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The Faces Behind The Pink Bow Campaign

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PUBLISHERS' NOTE

Fresh Starts, Full Hearts



AS AUGUST ARRIVES and the back-to-school season begins, I always find myself reflecting on how quickly the summer goes and how fast our kids seem to grow. This time of year brings new routines, fresh starts and all the emotions that come with watching our families step into a new season.

Recently, my family was reminded of a lesson that feels especially fitting for this month: gratitude is often found in the small things. It is easy to focus on the big milestones, the busy schedules and the next thing on the calendar. But sometimes the moments that matter most are the quiet ones — a slow morning, a family dinner, a child's excitement over new school supplies, a walk through the neighborhood or a simple conversation at the end of the day.

Back-to-school season can feel full and fast, but it also gives us a chance to pause and appreciate the little pieces of everyday life that make our community and our families so special. The friendships, the familiar faces, the teachers who pour into our children and the neighbors who show up in big and small ways all remind us that there is so much to be thankful for.

As we head into this new school year, I hope we all find a few moments to slow down, notice the good around us and carry a little extra gratitude into the season ahead.

Warmly,

Ashley and Nathan Grimm

Publishers, *Stroll*



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Delivering Neighborhood Connections
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IT TAKES A VILLAGE!

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Come *Stroll Into Wellness* with us and celebrate the people and businesses helping our community live well.

EVENT DETAILS

Date: Thursday, September 3

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THE FACES BEHIND *The Pink Bow Campaign*

PHOTOS BY CHARISMA AT A BREW & YOU HEADSHOTS



There is a special kind of magic that happens when a neighborhood unites for a cause, and at Ballantyne Country Club, that magic is driven entirely by your neighbors. This fall, the streets of BCC will once again be lined with vibrant pink bows—a visual testament to our community's solidarity in the fight against breast cancer.

Behind this effort is an incredible network of over 20 dedicated "street captains." This team relies on community dedication: many captains have been volunteering for years, some for over 10 years, while an enthusiastic group of new volunteers is joining in to ensure our continued impact. Jacque Farrell-Mulholland, Katy Bradfield, Jennifer Hohenberger and Allison Parker [featured above] are just some of BCC's veteran

street captains. They are joined on the cover of this month's *Stroll* issue by Robin Saddler, Payal Kothari, Carolyn Miller, Ceci Robinson, Jonina Chamberlain and Kim Edwards. Together, these neighbors are just a few of the true faces of the campaign. As summer transitions toward autumn, they are gearing up to connect with you, offering a simple way to make a difference: by placing a pink bow on your mailbox.

What started nearly 20 years ago right here in BCC has grown into a powerful movement. In those early days, the pink bows operated under "BCC Rally," a beloved neighborhood annual series of events dedicated to raising breast cancer funds. It was during those early Rally years that friends first tied a pink bow to a neighbor's mailbox to show

solidarity during her battle with breast cancer. When BCC Rally dissolved in 2019 after raising over \$2 million, the pink bows briefly became a part of Susan G. Komen Charlotte.

Recognizing the enduring power of this local symbol, Ballantyne resident Robin Saddler identified a greater need to directly support our local communities. In 2021, she established The Pink Bow Campaign, Inc. as an all-volunteer, 501(c)(3) nonprofit organization dedicated to continuing the fight against breast cancer, honoring her mother, a 25-year breast cancer survivor. Today, the campaign covers an incredible 74 neighborhoods across Charlotte. Yet, no matter how large the organization grows, the heart of the campaign remains rooted right here in Ballantyne Country Club. **CONTINUED ►**

A Community Tradition Worth Wagging About!

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MORE THAN JUST A DECORATION

To the passing driver, the bows are a beautiful neighborhood tradition. But to those impacted by the disease, they are a lifeline. Beyond offering emotional solidarity, the rows of pink serve as a vital visual reminder for the women in our community to schedule their annual screening mammograms.

This reminder is more critical than ever as the medical community experiences unprecedented progress in early breast cancer diagnosis. However, these medical breakthroughs can only save lives if women step forward to get screened—making the visual nudge of a pink bow a potentially life-saving catalyst.

SUPPORT YOUR NEIGHBORS THIS FALL

Turning BCC pink is a true team sport, and this year our West and East street captains

have new leaders: Payal Kothari and Carolyn Miller. Come late September, both women will be out in the neighborhood rallying their teams and spreading pink spirit. A friendly rivalry is already in the air. Will BCC West blush first, or will East take the crown in this year's pink-out?

