



CHENEY
& CO.

COMPASS

MATT CHENEY

REAL ESTATE SPECIALIST

With two decades' experience navigating DC and nearby Virginia and Maryland real estate, Matt Cheney is widely respected as an exceptional leader in all aspects of today's luxury home sales.

A trusted client advocate, Matt has skillfully guided buyers and sellers through over a thousand successful transactions. His calm personality and razor-sharp negotiation prowess ensure success in an increasingly competitive high-end market.

Those who partner with Matt benefit from his savvy marketing skills, discretion, and vast local knowledge. His promotional toolkit includes effective online marketing and targeted social media placement. In addition, his passion for video production brings next-level exposure to his sellers' properties.

Licensed in Washington D.C., Maryland and Virginia, Matt has twice been named a GALA Salesperson of the Year. He's also been recognized by *Washingtonian*, *Bethesda*, and *Arlington Magazines* as a Top Producer.

Matt was raised in Bethesda. He lives in Wesley Heights with his wife, Natalia, their two daughters, Penelope and Charlie, and their chocolate lab, Duke.

MS in Real Estate, John Hopkins University
Licensed Broker in DC, Maryland and Virginia



21 Years

Of Experience

1,000 +

Lifetime Sales Transactions in
DC, Maryland and Virginia

YOUR REAL ESTATE SPECIALIST IN METRO WASHINGTON

As the practice lead for Cheney & Co., Matt operates as the main point of contact for our clients and team members. The aim of our company is to merge the personal attention of a solo agent with the thorough services of a team model.

729M+

Total Career Sales Volume
To Date

73M+

Total Career Sales in Georgetown and
Surrounding 20007 Zipcode

35+

Years as a DC and Bethesda
Resident

101.5%

Of List Price, Achieved in the Past
5 Years

Guiding you home with the Compass Advantage

Investing Billions in Tech to Sell Your Home

At Compass, the technology of the future is already changing outcomes today. Not only has the company invested over \$1.5B dollars in tech over a 10-year period¹, but we continue to spend more than \$100M annually on research and development² to help our agents make buying or selling easier for you.

A Marketing Strategy for Every Home

As part of Compass, I have access to a dedicated in-house marketing and design agency of over 300 experts nationwide, making it more effective than ever before to reach your buyer how, when, and where it counts most.

A 29K+ Network of Top Agents Nationwide

In 2023, 17.5% of Compass transactions resulted directly from referrals to Compass³, demonstrating the power and reach of our nationwide network — a network that arms us with privileged access to the homes you've been waiting to find and the prospects ready to buy.

#1

Residential Real Estate Brokerage in the United States⁴

\$186B

2023 Gross Transaction Value⁵



¹Which includes equity compensation. ²From Q3 2022 - Q2 2023, which includes stock based compensation. ³Closed sales transactions as of 12/31/23, includes internal and external referrals. ⁴#1 2023 closed sales volume. T. Velt, "eXp, Compass top 2024 RealTrends Verified brokerage rankings for second year," HousingWire, Online, HW Media, 3/22/2024, <https://www.housingwire.com/articles/exp-compass-top-2024-realtrends-verified-brokerage-rankings-again/> ⁵Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions and includes a de minimis number of new development and commercial brokerage transactions. The 17.3% decline is based on data reported by NAR as of December 31, 2023.

Our Success in DC, Maryland, and Virginia

#1

Market share in
Metro DMV*

\$8.9B

Volume closed in 2023*

12.9K+

Number of buyers or
sellers helped in 2023*

1,320+

Number of DMV Agents*

21 Days

In 2023, Compass sold homes
faster with an average of 21
days on market compared to
the market average of 25
days.*

100.4%

Compass sells homes for
more money. In 2023, out
listings sold for an average
100.4% of the original asking
price, compared to the
market average of 99.7%.**

*Source: Brokermetrics®, based on MLS data from BrightMLS, 1/1/2023-12/31/2023.

