

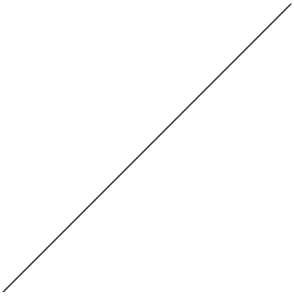
COMPASS

# Your Home Is Our Mission

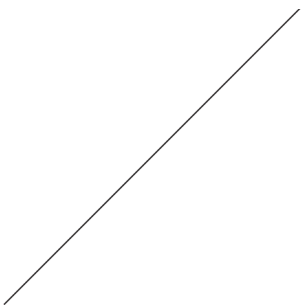


**CHRIS LANE &**  
The Lane Team

THE  
**LANE**  
TEAM



NOW, MORE THAN EVER,  
THE EXPERTISE OF A  
REAL ESTATE PROFESSIONAL  
MATTERS IN THE SALE  
OF YOUR HOME



# Chris Lane & The Lane Team

The Lane Team is your Local Real Estate Connection. We know the market, live in your communities, and understand the nuances that affect your buying and selling choices. For over thirty years, we have served our clients without reserve, making the buying/selling experiences smooth, efficient, and successful.

Let us show you why our team is right for you.



## Learn More About The Lane Team:

- 2017-2020 NJ Realtors Circle of Excellence Award - Platinum Level
- Real Trends Top 250 in US, 2018-2019
- Wall Street Journal Top 250 in US

## The Lane Team

Sales Assoc.  
M. 973.202.1707  
O: 973. 509.3500  
chris@laneteam.com  
laneteam.com

@laneteamrealestate

**The Proof is in the Numbers.**

**The Lane Team has collectively been in business serving the NJ market for 25+ years.**

**\$1.137B +**

In total sales to date

**47**

In Transactions in 2021 (thus far)

# We let our clients do the talking.

“

"The Lane team is the best in the Montclair Area. I have used them for several transactions in Montclair over the years. Chris has always provided guidance to maximize the selling price and to navigate the issues that arise in any home sale. Her experience and support are unmatched. The Lane Team was with us every step of the way, providing superior resources and direction. I would highly recommend them for both buying and selling a home in the area."

MIKE | MONTCLAIR, NJ

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"We loved working with the Lane team! We owned a very unique home in our community and they took the time to understand and feature the qualities of this home. After a quick sale they took over helping us navigate the inspection and all the details of closing a home with ease and efficiently. You can't get a better team working for you. Thanks Lane Team!"

BETH | GLEN RIDGE, NJ

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"Working with The Chris Lane Team made selling our house a breeze. Chris was knowledgeable, very responsive, and used exquisite negotiation skills to have our home sold after only four days on the market. Chris kept us up to date every step of the way which made the process easy and effortless. We highly recommend The Chris Lane Team for buying or selling."

NOELLE | FRANKLIN, NJ

”

“

"Chris and the team are very experienced, knowledgeable, personable, calming, soft spoken yet assertive. Highly recommended! So much so that we have already recommended Chris to our best friend who is now utilizing her team as well!"

ERIC | MONTCLAIR, NJ

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"We had a great experience with Chris and the Lane Team when recently purchasing a new home. Chris new the market inside out, quickly understood what we were looking for, and was a great ally throughout the process which saw us a great deal on our dream home when we found the right one. We'll miss not seeing Chris so much going forward!"

NICK | WEST ORANGE, NJ

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"Chris Lane has bought and sold our family homes for over 30 years. There is no one else who I trust to get the job done. She has a special talent to listen, understand your desires for a new home and she finds options quickly to meet those needs. She also sells quickly when your needs change."

CLIENT | NORTH BERGEN, NJ

”

# Nobody knows New Jersey like I do.



## Areas of Experience:

Essex County  
Passaic County  
Morris County  
Bergen County  
Hudson County  
Central Jersey  
Western Jersey  
South Jersey  
Jersey Shore

## Notable Sales

Here is a snapshot of our top sales in New Jersey.



**60 Undercliff Road,  
Montclair**



**63 Chestnut Hill Place,  
Glen Ridge**



**57 Undercliff Road,  
Montclair**



**146 Lloyd Road,  
Montclair**



**61 Wayside Place,  
Montclair**



**196 Upper Mountain Ave,  
Montclair**



# Notable Sales



**288 Upper Mountain Ave,  
Montclair**



**83 Ridgewood Ave,  
Glen Ridge**



**443 Ridgewood Ave,  
Glen Ridge**



**69 Forest Ave,  
Glen Ridge**



**205 Fernwood Ave,  
Montclair**



**89 Ridgewood Ave,  
Glen Ridge**



**125 Forest Ave,  
Glen Ridge**



**3 Briar Hill Road,  
Montclair**



**262 S Mountain Ave,  
Montclair**



# My team is dedicated to selling your home.

Sales Associate



**Greg Lane**  
Sales Assoc.  
858.344.6818  
O: 973.310.7360  
greg.@laneteam.com

Sales Associate



**Matthew Lane**  
Sales Assoc.  
973.943.0071  
O: 973.310.7360  
matt@laneteam.com

Sales Associate



**Traci Godfrey**  
Lic. as Traci L. Daugs  
NJ & NY  
917.847.7870  
O: 973.310.7360  
traci.godfrey@compass.com

Sales Associate



**Amy Roy**  
R.E. Salesperson  
973.951.7174  
O: 973.310.7360  
amy.roy@compass.com



WORK WITH COMPASS,  
THE #1 INDEPENDENT  
REAL ESTATE BROKERAGE  
IN THE COUNTRY

# We understand what it takes to sell your home.

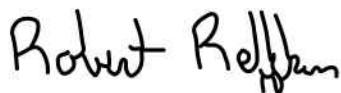
Hi, I'm Robert, Founder & CEO of Compass. I started this company because my own mother is an agent — and I wanted to create a company that treats its agents as well as they treat clients like you.