Keep an eye on your newspaper slot for a flyer and please consider purchasing a bow from your street captain for your mailbox, or ordering extras for family, friends or local businesses. Your display reminds our community to prioritize life-saving screenings, helps fund local treatment support and brings genuine hope to patients navigating their diagnosis.

Please join us at the 2026 Pink Bow Campaign Kick-Off Event on Thursday, August 27 at 6:30 p.m. at the Aloft Hotel Ballantyne! The event is free and open to everyone.

YOUR DONATIONS AT WORK

Every bow ordered through The Pink Bow Campaign drives tangible, local change, funding four initiatives.

- **The Go Jen Go Foundation:** Easing financial and emotional burdens of a breast cancer diagnosis.
- **MBC Travelers:** Helping women with metastatic breast cancer experience bucket-list trips.
- **Donate a Pink Bow:** Partnering with Novant Health to deliver bows and hope directly to patients.
- **Adopt a Neighborhood:** Providing breast health education and resources to underserved communities.



Street captains
Payal Kothari and
Carolyn Miller

For more information, to volunteer as a street captain or to register for the kick-off event, contact Robin Saddler at robin@thepinkbowcampaign.org or 703-963-2644.

To recommend a family to be featured, please email Delia at ballantyne@strollmag.com.



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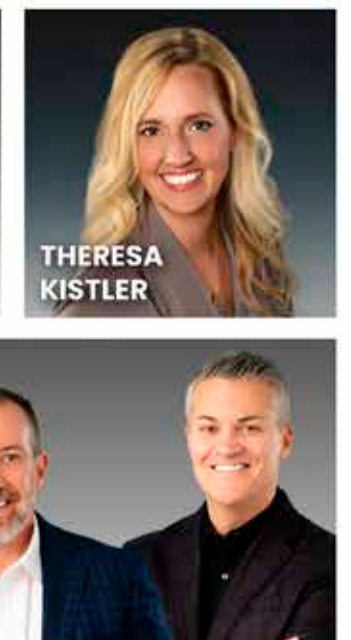
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LUMA PILATES

BY CONTENT COORDINATOR DELIA MCMULLEN

Kimberly Nichole Libretto knows firsthand how one decision can change the course of your life. Pilates did exactly that for her, and today she is helping others discover the same transformation at Luma Pilates, a boutique reformer Pilates studio in Ballantyne Village.



Originally from Louisiana, Kimberly has called the Charlotte area home since 2011. Together with her husband, Mike, who grew up in New York and moved here in 2008, they have built a life centered around entrepreneurship, wellness and community. Many residents already know the couple through Libretto's Pizzeria in Ballantyne Commons. Now, Kimberly is bringing that same passion for hospitality to a different kind of destination. "Luma was born from a simple belief: movement has the power to transform not only how we look and feel, but how we experience our lives," she says. "Pilates changed my life, and creating this studio has been an opportunity to share that experience with others."

Rather than creating just another fitness studio, Kimberly envisioned a welcoming retreat. "My vision for Luma was to create more than a place to work out," she explains. "I wanted a space where people could slow down, reconnect with themselves, build strength with intention and leave feeling better than when they arrived."

The studio's name reflects that philosophy. Rooted in the Latin word for "light," Luma represents the belief that mindful movement can illuminate the body, mind and spirit. "Every class is designed to help our clients build lasting strength, move with confidence and find a little more light in their everyday lives," Kimberly says.

From the calming atmosphere to the carefully selected instructors, every aspect of the studio has been intentionally created. "Every detail of Luma has been thoughtfully designed to support the experience we want every client to have," she says. "Wellness can be both effective and beautiful, challenging and restorative, powerful and approachable."

Kimberly is equally passionate about the team leading those classes. "I'm incredibly proud of the instructors at Luma," she says. "Each member of our team was chosen not only for their expertise and passion for Pilates, but for their ability to create a welcoming, encouraging environment where every client feels supported."

That supportive environment is especially important for first-time clients, many of whom may be hesitant to step into a Pilates studio. "We believe Pilates should feel accessible, not intimidating," Kimberly says. "Whether you're walking into your very first class or have years of experience on the reformer, our goal is for every person who walks through our doors to feel supported and challenged at the level that's right for them."