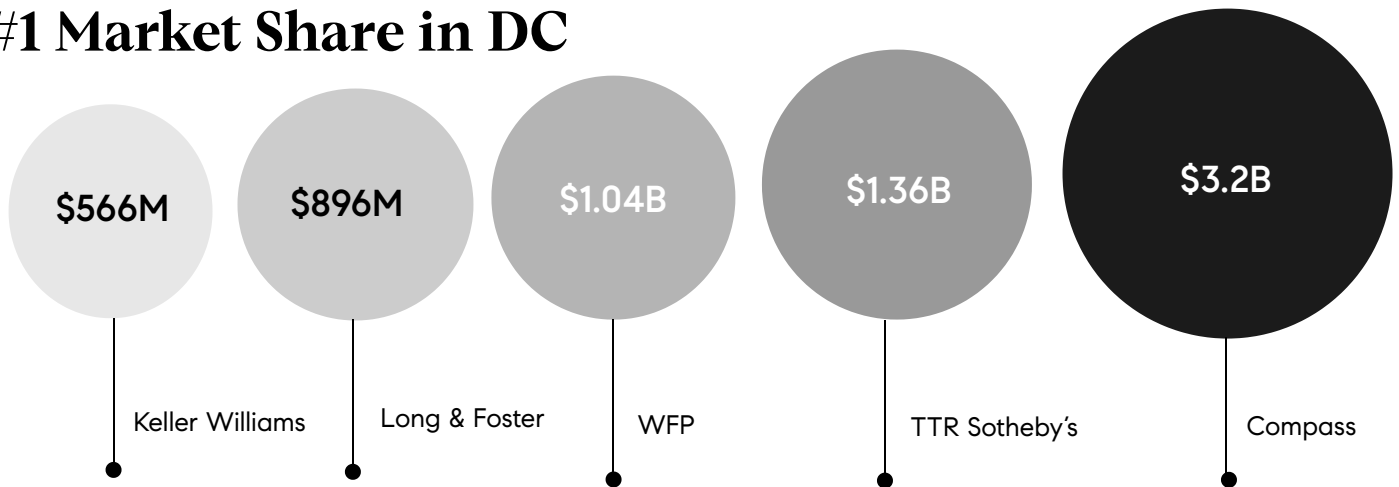
DMV Region includes Washington, DC, Montgomery and Prince Georges Counties in Maryland, Arlington, Loudoun County, Fairfax, Alexandria, Fairfax City, Prince William, and Falls Church City in Virginia.

**Source: Brokermetrics®, based on MLS data from BrightMLS, 1/1/2023-12/31/2023.

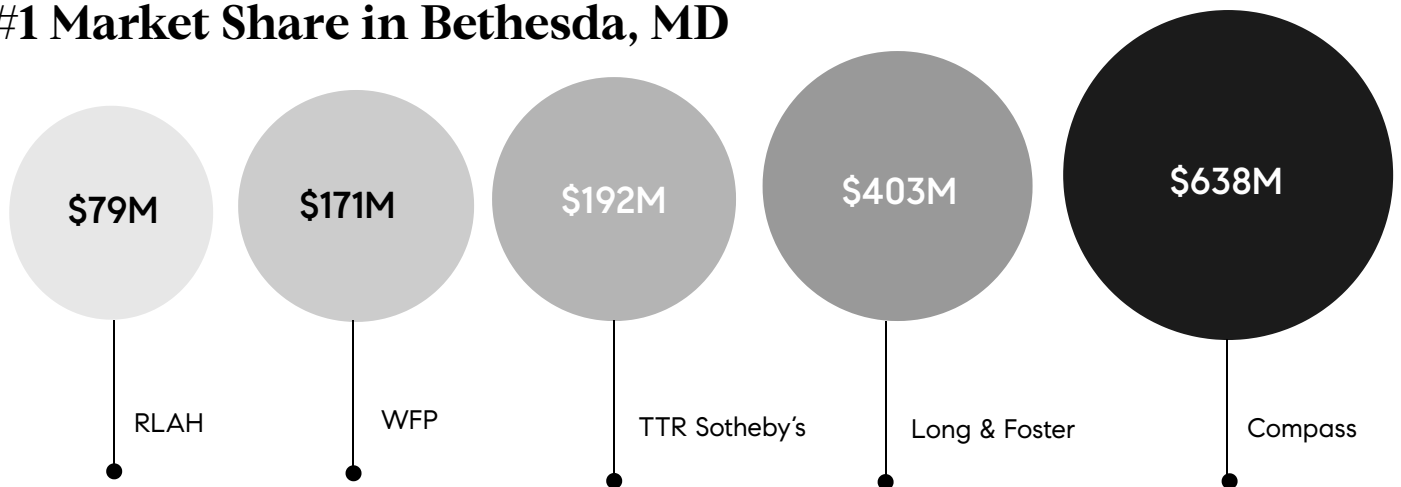
Region includes Montgomery and Prince Georges Counties in Maryland, Arlington, Loudoun County, Fairfax, Alexandria, Fairfax City, Prince William, and Falls Church City in Virginia.