I saw how hard my mom worked to make her clients' dreams come true and it filled me with an appreciation for the importance of home and the difference a talented, ethical professional can make in your real estate experience.

Our goal is to invite only the most well-respected and skilled agents to join Compass and then provide them with what my mom never had: a powerful technology platform, the highest levels of support, and a vast array of gorgeous marketing tools to reach the most qualified buyers — all to help serve *you* better.

**Our mission is to help everyone find their place in the world and we would be honored to help you embark on your next chapter.**

Sincerely,

A handwritten signature in black ink that reads "Robert Reffkin". The script is fluid and cursive, with the first name "Robert" and last name "Reffkin" clearly legible.

Robert Reffkin, Founder & CEO

A network of top real estate  
agents ready to bring you  
your buyer.

\$150B+

2020 Sales volume

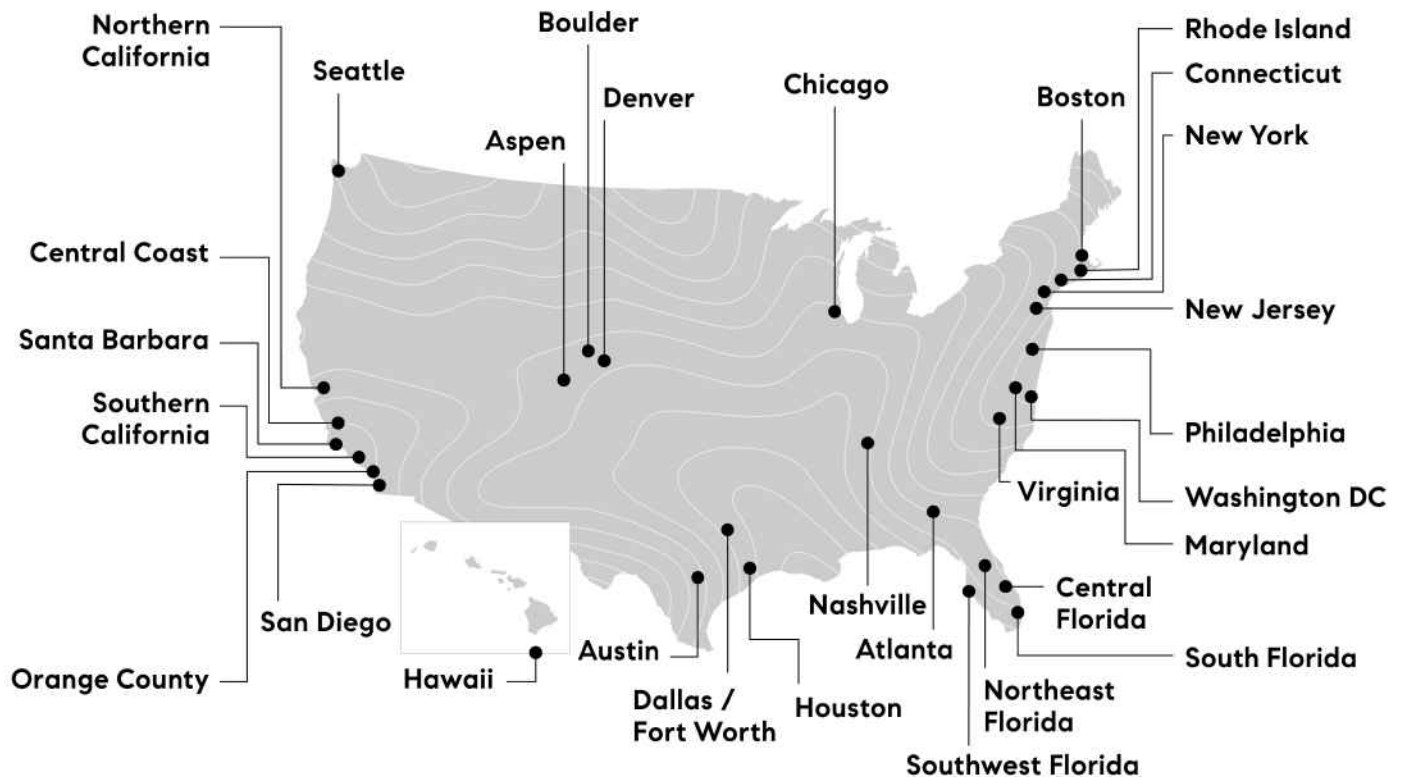
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350+

Offices

19K+

Agents



# Everyone gets a first impression... Compass gets billions.



## 250M+

Annual website  
and social media  
impressions\*

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### Digital Reach

Our digital  
footprint  
attracts potential  
buyers to  
your listing.

## 1.4M+

Annual unique  
international users  
on compass.com\*\*

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### International Reach

Our website drives  
international buyers  
to homes like yours  
through curated  
presentation and  
artificial intelligence.

## 105B+

2020 PR  
Impressions\*\*\*

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### Media Reach

Our in-house media  
team works with top  
publications to share  
compelling narratives  
about your home with  
your target buyer.

\*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

\*\*Sourced via Google Analytics, 11.2020–12.31.2020.

\*\*\*Sourced via Meltwater, 11.2020–12.31.2020.