Her advice for anyone considering Pilates is simple. "Invest in your health before you feel like you have to," she says. "Stop waiting until you 'feel fit enough' or 'ready' to begin. You don't have to be flexible or in shape to start. Pilates is truly for every body, regardless of age, experience or fitness level."



She encourages newcomers to take that first step. "The hardest part is often just walking through the door that first time," Kimberly says. "Show up, trust the process, stay consistent. There's a good chance you'll leave your first class wondering why you didn't start sooner."

And yes, there is one unexpected perk. "You get to lie down and work out... at least for part of it," she laughs. "Who doesn't love that?!"

When Kimberly and Mike aren't busy running the studio or the pizzeria, they enjoy spending time with their two dogs, Hendrix and Cash. "Pilates. Pizza. Puppies," Kimberly says with a laugh. "We try to keep life pretty simple."

As Luma continues to grow, Kimberly remains grateful for the support she's received from the local community. "Luma is a new chapter," she says. "I'm

using this opportunity to create the space I have always dreamed of. I'm incredibly grateful to do what I love, and I am so thankful for the community that has embraced our studio. I can't wait to see what's next."

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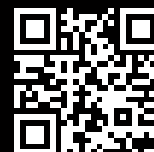
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Students and teachers gather in the school's open-air "palenque" for their morning meeting.

IN A WORLD INCREASINGLY SHAPED

by division and rapid change, one nonprofit is proving that education can be a powerful force for connection. La Paz Global, founded in 2007, supports learning communities that value and promote our shared humanity.

The organization grew from a grassroots effort to help US donors support the scholarship program at La Paz Community School, a bilingual K-12 International Baccalaureate school in Guanacaste, Costa Rica. Today, La Paz Global pursues two core priorities: providing scholarships for students from underserved communities and promoting the school's human-centered educational practices for replication across the world.

The scholarship program's results speak for themselves; among 96 current recipients and 36 graduates, 100% have earned their diplomas and gone on to universities, professional careers and lives of impact. One of those students is Yaritza Villegas. Growing up in rural Guanacaste with limited access to higher education, Yaritza's trajectory changed when she entered La Paz on scholarship. She went on to earn degrees from Marymount Manhattan College and a master's from Columbia University's Teachers College, later serving as Director of Advancement for La Paz Global itself. Today, she has returned to her hometown to help run her family's construction company, driving economic growth in the very community that shaped her. Her story embodies La Paz Global's core belief: that expanding access to human-centered education creates a ripple

effect, cultivating leadership, compassion and cross-cultural understanding that reaches far beyond the classroom.

That mission has found a vibrant champion in Charlotte. After her family spent the 2022-2023 school year in Costa Rica — where her four children attended La Paz Community School — Charlotte resident and La Paz Global board president Anna Anglemeyer returned home inspired to stay involved with La Paz. She founded *Let's Rock*, a Charlotte-based fundraiser featuring an evening when she and her husband Brad open their home to friends, neighbors and community leaders for music and connection. The entertainment comes courtesy of The Boat Dogs, the Anglemeyers' twin sons' band, performing alongside their Charlotte Latin classmates. Local businesses contribute through

Building Bridges Through Education

La Paz Global's mission to connect and inspire

BY LINDSAY LOSASSO, MANAGING DIRECTOR, LA PAZ GLOBAL



Abel McClennen, co-founder and General Director of La Paz Community School, shares how La Paz Global is expanding access to human-centered education during the Let's Rock fundraiser.

in-kind donations, and an online auction features Costa Rican vacation packages. This year, the event raised more than \$22,000 for La Paz Global, a remarkable reflection of what community-driven philanthropy can accomplish.

At its heart, *Let's Rock* represents something larger: two communities — Charlotte, NC and coastal Guanacaste, Costa Rica — united by a shared commitment to education and human connection.

To learn more, sign up for the newsletter or support the endowment fund, visit lapazglobal.org or email donations@lapazglobal.org. Follow along on Instagram at [@lapaz_global](https://www.instagram.com/lapaz_global).



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Whisker Watchers



Personalized Pet Care with Heart

BY CONTENT COORDINATOR DELIA MCMULLEN, PHOTOS BY CHARISMA AT A BREW & YOU HEADSHOTS

For Terrell Torian and Anna Agisilaou, caring for animals is more than a business—it’s deeply personal.

Although they grew up in different parts of Kentucky, their paths eventually led them to Charlotte after reconnecting later in life. Anna spent a decade as an entrepreneur in Dallas before moving to Charlotte in 2023, while Terrell’s career took him to cities across the country through work and basketball. Today, they share not only a home and family, but a passion for providing exceptional care through their pet care business, Whisker Watchers.