Outperforming the Competition

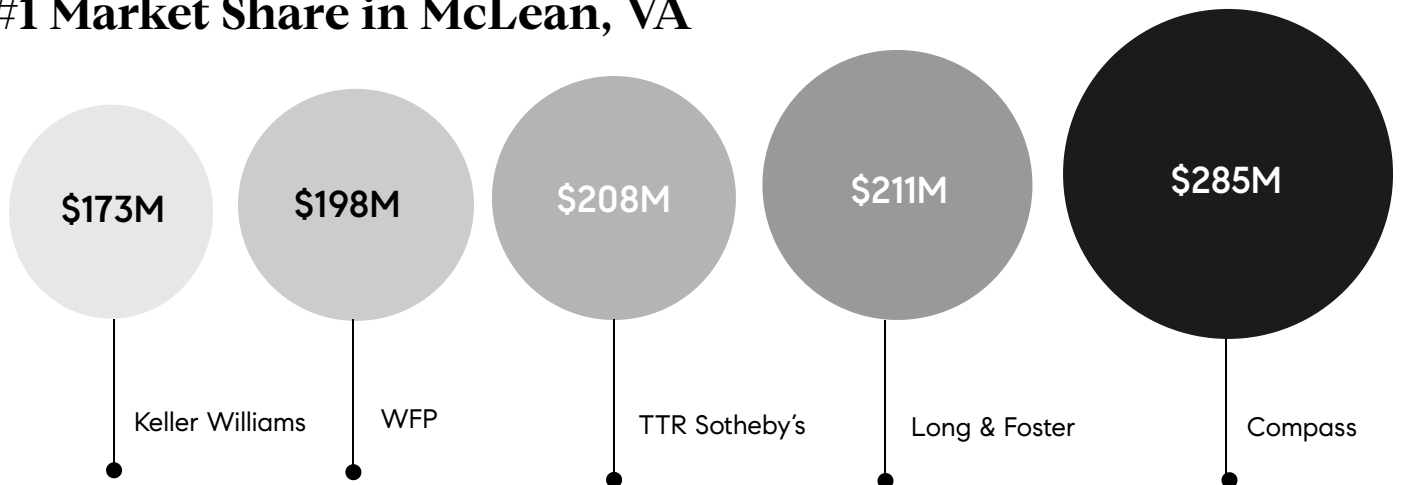
#1 Market Share in DC



#1 Market Share in Bethesda, MD



#1 Market Share in McLean, VA



2023 Sales Volume in Millions of Dollars

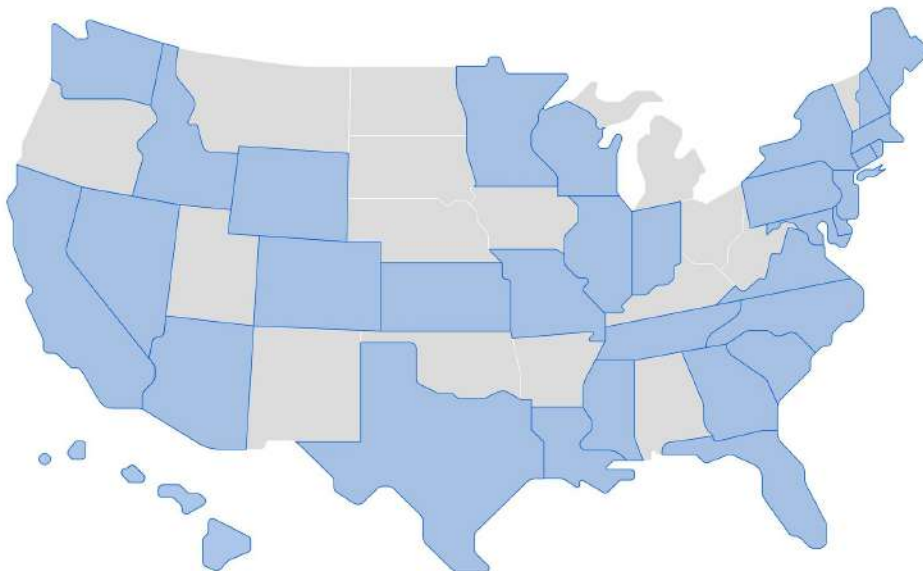
Source: Brokermetrics® BrightMLS 1/1/2023-12/31/2023, Washington DC, Bethesda, MD, and McLean, VA.