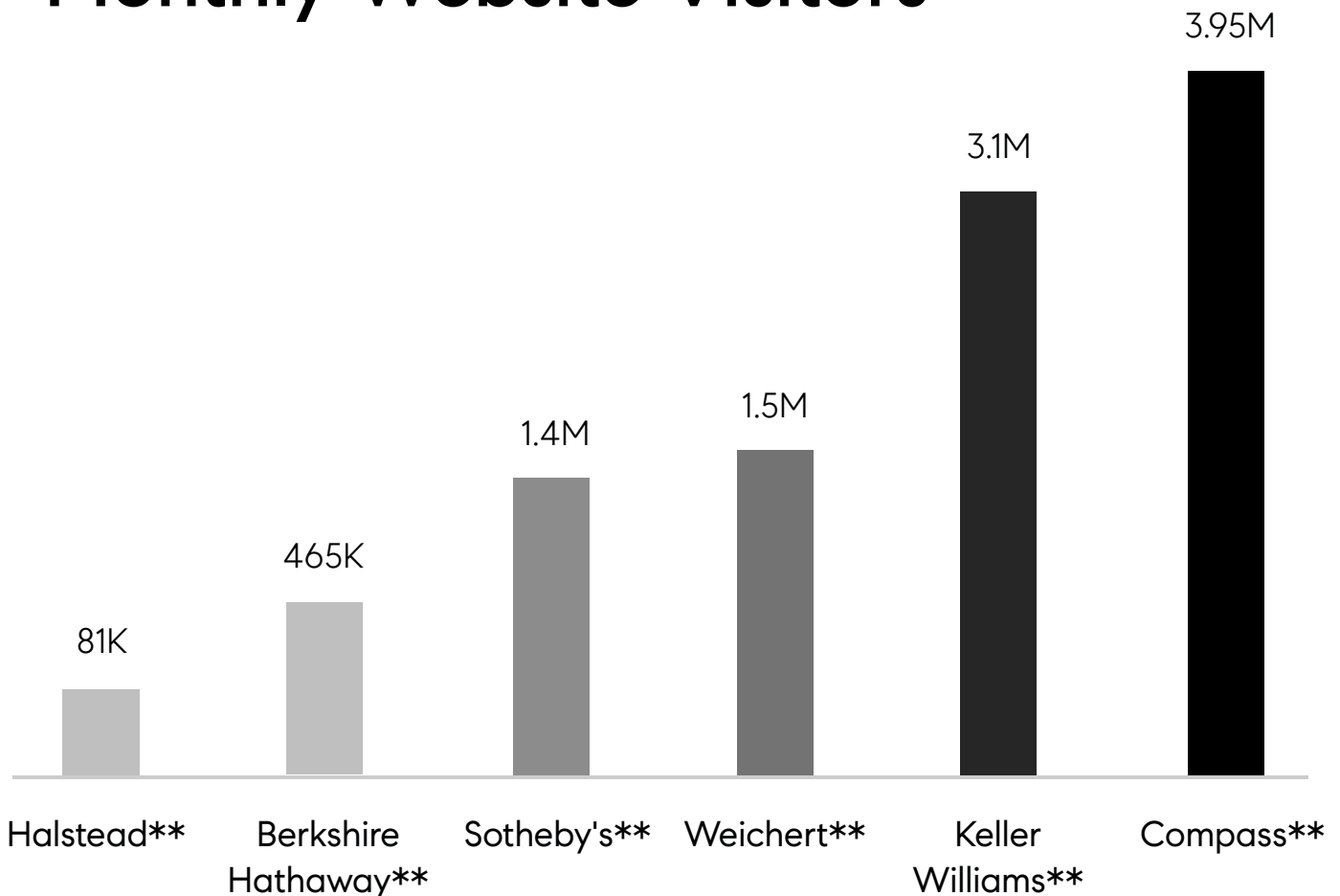
# Your Buyer Follows Compass

# #1

Real estate website in 2019 + 2020,  
*Webby Awards People's Voice Winner\**

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## Monthly Website Visitors



\*The Webby Awards  
2019 (winners.webbyawards.com/2019/websites/general-websites/real-estate/81277/compass).  
2020 (winners.webbyawards.com/2020/websites/general-websites/real-estate/81277/compass).  
\*\*Website traffic sourced via SimilarWeb, 12.1.2020–12.31.2020.

# Sharing Your Home Globally

Instantaneously reach millions of potential international buyers on a vast network of trusted sites.



# 165M+

Annual international buyers reached\*

# 60+

Countries your home syndicates to\*

# 100+

International portals your home syndicates to\*

# Morgan Stanley and Compass Marketing Partnership

We connect high-net-worth individuals to your property.

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Compass has partnered with  
Morgan Stanley to showcase your listing to

# 140K+

Morgan Stanley Reserved clients.\*

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Morgan Stanley's Reserved client network consists of:

- More than 140,000 global clients currently enrolled in the program\*
- Clients with over \$2M invested with Morgan Stanley on average\*
- Clients that have spent almost \$800M through the Reserved program\*
- Affluent and international clients, many of whom have vacation homes in addition to their primary residence

Explore the world of Reserved  
Living & Giving at [msreserved.com](https://msreserved.com)

Morgan Stanley | CØMPASS

\*Sensei Marketing Data as of 2020 YE  
Clients with \$1 million+ in assets and liabilities at Morgan Stanley are eligible to enroll in the Reserved Living & Giving program. Clients with \$10 million+ in assets and liabilities qualify for our highest tier, Signature Access, which offers additional benefits tailored to our most affluent clients including world class concierge services in Art Advisory, Private Health Advisory, Cybersecurity, and bespoke travel services. Morgan Stanley Reserved Living & Giving is a tiered complimentary loyalty program that rewards Morgan Stanley's most valued clients. Morgan Stanley Smith Barney LLC reserves the right to change or terminate the Reserved or Signature Access program or partner offers at any time and without notice. Reserved and Signature Access program participant qualifications are reviewed periodically to confirm that they continue to qualify for this program. Not all offers are available to nonresident clients. Signature Access, the highest tier of the Reserved Living & Giving program, is part of Morgan Stanley Lifestyle Advisory. This tier features products and services that are provided by third-party service providers, not Morgan Stanley Smith Barney LLC ("Morgan Stanley"). Morgan Stanley may not receive a referral fee or have any control concerning the delivery of such products or services. Please perform a thorough due diligence and make your own independent decision.  
© 2020 Morgan Stanley Smith Barney LLC. Member SIPC CRC#3370468 12/2020

# Placing your property where your buyers are searching.

Once your home is listed on the MLS, it will be syndicated to some of the top real estate platforms domestically and in 60+ countries globally. This will allow us to get maximum exposure for your home.