Whisker Watchers officially launched nearly two years ago and has since grown into the couple’s full-time business. For Anna, its mission is rooted in both healing and purpose; she lost her mother three years ago. “Although I question every decision I make without my mom’s guidance,” she says, “I know that showing up for anything living is one thing I find passion in that simultaneously honors her and how she lived her life.

After multiple tragic losses, Terrell and I have found healing in animals.”

That philosophy shapes every interaction with both pets and their owners.

Whisker Watchers offers pet sitting, daily drop-in visits, dog walking, medication administration, waste cleanup, companionship, playtime and regular photo and video updates while families are away. Their clients include dogs, cats, fish and even bearded dragons. They also have extensive experience caring for senior pets, animals with medical needs and handicapped pets that require extra patience and attention.

What truly sets Whisker Watchers apart, however, is their belief that every pet deserves individualized care. “We know every pet has its own routine, personality and preferences,” Anna says. “Pets are not robots, and our care isn’t either.”

Rather than offering a one-size-fits-all approach, they tailor every visit to fit each animal’s schedule, personality and comfort level. They even include thoughtful extras during visits at no additional charge and make it a priority to keep owners connected through daily updates, photos and videos.

The couple has accumulated plenty of memorable stories along the way—from unexpected baths after muddy walks to solving last-minute challenges for traveling pet owners. They laugh that many of their favorite stories revolve around simply being flexible and finding creative solutions when pets (or life) throw a curveball.

They’ve also learned that successful pet care goes beyond feeding schedules and walks. Some pets need reassurance. Others need extra playtime. Some simply need someone willing to sit on the floor with them until they feel comfortable. “We’ve laid down on the floor with them and given them positive words of affirmation,” Anna says with a laugh. “Every single animal has different needs. We take pride in figuring them out.”

That level of compassion extends to their clients as well. One of the most rewarding aspects of the business, they say, is watching relationships grow over time. Conversations that begin with feeding instructions eventually evolve into sharing funny videos, exchanging stories and celebrating the unique personalities of beloved pets.

For families looking for a pet caregiver, Anna recommends choosing someone who takes the time to truly know your pet. “Look for a committed caregiver who invests in getting to know your pet’s personality,” she says. “Attention to detail makes all the difference.”

When they’re not caring for four-legged (and occasionally scaly) clients, Anna and Terrell enjoy exploring farmers markets, browsing estate sales, trying new restaurants and, in Terrell’s case, watching plenty of basketball.

At the end of the day, their mission is simple: provide the kind of loving, dependable care they would want for their own pets. After all, as they like to say, “Their lives are short, but our love is long.”

For more information, call 270-925-2838.

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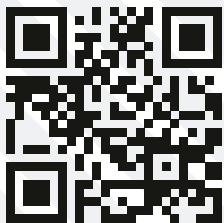
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Benji and Bruno

*Two English Gentlemen
Exploring the Carolinas*



Bruno (left)
and Benji



When Ashlee and Rob Munford moved from England to Charlotte, two very important family members came along for the adventure: Bruno and Benji, their beloved German shepherds.

The pair's story began overseas during Covid. Benji, now 6, was the couple's first dog, and his striking blue coat immediately caught their attention. About a year later, just one week after Ashlee and Rob were married, Bruno joined the family. The handsome black shepherd came from a line of police working dogs, and with six tiny white hairs on his chest—just like the Munfords' beloved black cat they had recently lost—it felt like fate.

Rob, a devoted Manchester United fan, named Bruno after midfielder Bruno Fernandes. Benji? His name simply fit the moment they met him.



Like many German shepherds, the boys prefer to be wherever their people are. Bruno usually claims most of the space at the foot of the bed, while Benji happily settles beside it on the floor. Their toy collection rivals that of many children, although Bruno isn't always interested in sharing his favorite balls, frisbees, sticks and rope toys. Lately, he's also developed a fondness for carrying throw pillows around the house.

Each dog has a personality all his own. Bruno insists on greeting everyone at the door with something in his mouth, whether it's a toy, shoe or cushion. Benji could spend hours watching squirrels from the yard, and both dogs somehow know exactly when Rob is due home from work, faithfully waiting by the window for his arrival.

