



Stephanie
Younger
Group

COMPASS

Younger Look.

Better Results.

The Stephanie Younger Group

Selling a home in Los Angeles takes more than putting a sign in the yard. It takes expert preparation, strategic pricing, and a marketing plan built to drive demand. **The Stephanie Younger Group is the #1 team in the City of LA for single-family, condo, and townhome sales,** and we approach every listing with one goal: maximizing your result.

Since 2003, we've helped over 3,000 families buy and sell real estate with a results-driven approach built on integrity, exceptional service, market knowledge, and relentless attention to detail.

HOW WE SUPPORT SELLERS:

- Real-time market insights and hyper-local neighborhood knowledge
- Strategic home preparation and transformation management
- Data-driven pricing strategy tailored to your market
- Premium placement on Zillow, Redfin, Homes.com, and Compass.com
- Listing descriptions optimized for search engines and AI platforms where today's buyers start their home search.
- A dedicated team of specialists from consultation through closing.



\$4B+

In Total Team
Lifetime Sales
Volume

3,000+

Families Helped
Buy & Sell Real
Estate Since 2003

86%

Of Our Listings
Received Multiple
Offers in 2025

Our *Selling* Strategy

01

Consultation

Market analysis, pricing strategy, and a strategic plan tailored to your property and goals.

02

Pre-Market Preparation

Home transformation, staging, Compass Concierge, and Compass Private Exclusive to build demand before you go public.

03

Creating the Story

Professional photography, AI-optimized copywriting, virtual tours, and floor plans that position your home to stand out.

04

The Public Launch

MLS syndication, premium portal placement, paid advertising, social media, email, print, direct mail, and open house events.

05

Guiding You to Close

Weekly reporting, expert negotiation, offer review, and escrow management through closing day.

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Our home transformation strategy starts with a collaborative walkthrough of your home, room by room, with our project management team to identify the updates that will have the greatest impact on buyer perception and sale price. Every recommendation is strategic, tied directly to how today's buyers evaluate a home and what drives them to compete for it.

From Strategy to Sold

BEFORE



AFTER

7825 Cowan Avenue, Westchester

5 BEDS

4 BATHS

3,787 SQ FT

SOLD IN 12 DAYS

BEFORE



AFTER

10738 Barman Avenue, Culver City

3 BEDS

2 BATHS

1,331 SQ FT

**SOLD \$480,000 OVER
THE LIST PRICE**

Compass Concierge

The right updates drive the right result, but upfront costs shouldn't stand in the way. Through Compass Concierge, we front the cost of select improvements before your home sells, from kitchen and bathroom upgrades to landscaping, staging, and flooring. You pay nothing until closing, with zero interest.

Covered Services

- Floor repair
- Carpet cleaning and replacement
- Staging
- Deep-cleaning
- Decluttering
- Cosmetic renovations
- Landscaping
- Interior and exterior painting
- HVAC
- Roofing repair
- Plus 100+ additional covered services

113%

ROI for minor kitchen upgrades

Up to 10%

Increase in offers on staged homes

0%

Interest

*2025 Cost vs. Value Report, Zonda/Journal of Light Construction.

**2025 NAR Profile of Home Staging.



More Demand From Day *One*

Before your home hits the public market, we list it as a Compass Private Exclusive to build demand among top agents and serious buyers across the Compass network. You control what information is shared, when it goes public, and how the story unfolds.

GENERATE EARLY DEMAND

Drive interest before going live. No public days on market, no price-drop history, creating built-in momentum from day one.

TEST YOUR PRICE AND GAIN INSIGHTS

Refine your pricing strategy with real buyer and agent feedback before it becomes part of your public listing history.

ATTRACT COMPETITIVE OFFERS

Serious buyers pay more for early access. Fewer competitors means stronger terms and faster decisions.

7%

Fewer days
on market

2-3x

More views

19%

More open
house traffic





Where Your *Home* Gets Seen

Your listing is syndicated to over 800 websites and backed by premium partnerships with the platforms that drive the most buyer traffic. We don't rely on basic syndication — we invest in exclusive placements so your home gets top positioning where buyers are most active.

- **Zillow Showcase:** Premium placement, priority search results, interactive floor plans, and targeted email alerts to active buyers. Available to only 10% of homes in Los Angeles.
- **Compass-Rocket-Redfin Partnership:** Your Coming Soon and Private Exclusive listings appear on Redfin to 60 million monthly visitors — no days on market, no price history, and buyer inquiries routed directly to your listing agent.
- **Compass Network:** 340,000+ agents across Compass, Century 21, Coldwell Banker, and Christie's International Real Estate. 20.4 billion annual impressions. 20 million monthly visitors on Compass.com.