Top Domestic Syndication Platforms, Including \_\_\_\_\_

**Zillow      The Wall Street Journal      Mansion Global      Trulia**

Countries We Syndicate to Internationally\* \_\_\_\_\_

<i>Argentina</i>	<i>Greece</i>	<i>Myanmar</i>	<i>Spain</i>
<i>Australia</i>	<i>Hong Kong</i>	<i>Netherlands</i>	<i>Switzerland</i>
<i>Belgium</i>	<i>India</i>	<i>New Caledonia</i>	<i>Tanzania</i>
<i>Bulgaria</i>	<i>Indonesia</i>	<i>Panama</i>	<i>Thailand</i>
<i>Cambodia</i>	<i>Ireland</i>	<i>Papua New Guinea</i>	<i>Tunisia</i>
<i>Canada</i>	<i>Italy</i>	<i>Peru</i>	<i>Turkey</i>
<i>Chile</i>	<i>Japan</i>	<i>Philippines</i>	<i>United Arab Emirates</i>
<i>China</i>	<i>Kazakhstan</i>	<i>Poland</i>	<i>United Kingdom</i>
<i>Columbia</i>	<i>Laos</i>	<i>Portugal</i>	<i>United States</i>
<i>Czechia</i>	<i>Latvia</i>	<i>Qatar</i>	<i>Uruguay</i>
<i>Denmark</i>	<i>Luxembourg</i>	<i>Romania</i>	<i>Venezuela</i>
<i>Estonia</i>	<i>Macau</i>	<i>Senegal</i>	<i>Vietnam</i>
<i>Fiji</i>	<i>Malaysia</i>	<i>Serbia</i>	
<i>France</i>	<i>Mexico</i>	<i>Singapore</i>	
<i>French Polynesia</i>	<i>Monaco</i>	<i>Slovakia</i>	
<i>Germany</i>	<i>Morocco</i>	<i>South Africa</i>	

# Regional Success in New Jersey

# #1

Firm by listing  
count in NYC\*

# \$10B+

Total 2020 Tri-State  
sales volume



## Tri-State Stats

# 37

Offices

# 3,400+

Agents

# 190

Employees

\*The Real Deal, Brokerage Firms Ranked by Listings, 1/29-12/19.

\*Compass Data 1/20-12/20, One Key MLS 1/20-12/20, GSMLS 1/20-12/20, HCMLS, 1/20-12/20, SmartMLS 1/2-12/20, GMLS, 1/20-12/20.



# Giving Back to Our Communities

Compass Cares empowers agents to support meaningful causes right where it counts most — in your neighborhood.

## 100%

Of transactions contribute to a donation in your community\*

## \$2.5M

Donated to strengthen our communities to date\*

## 2,500+

Organizations supported\*



[compass.com/compass-cares](https://compass.com/compass-cares)

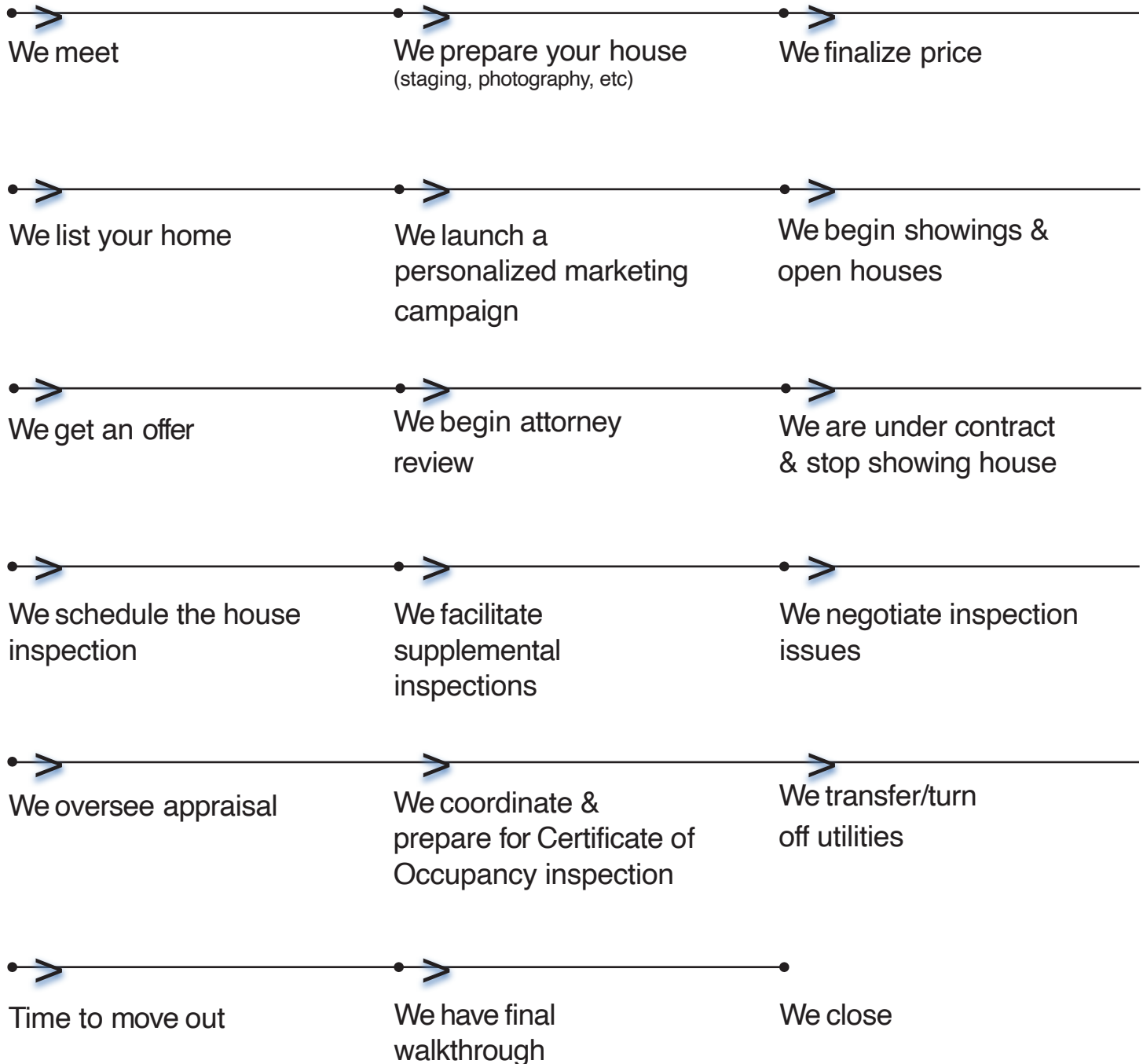
\*2020 YTD statistics since the launch of Compass Cares in 2018.