The adventurous pair once loved roaming England's forests and countryside off leash, and today they enjoy discovering hiking trails, waterfalls and dog-friendly parks throughout North Carolina. A trip to Asheville remains one of their favorite adventures.

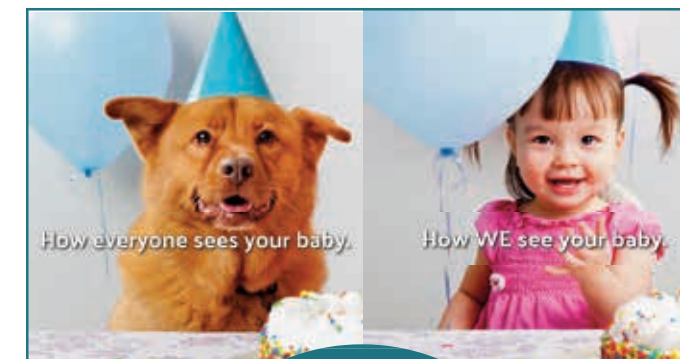
Ashlee says the dogs have inspired the couple to stay active and explore more of their new home. The intelligent shepherds also love training sessions, playing hide-and-seek and scent work, making every day a little more fun.



Although the Munfords don't have children, Bruno and Benji are very much family. Their loyalty, companionship and endless enthusiasm have made life richer in countless ways.

If you spot two handsome German shepherds sporting Green Bay Packers gear or cheering on England during the World Cup, chances are you've just met Bruno and Benji—the neighborhood's four-legged explorers.

To recommend a pet to be featured, please email Delia at ballantyne@strollmag.com.



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A Christmas Season Along Europe's Rivers

BY SHELLEY BENITEZ, CO-FOUNDER
THE ELEGANCE OF TRAVEL



Along the Danube, the season feels grand and imperial. Vienna's boulevards and palace squares become a winter dream. Budapest glows along the river, Bratislava offers a smaller market atmosphere and other towns add abbeys, cathedrals, music and hospitality.

This is where the right river cruise partner makes all the difference. Uniworld Boutique River Cruises is known for ships that feel more like floating boutique hotels, with distinctive interiors, polished service and a refined sense of place. Their holiday itineraries often feature the Rhine, Danube and Seine, with festive excursions and decorated ships that extend the Christmas feeling on board.

AmaWaterways brings a warm, welcoming style to holiday cruising, with Christmas market itineraries designed around local traditions, regional cuisine and time ashore. For travelers who enjoy culture, comfort and active exploration, AmaWaterways offers a lovely way to experience Europe's rivers during the festive season.

Riviera Travel is another excellent option, especially for travelers who appreciate thoughtful value, guided



There is something beautifully nostalgic about Christmas in Europe. Long before the season became hurried, it was found in candlelit windows, church bells, cobblestone streets, handmade ornaments, warm pastries and the joy of gathering together. For travelers who love the holidays but want to experience them in a more meaningful way, a European Christmas market river cruise may be one of the most enchanting journeys of the year.

During late November and December, Europe's great rivers become pathways into the heart of the season. Ships glide along the Rhine, Danube, Main, Seine and other storied waterways, stopping in cities and villages where Christmas traditions have been celebrated for centuries. Instead of unpacking in multiple hotels, navigating train stations or planning each transfer, guests settle into an elegant river ship and allow the journey to unfold one port at a time.

Imagine beginning the morning with coffee as the riverbanks pass quietly outside your window. By afternoon, you may be stepping into a town square filled with wooden market stalls, glowing lights, handcrafted gifts, roasted chestnuts,

gingerbread, spiced wine and music drifting through the winter air. They are living traditions, deeply tied to the communities that host them.

On the Rhine, travelers may experience the romance of Germany, France, Switzerland and the Netherlands in one itinerary. Cologne is known for its markets surrounding the cathedral, while Strasbourg is often called one of Europe's Christmas capitals. Rudesheim brings storybook charm, half-timbered buildings and festive lanes that feel designed for the season. Depending on the sailing, guests may also visit Basel, Bonn, Heidelberg or Amsterdam.

touring and classic river cruise comfort. Their Rhine and Danube programs highlight cities such as Cologne, Rudesheim, Vienna, Budapest and Bratislava, allowing guests to enjoy the markets without planning every detail.

Scenic River Cruises elevates the experience with an all-inclusive, ultra-luxury approach. Their Christmas market journeys on the Rhine and Danube combine festive towns, curated excursions, elegant accommodations and the ease of having many details included before departure. For clients who want a seamless experience, Scenic can be especially appealing.

