DISCLOSURE REGARDING THE THREE-PHASED MARKETING STRATEGY

We offer a unique Three-Phased Marketing Strategy, known as CB Curated, which gives you multiple opportunities to establish a "go to market" list price and make a first impression prior to your property being offered on the Multiple Listing Service ("MLS"), if you so choose. Depending on where you are located, the strategy's benefits may include:

- Marketing your property without accumulating days on market and price change history, which may unfairly devalue a property in the eyes of buyers;
- Testing an aspirational price and/or validating a pricing strategy while signaling that your listing is coming soon;
- Using the time for staging, painting, and performing other market preparation, while still building buyer demand;
- Maintaining your privacy by keeping your property's photos and other identifiable information visible to a smaller audience until/if you decide to list on the MLS or put it on a brokerage website; and
- The opportunity to create increased buyer demand for when/if the property is offered to a larger audience.

The strategy's phases include:

- Private Exclusive, which markets your property to agents and homebuyers on a one to one basis. Depending on where you are located, your property may or may not be advertised through the MLS during the Private Exclusive Phase.

- Coming Soon, which markets your property to agents and homebuyers, including through Compass International Holdings' family of websites and other sites, including one or more third party real estate search platform sites, in a way that protects your property from being unfairly devalued in the eyes of potential buyers by accumulating "days on market" and price change history. Depending on where you are located, your property may or may not be advertised through the MLS during the Coming Soon Phase.

- Advertising through an MLS to all MLS participants and other websites that receive data feeds from the MLS.

Please initial the option(s) below to advise and instruct how you would like to market your property:

1) Phase 1 - Private Exclusive: _____ _____ I authorize my property being listed as a "Private Exclusive" until otherwise instructed in writing. I understand that by listing as a "Private Exclusive", my property may not be advertised through the MLS until, during or after the "Coming Soon" phase or instructed by me in writing, but will be available on a one to one basis to homebuyers and agents, including Compass International Holdings' family of agents, who may or may not share the listing directly with their clients.

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2) Phase 2 - Coming Soon: _____ _____ I authorize my property being listed as a “Coming Soon.” I understand that by listing the property as a “Coming Soon”, the property may or may not be advertised through the MLS and other websites during that period, but will be available to homebuyers and agents, including through the Compass International Holdings’ family of websites and other sites, including one or more third party real estate search platform sites, in a way that protects my property from being unfairly devalued by accumulating days on market and price change history.

   Initial here: _____ _____ I understand that choosing “Private Exclusive” or “Coming Soon,” or not advertising my property through the MLS, could impact (i) the number of potential buyers who can learn about the property; (ii) the number of showings; (iii) the number of offers; and (iv) the final sale price for the property. I am also aware that I can instruct that my property be advertised on the MLS at any time, if the MLS accepts the listing. I have been advised that, while the property is in Phase 1 or 2, I am not obligated to accept an offer. I also understand that, if I choose a Private Exclusive or Coming Soon, or if I advertise my listing off of the MLS for longer than the MLS or certain websites permit, those MLSs or websites may fine my agent and/or may not display my property while listed with you.

3) Phase 3 - Active on MLS _____ _____ I authorize my property being advertised through the MLS and other sites after utilizing Phase 1 or 2 or both as selected above.

No Three-Phased Marketing - Direct to MLS _____ _____ I authorize my property being listed on the MLS and other sites - I do not wish to list my property as a “Private Exclusive” or “Coming Soon” at this time.

I agree that, if I choose to list my property as a “Private Exclusive” and/or “Coming Soon”, I do so for marketing, privacy, health, safety, security, or other legitimate, nondiscriminatory reasons outlined in this disclosure, unrelated to the potential group of buyers' race, color, religion, sex, familial status, national origin, disability, or other characteristics protected by the Fair Housing Act and other civil rights statutes and that my real estate broker and agent must and will follow national, state and local fair housing laws while marketing and selling the property.

Property Address: 22506 Shoreside Drive, Land O' Lakes, FL 34639

Seller	Date	Seller	Date

Coldwell Banker Realty Date

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