LET'S TAKE A LOOK  
AT OUR PLAN TO  
SELL YOUR HOME



# With so many steps you need a WE



**The Lane Team**  
[laneteam@compass.com](mailto:laneteam@compass.com)  
M: 973.202.1707  
[laneteam.com](http://laneteam.com)

“ We loved working with The Lane Team! We owned a very unique home in our community and they took the time to understand and feature the qualities of this home. After a quick sale they took over helping us navigate the inspection and all the details of closing a home with ease and efficiently. You can't get a better team working for you. Thanks Lane Team! ”

-Beth, Glen Ridge

# Getting Your Home Ready to Sell

Your home only has one chance to make a great first impression and we are here to guide you every step of the way. Together, we can focus on identifying and making improvements that will enhance the marketability of your home and stage it to appeal to potential buyers.

Data from the latest Cost vs. Value report from Remodeling magazine and the National Association of Realtors® estimates a:

## 80%

Return on investment for minor kitchen upgrades\*

## 106%

Return on investment for new wood floors\*\*

BEFORE



AFTER | KITCHEN UPGRADES



BEFORE



AFTER | NEW WOOD FLOORING



\*2019 Cost vs. Value Report, Remodeling Magazine ([remodeling.hw.net/cost-vs-value/2019](https://remodeling.hw.net/cost-vs-value/2019)).

\*\*2019 Modeling Impact Report, National Association of Realtors® ([cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf](https://cdn.nar.realtor/sites/default/files/documents/2019-remodeling-impact-10-03-2019.pdf)).

# Compass Concierge is the hassle-free way to sell your home faster and for a higher price.

From staging to renovation, we can leverage our exclusive Concierge program to prepare your home for the market with zero upfront costs or interest. By investing in your home's potential, we aim to provide a swifter, more profitable sale.

## How it Works

1. Determine a budget and updates together, then apply for Concierge funds
2. Immediately receive your ConciergeCard or request cash
3. Work with trusted vendors to complete home improvements
4. Repay at closing!\*

# 55%

Of Concierge listings sell within 60 days, compared to 33% of all MLS listings\*\*

**Learn more at**  
**[compass.com/concierge](https://compass.com/concierge)**



Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions. Concierge Capital loans are provided by Notable Finance, LLC, NMLS# 1824748 and are made or arranged pursuant to a California Finance Lenders Law license. Loan eligibility is not guaranteed and all loans are subject to credit approval and underwriting by Notable. Compass is not a lender and is not providing loans as part of the Compass Concierge program.

\*Repayment can occur at any of the following times: Closing, when our listing agreement terminates, or when 12 months pass from your Concierge approval date.

\*\*Based on data from 5.2020–12.2020. MLS listings include all listings in markets where Compass currently operates. Data is sourced from regional MLSs and aggregated to create a comprehensive national dataset.



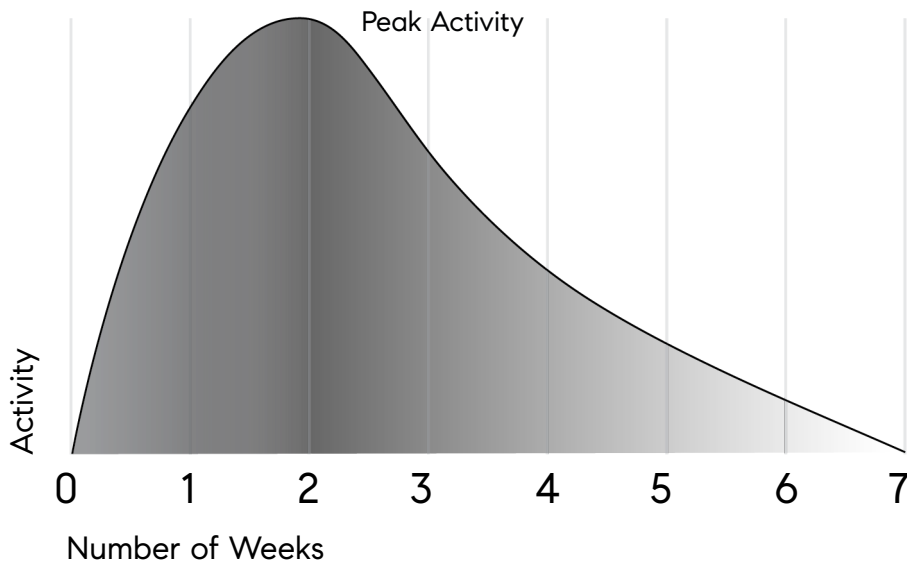
# The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home. Compass uses best-in-class photographers to show your home in its best light, make a positive first impression, and attract more buyers.