What makes these journeys so special is not only the destinations, but the rhythm of river cruising itself. Ocean cruising can feel large and energetic, while river cruising is intimate and destination-focused. The ship docks close to the heart of many towns, making it easy to step ashore and begin exploring. Evenings may include a festive dinner, local entertainment or watching the lights along the river.

A Christmas market cruise is also a beautiful multigenerational idea. Couples, close friends, adult children and grandparents can enjoy the same journey while experiencing it at their own pace. Some may shop for ornaments and artisan gifts, while others may prefer a guided walk, a cathedral visit or a quiet afternoon back on board. The experience feels shared but never overwhelming.



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For many of our clients, the holidays are already full of obligations, events and family logistics. A European river cruise offers something different: the ability to be fully present. There is no need to coordinate every dinner reservation or unpack in several cities. The ship becomes your home, and Europe's Christmas villages come to you.

The key is choosing the right river, cruise line, ship and itinerary. Each brand has its own personality, and each route offers a different expression of the season. Some travelers may want the grandeur of Vienna and Budapest. Others may be drawn to the romance of the Rhine. Some may prefer the boutique luxury of Uniworld, the warmth of AmaWaterways, the classic comfort of Riviera Travel or the all-inclusive elegance of Scenic.

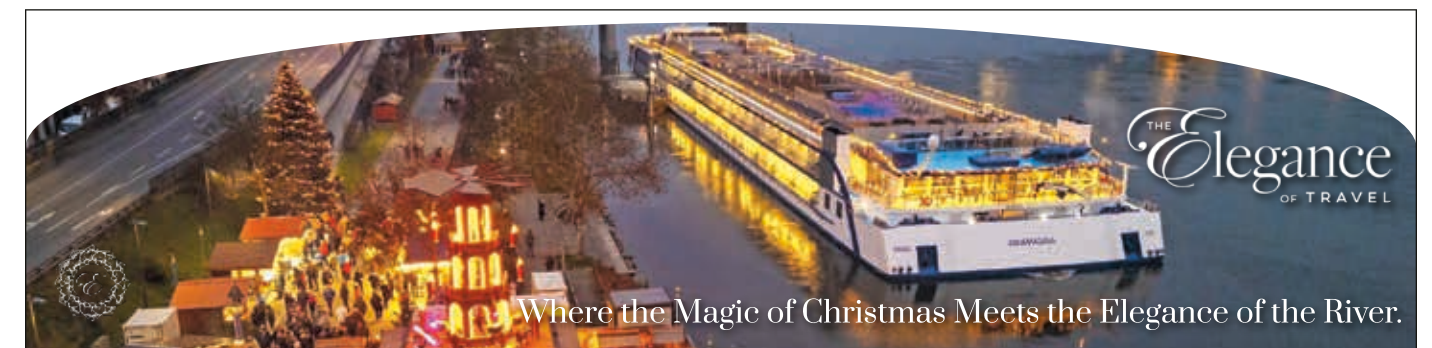
Christmas in Europe is not simply seen; it is felt. It is found in the glow of a market stall, the sound of a choir, the

scent of cinnamon in the air and the quiet beauty of a river carrying you from one treasured place to the next. For those dreaming of a holiday season filled with wonder, tradition and effortless elegance, a European Christmas market river cruise may be the perfect gift to give yourself.

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BioArmor LLC

For Salvatore Matthew Toscano, protecting people has always been personal. Born in Brooklyn, NY and a Charlotte resident since 1989, Salvatore has spent much of his life focused on service—first as a US Navy Veteran and now as Founder and CEO of BioArmor, LLC, an infection control company dedicated to helping families, businesses and healthcare facilities stay safer every day.

Founded in 2014, BioArmor was born from Salvatore’s long-standing interest in infection prevention and safer sanitation solutions. “I have always been very interested in products that keep everyone safe from microorganisms, which is a challenge of daily living,” he says.

That research led him to develop BioArmor’s signature alcohol-free hand sanitizer formula with Benzalkonium Chloride, an FDA-approved ingredient that has been used since 1950. Unlike traditional alcohol-based sanitizers, “Our formula forms a nanolayer on hands for several hours after application, which is better than alcohol, which dries in seconds,” Salvatore explains. “It’s especially preferred for adults and children with eczema since it will not burn like alcohol-based formulas.”



