* Intro video (Tonight Show styling)
* Compass has over 7500 agents now
* Compass has 150 offices and expects 300 by end of 2019.  *Note the concentration of new offices in the southeast.*
* Robb Lehman Chief Growth Officer
  + **Compass investing $250 million in agents to grow their business.**
  + **Compass Agent Betterment Fund (Interest Free Loans)**- Agent example Robin (Hired assistant, coach and invested in her brand.  First year 9 homes, 2nd year 18 homes, 3rd year 30 homes.  Paid off Compass loan plus all her debt.  Moved back into her former home.)
  + **Compass Concierge** - Funds staging, repairs, landscaping, cleaning, etc.  Paid for at closing.
  + **Compass Bridge Loans Program** - Allows consumers to go ahead a buy their home while agent lists their current home.
  + **Compass COO Program** - Hire best operational leaders.  Then, have these people help manage the agent's business (costs, resources). so they can focus on selling.
  + **Compass Card** - Credit card for all business needs. Fully integrated into the Compass system.  Allows for scheduled payments over time for business expenses.
  + Hired Mike Gassetta from Square (former global head of sales) to help oversee these programs.
  + Used term - "real estate reimagined"
* Maëlle Gavet - COO
  + Rory Golod - Sellers (5 reasons)
    - Marketing Center - create digital listing presentation.  Announced new iPad version in 2019.  Edit on the go.
    - World where Compass agents win every listing.  Attracting Buyers
      1. Agents who had buyers with similar properties (80% of buyers represented by co-brokers).  **Compass** **Network Tool.**  Send emails to agents in 150 offices round the country.  *Note:  Not really a great indicator that the agent will have similar buyers.  This will drive agents crazy with email spam.*
      2. **Compass CRM** - Featured Buyers like Buyside) who have looked at that property.  Note:  This is only on the Compass network - very limited.
      3. **Attract buyers who have not seen your home**.  Identify searchers of competitive properties and run Facebook, Instagram and Google ads to these prospects.  Retargeting.
      4. **Open House.**  Use **Compass Open House App**.  example of 500 people who saw similar properties.   Run ads to these prospects.
      5. Beautiful materials via **Compass Marketing Center**.  One place to set up all your marketing.
  + Kayla Taylor - Buyers
    - Senior Product Manager (5 reasons)
      1. **Compass Search** - draw polygon, add filter for pool.
      2. **Compass Collections.**  Visual portfolio of properties similar to Pinterest.  No need to open individual property links.  Communications can occur inside the app.  Add notes by property.  You can add another party.  Similar in concept to My Home Finder account.
      3. **Compass Buyer Tour**.  Create map, schedule and route.  Easy to move and save for updates.
      4. **Real-Time Market Reports.**  Pricing data and comps for specific neighborhoods.
      5. **Active Pricing Tool** - See trends for List to Sale ratios.  The tool is integrated to the Compass platform.
  + Combine your **high-touch approach with high-tech**
  + **Compass Feedback Tool**.  Over 40,000 feedback suggestions.  Compass uses feedback to drive technology improvements and policies.
  + **Compass Marketplace.**  Over 400 votes to build this tool.   Vendor services such as contractors, designers, moving companies, etc.  They believe the future is "beyond the transaction" to participating in the entire real estate ecosystem.  Transform the industry.
  + Robert Reffkin story of his youth being raised by a single mother.  Non-profits helped him with leadership, inspiration and helped with education.  His mother is Israeli.  Father is African-American and left his mother.
  + Comments on diversity.  What other industry is dominated by Women.  Women making over 6 figures.  What industry encourages agents in their 70s to continue ,earning and aspiring.  Uses his mother (73 years old) as example.  Inspired by your authenticity - everyone can be just who they are.
  + **Compass Cares.**  Give back to local communities.  Expect to give $10 million in 2019.  Challenge to give $1 Billion in next 10 years.  No details on what Compass is contributing versus agents.   They do allow local offices to control who gets the money.  Took a jab at big organizations with national charities.
  + One day, top grads from the best schools will want to be in real estate.   Why is it that Hollywood and book agents get 10% and real estate only gets 6%?  Real estate agents should be paid more.
  + Largest industry of philanthropists.  People working for the families.
  + Compass will be the most inspirational company in the history or our country... and the world.  Sounded a little hokey.