# Pricing Your Property to Maximize Buyer Activity

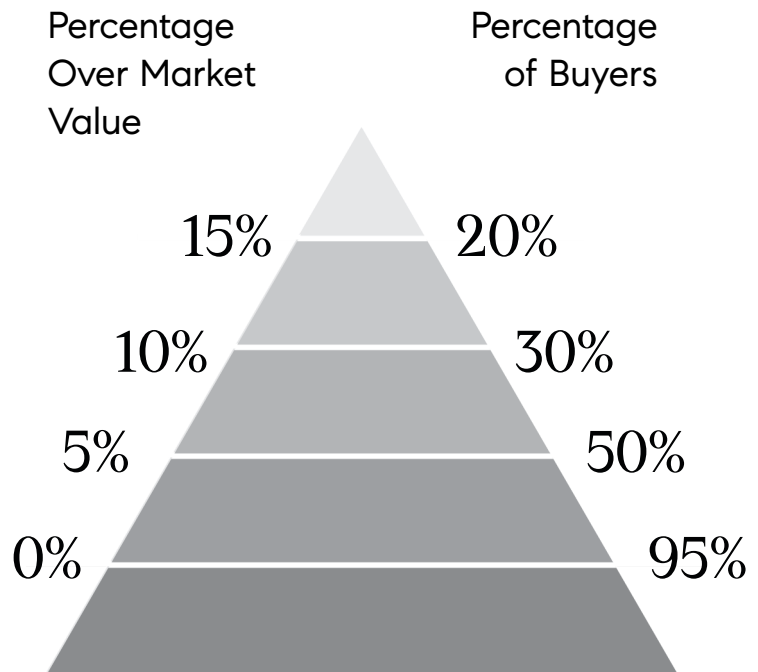
## Timing of Buyer Activity



A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize your home's position in the market.

## Attracting Buyers Using Competitive Pricing

Using competitive analysis, market research, and Compass' suite of AI-powered tools, we recommend a price for your property to generate the most activity and offers early on before buyers move on to newer listings.



If the asking price is too high, then the property appeals to fewer buyers.

# Our Exclusive Pre-Marketing Advantage

## Private Exclusive

A Private Exclusive listing is an off-market home that can be shared by a Compass agent with their Compass colleagues directly. Property details aren't disseminated and won't appear on public home search websites. Listing your home as a Private Exclusive allows you to control what information is shared — while still getting exposure to top agents at Compass.

**[compass.com/private-exclusives](https://compass.com/private-exclusives)**



## Coming Soon

Coming Soon gives us two separate opportunities to launch your property. We can list your home on [compass.com](https://compass.com) before going live on aggregate sites to build anticipation among potential buyers, while pressure-testing our pricing strategy — all without accruing days on market.

**[compass.com/coming-soon](https://compass.com/coming-soon)**

# 2–3x

More views by consumers and agents\*

# 7%

Fewer days on market vs. listings that go straight to active\*\*

# ~19%

More traffic at an open house\*\*\*

Compass Coming Soon and Private Exclusives are subject to local MLS restrictions and not available in all markets. Local policy definitions may restrict how Private Exclusive listings can be shared between agents, even within the same brokerage. Where the programs are available, pre-marketing and listing strategies are independently determined by the client. Compass does not recommend one particular strategy or guarantee results.

Data refers to a comparison between MLS and Compass Coming Soon listings vs. listings that go straight to active.  
\*Viewership sourced via Compass.com 1/2020–8/2020.  
\*\*Days on market sourced via Compass.com 1/2020–7/2020.  
\*\*\*Open house traffic sourced via Compass.com 1/2020–9/2020.

# Leveraging Our Agent Network to Sell Your Home

As part of a network of the nation's top producing agents, I am strategically positioned to connect your home with qualified potential buyers everyday.