That innovation quickly gained attention on a much larger scale. During the Covid pandemic, BioArmor products were purchased by the CDC’s Bioterrorism Task Force Labs and the New York City Subway Transit System, as well as long-term care facilities and hospitals across the country.

As a Veteran-owned business and member of the National Veterans Business Development Council, Salvatore says service remains at the core of everything he does. In 2020, in recognition of BioArmor’s work during the pandemic, the company was honored to receive the National Veterans Business Development Council’s Business of the Year Award.



“It is now more important than ever to use products that safely disinfect harmful germs, fungi, bacteria and some viruses.”

“That recognition meant a great deal because it reflected the work we were doing to help protect the public during a critical time,” he says.

Today, BioArmor continues expanding beyond hand sanitizers and disinfectants into advanced biosecurity solutions, including air purifiers, air sensors for schools and offices and HVAC-integrated disinfection technology designed to improve indoor air quality and safety. Some of these systems have even been tested aboard the International Space Station and are endorsed by NASA.



Salvatore’s wife, Monica Kane, a real estate agent, has been a strong support system throughout his entrepreneurial journey, and together they remain deeply rooted in the Charlotte community.

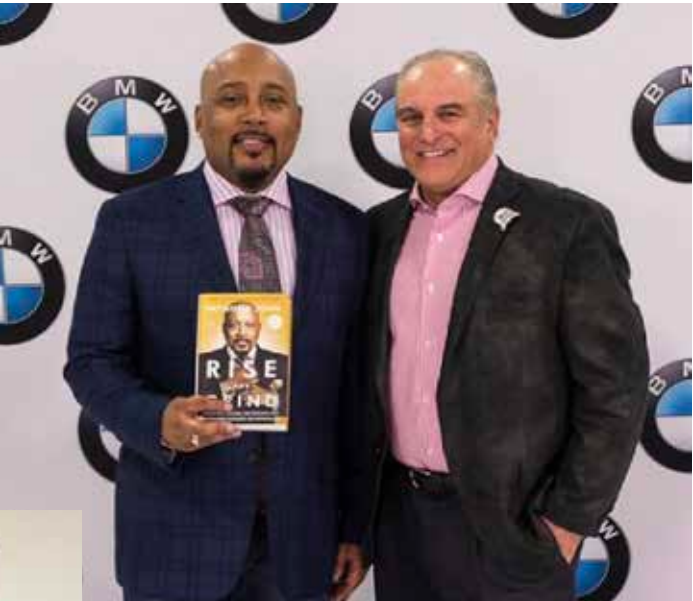
When asked what advice he would offer residents, Salvatore keeps it simple: prevention matters. “It is now more important than ever to use products that safely disinfect harmful germs, fungi, bacteria and some viruses,” he says.

And for a quick household tip this month? “Are you using a sponge to clean eating utensils in your kitchen sink? Microwave your sponge for 25 seconds after a rinse!”

To learn more about BioArmor’s growing line of infection control and air purification products, visit bioarmorinfectioncontrol.com.

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A Strategic, Discreet Approach to Selling

Advice from Tom Brennan,
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In the competitive residential real estate landscape, discretion, timing and strategic exposure can make a meaningful difference. “Private Exclusives” are designed to give sellers more control over their listing process by facilitating a “soft launch” of their property before going fully public.

WHAT ARE PRIVATE EXCLUSIVES?

A Private Exclusive is essentially an off-market or semi-off-market listing that’s initially shared only with prequalified buyers, rather than publicly listed on MLS or major real estate sites. During this phase, the home is not fully exposed to the wider public, protecting its market positioning and giving the seller breathing room for final touches, corrections or pricing adjustments.

The goal is to validate pricing, generate interest quietly and build momentum in a controlled environment before transitioning to broader marketing phases.

ADVANTAGES & BENEFITS

Price Validation without Public Pressure:

Because the listing isn’t on public sites or tracked with “days on market,” the seller avoids early stigma or pressure to reduce price, helping the home stay insulated from discounting trends that can erode perceived value.

Privacy & Discretion:

For sellers who want to control the timing or restrict exposure—for example, during home renovations or while coordinating logistics—the Private Exclusive stage allows showings by invitation only, rather than open house crowds.



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Early Demand Generation:

By leveraging an extensive network of agents and vetted buyers, a property can attract serious interest even before it’s public.

Proven Performance Metrics:

Homes pre-marketed via Private Exclusive and similar “Coming Soon” programs tend to sell at higher prices (about 2.9% on average) compared to homes listed directly to the public, as well as contracting faster and being less likely to require price drops.