Our *Marketing* in Action

From the moment your home goes live, we deploy a coordinated multi-channel campaign designed to reach buyers wherever they are; online, in their mailbox, on their phone, and in person.

PHOTOGRAPHY AND VISUAL STORYTELLING

We work with LA's top home photographers to capture interior, twilight, aerial, and architectural shots. Every listing includes a 3D virtual tour and professional floor plan so buyers can experience your home from anywhere in the world.

SOCIAL MEDIA AND PAID ADVERTISING

Your home is featured across our organic social channels (23K+ Instagram followers, 100K average monthly reach) and through targeted paid campaigns that put your listing in front of the right buyer audience.

EMAIL CAMPAIGNS

Your listing reaches our curated database of 35,000+ newsletter recipients and 3,200+ local agents through targeted email blasts and bi-weekly updates.

AI-OPTIMIZED COPYWRITING

Every listing description and property page is structured so that platforms like Google AI Overviews, ChatGPT, and Claude surface your home when buyers ask questions. We also partner with trusted local publications to build the authoritative digital footprint that answer engines rely on.

PRINT AND DIRECT MAIL

Postcards target local buyer prospects in your neighborhood and surrounding areas. Your listing can be featured in print publications including Westchester Living, The Argonaut, and the LA Times.

OPEN HOUSES AND SPECIAL EVENTS

Every open house is tailored to your home and buyer profile. We place 200+ signs around the neighborhoods every weekend and welcome over 18,000 visitors annually across our listings.

Making an Actual *Difference*

The data tells the story. Across every key metric, our clients outperform the market.

METRIC	MARKET AVERAGE	STEPHANIE YOUNGER GROUP	OUR ADVANTAGE
Days on Market	38 Days	28 Days	<i>35% Faster</i>
Price Per Square Foot	\$900	\$972	<i>8% Higher</i>
Sale-to-List Price Ratio	98% (2% Under List)	102% (2% Over List)	<i>4 Percentage Points Better</i>

#1

More \$3M+ listings sold than any team in SYG's core market



Comprehensive Step-by-Step *Plan*

Every phase of your sale is mapped, managed, and measured. Here's the full picture at a glance.

Pre-Market

- 01 COMPLETE LISTING PAPERWORK.**
The listing agreement formalizes our partnership. We'll walk through pricing, compensation, and every detail so your interests are protected.
- 02 PREPARE YOUR PROPERTY FOR MARKET.**
We walk your home room by room, identify strategic updates, coordinate staging, and manage the transformation timeline.
- 03 PROMOTE THROUGH COMPASS PRIVATE EXCLUSIVE.**
Build demand among top agents and serious buyers before going public, with no days on market or price history.

On-Market

- 04 LAUNCH ACROSS MLS AND ALL DIGITAL PLATFORMS.**
Your listing goes live on 800+ websites with premium placement on Zillow, Redfin, and Compass.com.
- 05 SHOW PROPERTY AND FOLLOW UP WITH EVERY LEAD.**
Open houses, private showings, and direct outreach to interested buyers and agents.
- 06 MONITOR PERFORMANCE AND ADJUST STRATEGY.**
We share detailed reporting on views, saves, showings, and feedback so we can refine in real time.
- 07 REVIEW OFFERS AND NEGOTIATE THE STRONGEST TERMS.**
Every offer is presented side by side. We vet every buyer and lender and negotiate to protect your bottom line.

Closing

- 08 MANAGE ESCROW, INSPECTIONS, AND CONTINGENCIES.**
We oversee every deadline, document, and decision from accepted offer through final walkthrough.
- 09 CLOSE AND MOVE FORWARD WITH CONFIDENCE.**
Loan funding, deed recording, and a successful close. Our relationship doesn't end here — we're your real estate team for life.

A Forever *Client*

We're one of the most reviewed real estate teams on the Westside of Los Angeles with over 1,385 five-star reviews across Zillow, Google, and Yelp.

"I can't say enough about our experience with Stephanie Younger. From the moment we put our house up for sale, she and her team led the way with such attention to detail and confidence that we felt we were in the best hands, by far. It's white glove service!"

— CORAL D.

"Stephanie and her team made the sale of our property absolutely seamless and expedient. Each person has an area of responsibility, expertise, and focus, which results in excellent, detailed communication."

— CLEOPATRA V.

875

Zillow Reviews
5.0 RANKING

424

Google Reviews
5.0 RANKING

86

Yelp Reviews
4.7 RANKING





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COMPASS

Let's Get *Started*

You deserve a team that treats your home — and your goals — with the strategy and attention they deserve.

From preparation through closing, we manage every detail so you can focus on what's next. Whether we've just met or you've been thinking this over for a while, we're here when you're ready to move forward.



Stephanie Younger Group

310.499.2020

DRE 01365696

hello@stephanieyounger.com

stephanieyounger.com

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