## 88%

Buyers who purchased a home with a real estate agent or broker\*

## 19K+

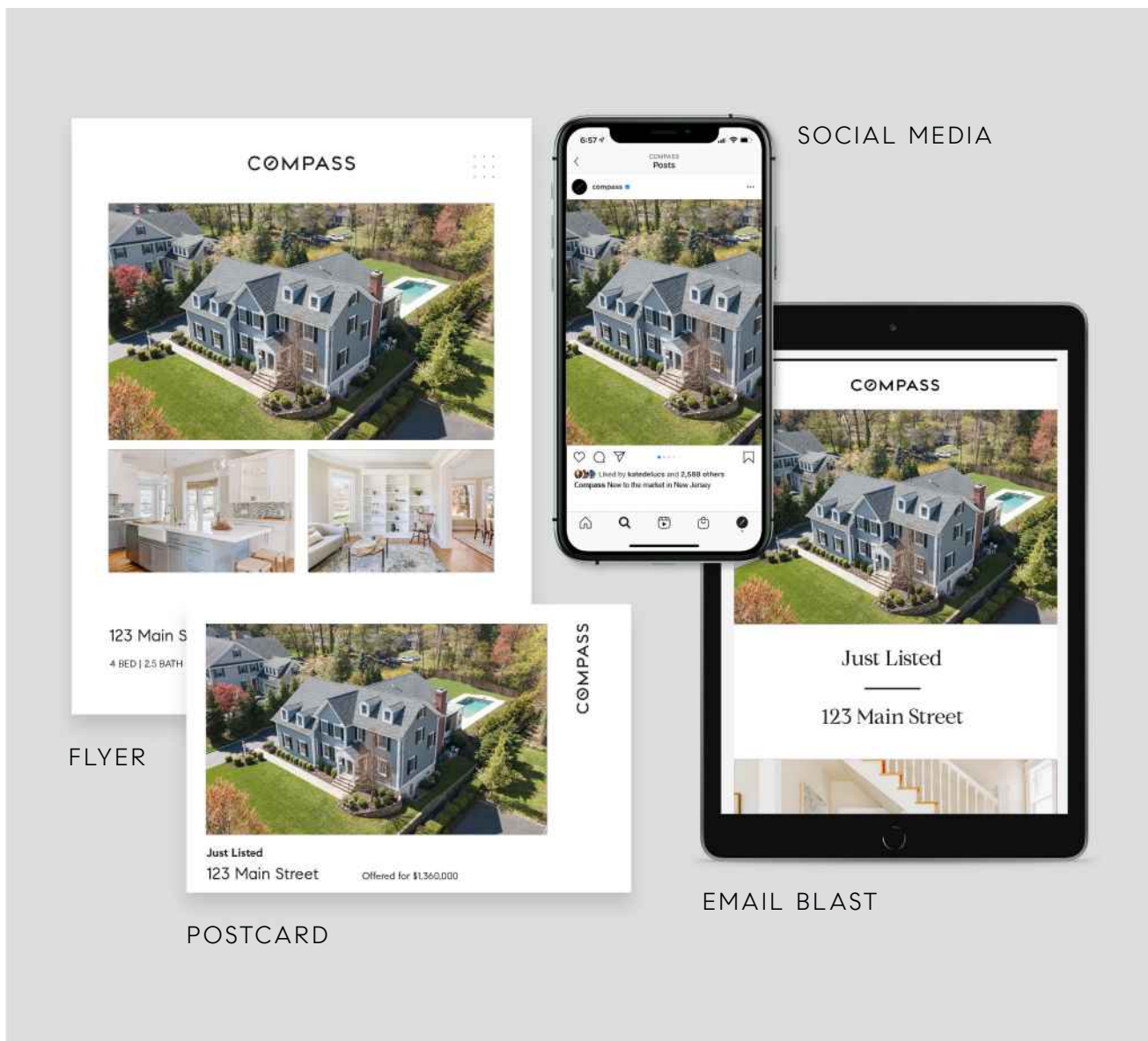
National agent network





# A Multi-Channel Marketing Approach, Designed to Stand Out

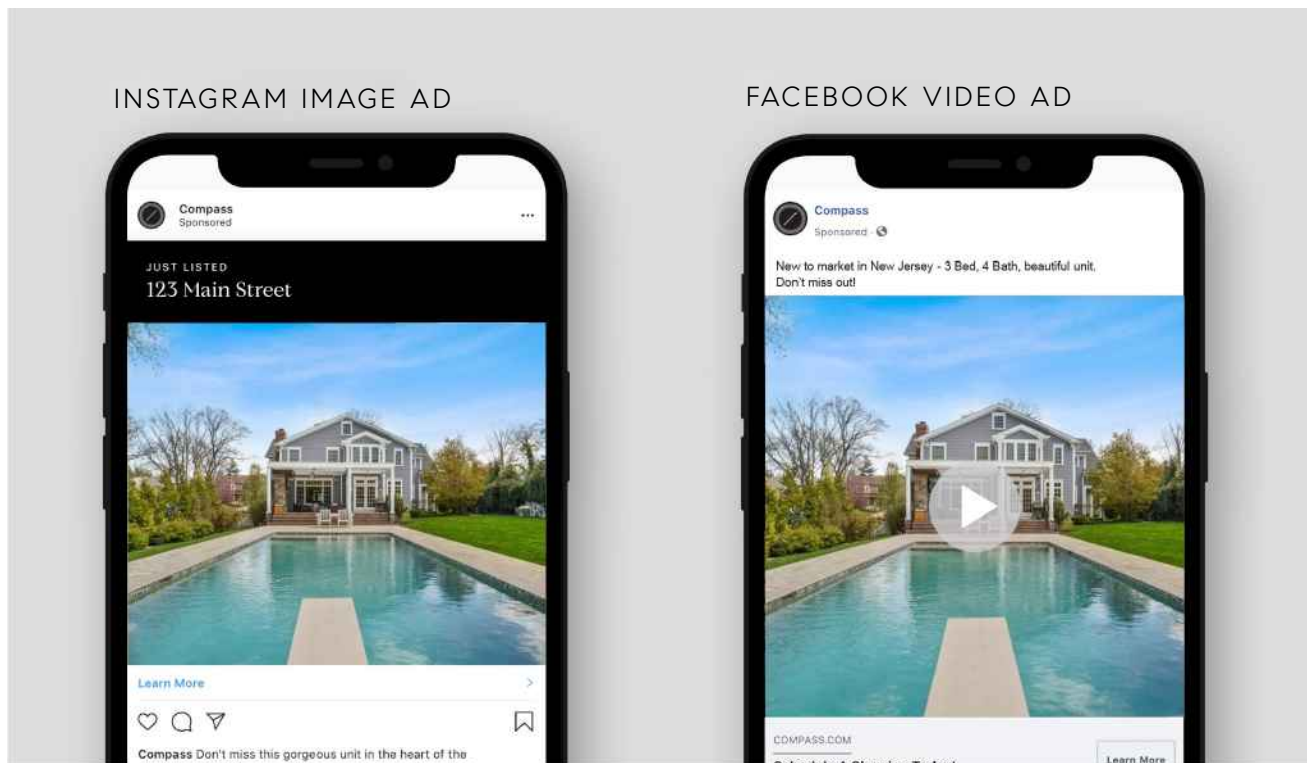
From brochures and postcards to social media and emails, our marketing collateral effectively communicates your property's story and attracts more potential buyers.