THE 3-PHASE STRATEGY

Private Exclusives are often embedded into a structured three-phase marketing strategy:

- **Phase 1** – Private Exclusive: Quiet validation, early interest, zero public days on market
- **Phase 2** – Coming Soon: A controlled partial preview to generate anticipation
- **Phase 3** – Public Listing: Full exposure on public sites when the home is market-ready, backed by pricing insights and buyer data from earlier phases

Sellers can tailor which phases they use based on their tolerance for time, exposure and risk.



CONSIDERATIONS & CAVEATS

While there’s clear upside, Private Exclusives aren’t appropriate for every home or market. Because the exposure is limited in the initial phase, there’s some risk of missing out on broader buyer interest early on. Also, the reported performance advantages (like 2.9% higher closing price) are based on internal data and may not fully generalize to all markets or conditions.

Ultimately, Private Exclusives represent a flexible, strategic tool for sellers who want to manage risk, test pricing and ease into the full listing process. When used judiciously, they can preserve value, reduce pressure and help stage a property’s market debut more confidently. Compass offers this approach for sellers seeking a more controlled, discreet way to market their home.

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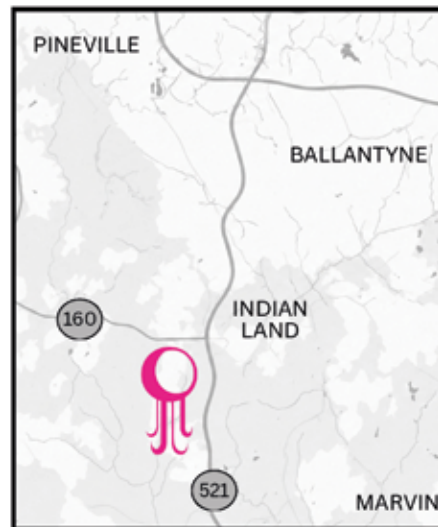
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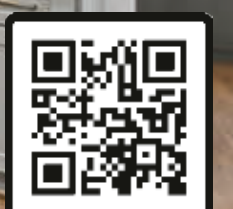
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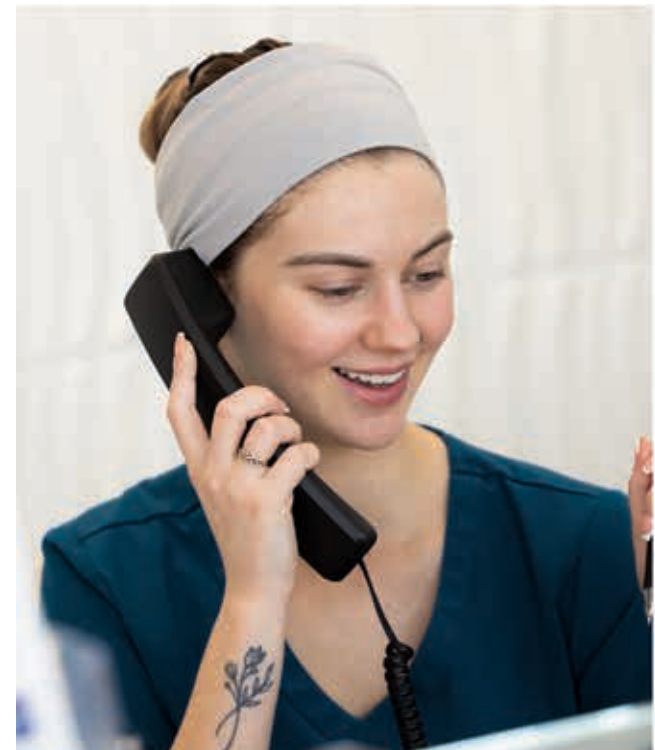


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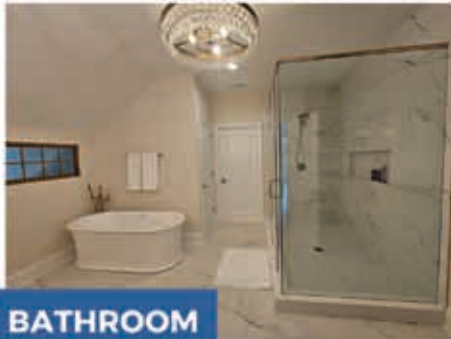
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