

PRINT

Compass forges personal connection in design-focused realty magazine

December 2, 2015



Compass Quarterly's inaugural edition

By JEN KING

Technology-driven real estate platform Compass is exploring the many layers of design in the inaugural issue of its publication, Compass Quarterly.

Subscribe to **Luxury Daily**
Plus: Just released **State of Luxury 2019** **Save \$246** ▶

Under the direction of Amy Perry, Compass' editorial director, the magazine fuses design elements with curated lifestyle content and high-end real estate listings, as well as putting a face to the brokerage through profiles of the firm's agents. Real estate magazines have evolved from standard property listings to inject tactile, visual, emotional and economic aspects for a more cohesive read.

"First off, it's a real estate magazine that's actually and proudly about real estate, covering many of the topics that have intrigued me as a design editor for years: contemporary architecture, historical restoration, modern artisans, urban planning and, of course, the combined intelligence of data-driven technology and seasoned agents," Amy Perry, editorial director of [Compass Quarterly](#), New York.

"Plus, design informs our most meaningful pursuits, from building a house, to making it a home, to shaping a neighborhood," she said. "And these aspects of real estate are so rich with insights, news and beauty, you don't need a celebrity cover or oversized, glossy format to garner attention.

"In fact, we will continue to make our agents the stars, celebrating these incredibly smart professionals and their fascinating backgrounds."

Direction to buy

Compass Quarterly's inaugural issue debuted in November and spends ample time exploring the personalities and backgrounds of its agents. By doing so, homebuyers reading Compass Quarterly will gain a sense of trust in the agents that will assist in a large priced and often personal purchase.

"Agents are our best brand ambassadors, so Compass Quarterly emphasizes the value an exceptional agent brings to the real estate experience," Ms. Perry said. "Our agents hail from architecture, interior design, furniture manufacturing, landmarks preservation, art direction and more; it was only natural to showcase how these experiences inform their real estate careers and their client interactions."

From our house to yours.

In conceptualizing our debut issue of *Compass Quarterly*, a single theme presented itself: design. For us, design is the tactile, visual, even emotional complement to the fiscal aspects of real estate. From building a house to making it a home to shaping a neighborhood, design informs our most meaningful interactions.

[Read the Complete Issue](#)

In this Edition



Creative License

Boasting rich backgrounds in architecture and events, furniture and interior design, these *Compass* real estate agents channel their well-honed sensibility to best serve their clients—from search to signing.

[Read More](#)

Digital content from Compass Quarterly

Beyond agent profiles, the first issue of *Compass Quarterly* includes a look at Boston's innovative architectural scene, a visual exploration of Brooklyn's "creative renaissance" led by borough agents, Miami's blossoming "Silicon Beach" and a 3D rendering of Washington's urban evolution over the last 225 years.

Adding to its layers of content coverage, *Compass Quarterly* also includes well-established contributors such as illustrator Evgeny Parfenov, whose work has appeared in *The New Yorker*, architectural journalist and regular writer for *The Wall Street Journal*, David Sokol, technology writer Seth Porges as well as architecture and design illustrator Saskia Rasink.

Further its masthead is bylines from *Compass Quarterly* staffers who have prior experience at Pixar, J. Walter Thompson, *Men's Health* and *Atlantic Records*.



Compass Quarterly, The Design Issue

Issues of *Compass Quarterly* will be distributed with copies of *The New York Times* in the boroughs of Manhattan and Brooklyn and will be available within the *Compass* network of bricks-and-mortar offices in New York, Washington, Miami, Boston, the Hamptons and Los Angeles.

A digital edition will also be available on [Compass' online platform](#).

"We feature our exclusive listings from many of the regions we serve in a compelling, integrated fashion," Ms. Perry said. "However, this magazine really speaks holistically to the *Compass* vision, too how we're modernizing luxury real estate through a mix of technology, data, design and the premium service and market intel provided by our agents."

"Agents can also bring this publication into a meeting and confidently say to prospective clients that it was created by *Compass*'s in-house team of marketing professionals with backgrounds at brands, media companies and ad agencies and that same level of talent will be on deck to help market and sell their homes," she said. "That's a powerful statement and a rarity in the brokerage industry."



Page spreads from Compass Quarterly

The debut of Compass Quarterly comes as the real estate platform has marked a number of achievements.

Compass recently doubled its sales volume in exclusive listings, which now top \$1 billion. As for new developments, Compass has reached more than \$2.5 billion in its pipeline.

Also, Compass increased its agent population by more than 100 percent in 2015 alone, and the firm raised \$125 million in investor funding, more than any other residential real estate firm.

Compass was established in 2013 in New York and began national expansion in 2015, opening offices in Washington, Miami, Boston, Los Angeles and the Hamptons, with plans of additional outposts in diverse markets to come.

Although Compass operates bricks-and-mortar offices, technology is driving force in its operations and selling strategy. These technology touchpoints include an agent interface that cuts down administrative tasks leaving more time for in-person interactions with potential buyers.

Compass also has two mobile applications, Compass Homes and Compass Markets. While **Compass Homes** is a serviced-created real estate app, **Compass Markets** takes a cue from Wall Street to give potential buyers up-to-the-minute insights on the real estate market.



Compass Homes app, iPad version

Real-time real estate

As with other sectors heavily influenced by digital marketing, the real estate category has benefited from the channel's immersive capabilities that can further a potential buyer's emotional connection to a property.

For example, real estate brokerage firm Partners Trust is partnering with The Enterprise Network to provide an integrated experience that spans mobile and digital.

The new platform, developed by Web design company Booj, is geared toward seller leads and aims to spur forth "a new breed of broker" by using the latest in technology and staying ahead of the trends. With consumers everywhere tied to their mobile phones and doing more shopping and browsing online, it is integral for real estate brokerages to adjust ([see story](#)).

Technology has also shifted the way in which properties are experienced.

For instance, Hong Kong-based luxury goods marketplace Luxify is looking to capitalize on the growing demand from Chinese consumers in the real estate market on the West Coast of the United States through augmented reality.

Chinese consumers have shown an appetite for U.S. real estate in the past decade, and in the 12 months between March 2013 and 2014 they made \$22 billion in real estate purchases, the highest amount among any foreign demographic. Luxify's elite consumer base will likely appeal to real estate agents looking for novel ways to attract consumers ([see story](#)).

Despite its technology-based strengths, Compass felt that print was the ideal medium for its publication.

"Some people say print is dead, but it's certainly not in the luxury sphere. When conceiving the project, we looked to style brands like Herms, Chanel, Edition Hotels and SoHo House, companies who are self-publishing gorgeous, collectible print pieces about fashion and travel," Ms. Perry said. "Just look at how Net-A-Porter has excelled at tech-driven retail while still investing in a print pub like Porter. I grew up in Dallas, and know first-hand the power of Neiman Marcus' fashion bible The Book.

"Similarly, high-end real estate is highly visual and a beautiful house looks most beautiful in print, especially when packaged with original, relevant stories, commissioned illustrations and images and all the nuances of our brand identity," she said.

"That said, our magazine translates seamlessly to a digital format. We're using the exciting, online content platform Medium, our own site and, of course, lots of engaging social media posts that will roll out through the end of the year."

Final Take

Jen King, lead reporter on Luxury Daily, New York

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.