# Reach more prospective buyers with intelligent digital advertising.

By leveraging Compass' digital advertising tools and partnerships across social media and advertising throughout your listing process, we can generate demand to sell your home faster, and we meet potential buyers where they are, online.



## Proprietary Targeting

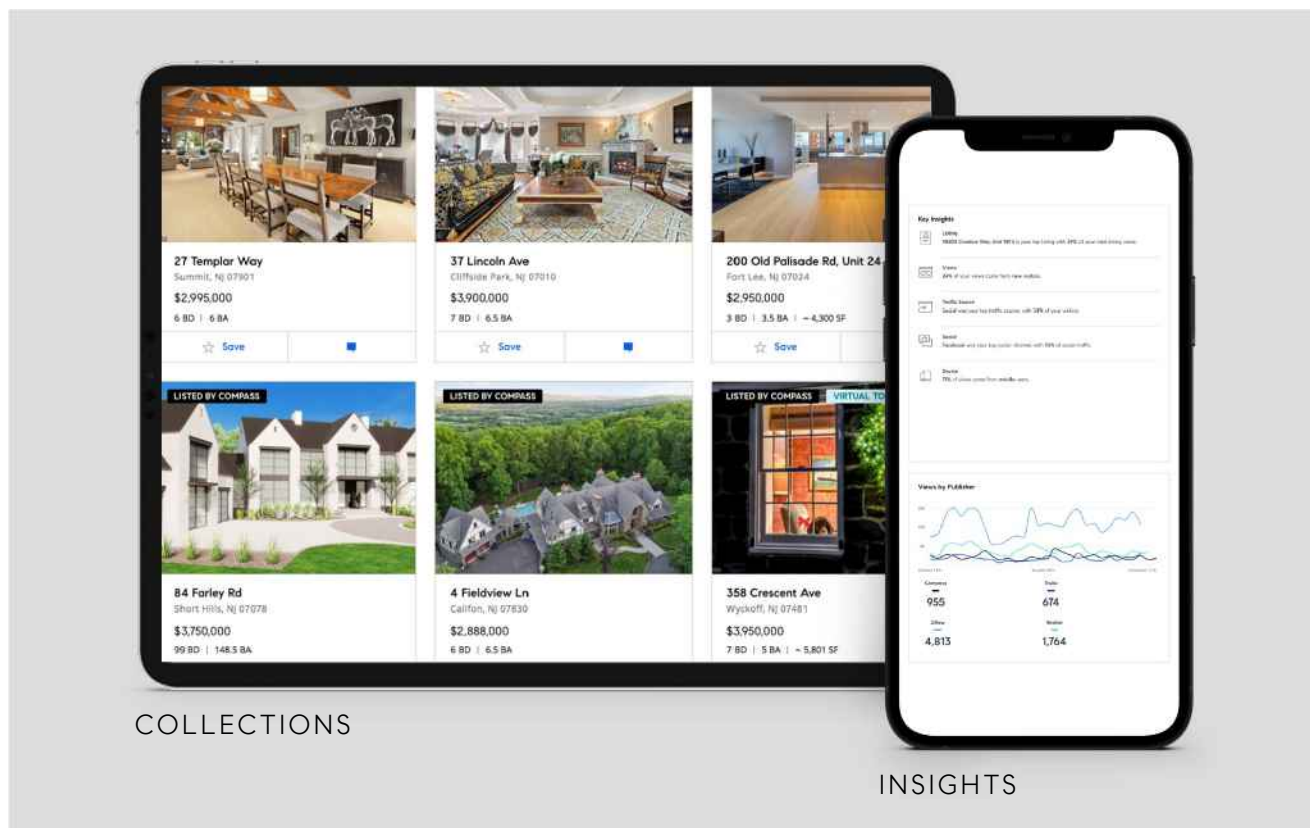
Compass helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.

## Optimized Performance

Compass tracks and measures the results of every campaign which allows for continued optimization.

# Assessing Our Strategy and Monitoring the Market

Using proprietary tools such as Collections and Insights, we keep you informed of market conditions and traffic to your property.



## Collections

Collections allows us to have a collaborative conversation on your home selling process with instant updates on comparable listings and access to insider knowledge previously only available to the agent community.

## Insights

Insights is a detailed, custom dashboard that allows us to assess the impact of our online marketing campaigns in real time. By capturing this data, we are able to further target our ads to buyers most interested in your home.

# Our Immediate Next Steps

## ☐ Complete listing paperwork.

The listing agreement is a contract that explains our relationship and the high level of service that we will provide to you.

## ☐ Begin to prepare your home for the market.

Let's determine next steps together.

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## ☐ Continue to monitor the market and assess our strategy.

Once your home is ready for market, we will reassess market data and finalize our pricing strategy to make sure we are in line with any recent market updates in your neighborhood.

## ☐ Launch your property.

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### The Lane Team

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 laneteamrealestate

