



COMPASS

THE SELLER'S GUIDE

Getting you sold — for *more*, in less time.

A look inside the strategy I use to position, market, and sell homes across Chicagoland. This is the overview — your home's custom plan starts with a conversation.



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★★★★★ Rated 5.0 on Google

THE PROOF IS IN THE NUMBERS

My team sells for more — and faster.

When you price and market a home the right way, it shows up in the results. Here's how the Grant Fetter Homes Team performed in 2025 versus the Chicagoland average:

101%

of asking price

Chicagoland average: 98%

11 days

to under contract

Chicagoland average: 41 days

And it's still happening. One of my recent listings sold in just **two days** — with **multiple offers over asking price**. That's what the right strategy, pricing, and marketing make possible.

The quote I hold myself to: "I believe in creating value and providing industry-leading service while maintaining the highest level of integrity."

*2025 agent stats, MRED MLS — Team Fetter vs. Chicagoland MLS, all residential. Past results do not guarantee future outcomes.

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THE STRATEGY

A 3-phase launch that protects your value.

Most brokerages dump your home straight onto the public market — exposing it to the metrics buyers use against you: days on market and price-drop history. I give your home a strategic head start instead.

PHASE 1

Launch as a Private Exclusive

Showcase your home to a private audience first to validate pricing and gather honest feedback — before any public metrics start ticking.

PHASE 2

Launch as a Coming Soon

Build buyer anticipation on Compass.com and Redfin.com — still protected from days on market and price-drop history.

PHASE 3

Go live everywhere

Hit all public sites with the right price and maximum demand already built — positioned for an efficient, lucrative sale.

PRE-MARKETING DRIVES RESULTS

+2.9%

Higher closing price

20%

Faster to contract

30%

Less likely to drop price

Compass research comparing pre-marketed listings (Private Exclusive and/or Coming Soon) vs. non-pre-marketed listings, Jan–Dec 2024. Descriptive statistics; results not guaranteed.

THE MARKETING

Your home, in front of everyone who matters.

Great marketing is what turns a listing into a bidding war. Here's some of what goes behind yours:

Pro Photography

Best-in-class photographers capture your home in its best light — the first impression that pulls buyers in.

Staging That Sells

Staged homes sell for up to **17% more**, and 95% sell in 11 days or less. We guide you through staging or virtual staging.

3D Matterport Tours

Immersive virtual walk-throughs let buyers explore every room online — and show up ready to act.

60M+ Buyer Reach

Through Compass + its Redfin partnership, your home reaches tens of millions of active buyers nationwide.

#1

Most-visited brokerage site

7.5M

Monthly Compass visitors

60M

Buyers via Redfin network

Prep now, pay at closing. With Compass Concierge, we can fund staging, paint, and updates up front — with nothing due until your home sells. Sellers who use it are nearly **2× as likely** to sell within 60 days.

WHAT TO EXPECT

Your step-by-step plan.

From our first meeting to the closing table, here's the path — and I'm beside you at every step, keeping it smooth and stress-free.

- 01** Complete listing paperwork & align on goals
- 02** Prepare your property for market (staging, repairs, prep)
- 03** Pre-market to the Compass agent network
- 04** Develop & execute the marketing + media plan
- 05** List online with premium placement & photography
- 06** Host open houses & follow up with every lead
- 07** Monitor the market, report back & refine strategy
- 08** Review offers & negotiate the optimal contract
- 09** Manage closing & work through contract terms
- 10** Final walk-through & post-contract support

The pricing strategy is the part that needs your home. Where we price — and how we stage the launch — is custom to your property and the latest neighborhood data. That's the conversation I'd love to have with you.

LET'S TALK

What's your home really worth?

Everything in this guide is the framework. The valuable part — your home's custom pricing strategy and marketing plan — starts with a free, no-pressure conversation. Here's how to reach me:

Get your home's custom plan.

I'll put together a tailored valuation, pricing strategy, and marketing plan built specifically around your home and your timeline. No pressure, no obligation — just a clear picture of what's possible.

CALL OR TEXT

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Get my free home valuation →

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