcome when it goes live on all public websites.



Pre-Marketing by the Numbers

Our research shows that Compass-sold homes that are pre-marketed before going active on the MLS, on average, are associated with these results.

2.9%	20%	30%
Higher Closing Price	Faster to Contract	Less Likely to Drop Price