17.5%

400+

29K+

Arizona
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Kansas
Louisiana
Maine
Maryland
Massachusetts
Minnesota
Mississippi
Missouri
Nevada
New Hampshire
New Jersey
New York
North Carolina
Pennsylvania
Rhode Island
South Carolina
Tennessee
Texas
Virginia
Washington
Wisconsin
Wyoming



Your buyer follows Compass

20.4B+

Impressions in 2023**

Digital Reach

Leveraging our expansive digital footprint effectively attracts potential buyers to your listing.

137K+

Articles**

Media Reach

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

20.25M

12.14M

8.55M

6.94M

1.47M

1.12M

Compass*

Coldwell
Banker*

Sotheby's*

Keller
Williams*

Douglas
Elliman*

Berkshire
Hathaway*

Website Visitors

Compass.com is #1

Sell your home, keep your privacy

Private Exclusives with Compass

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



Discretion

Privacy is the ultimate commodity and the decision to sell your home is a personal one.

Flexibility

Decide when to share details about your home, including price, more broadly on your own timing.

Quality

Retain exposure to Compass agents, including premium placement on our agent facing platform.

Value

Get the best offer by testing the market privately to gather key insights without your listing getting stale.

The Benefits of Working With a Cooperating Broker

Working with a professional buyer's agent can provide a host of benefits you may not have considered. In partnership with a buyer's agent, I can show your home in its best light to a widened pool of qualified buyers and ensure a more efficient contract-to-close process for everyone involved.

Increased Exposure For Your Listing

More eyes means more interest. A buyer's agent can help get your listing in front of interested buyers they are currently representing, which maximizes your home's exposure in a competitive market. By listing as a Compass Private Exclusive, you can even pre-market your home to buyers and the agents they are working with to build early demand before launching to the public.

More Qualified Buyers

Working with a buyer's agent helps increase the likelihood that your home will be seen by qualified and vetted buyers who are educated about the market and ready to transact.

Seamless Contract-to-Close

Buyer agents provide guidance, counseling, and support to buyers throughout the contract-to-close process to troubleshoot and resolve potential issues. Having dedicated agents on both sides of the deal will ensure an objective approach and increase the likelihood of a seamless transaction.

Reduced Liability & Exposure

Having professional representation more readily ensures that the buyer completes their investigations to their satisfaction, thoroughly reviews and understands seller disclosures, and completes each required step. The result? A well-informed client without buyer's remorse.

The Benefits of Offering Buyer Agent Compensation

In the United States, real estate commissions can be paid by the seller, listing agent or the buyer. Continuing the practice of offering buyer compensation by the seller or listing agent increases the likelihood of having a professional buyer's agent on the other side of the transaction and provides you with a number of advantages.

By paying commission or authorizing your listing broker to pay commission, you have potential to:

Increase Interest From Qualified Buyers

When you offer compensation to the buyer's agent, the property may become more attractive to serious buyers and increase its exposure, a critical advantage in competitive markets. This also makes your home more accessible to a wider pool of buyers, some of whom might have limited cash for upfront costs.

Secure a Higher Purchase Price

If buyers don't need to reserve funds for commission, they may be able to offer a higher purchase price.

Sell Faster

Removing the financial burden on buyers can help reduce the time your property is on the market.

Simplify Negotiations

With commission costs off the table, negotiations are less complex, allowing all parties to stay focused on the property's price, which streamlines the negotiation.



Success Without Exception

ACROSS THE REGION



2049 Rockingham St, McLean, VA

6 BD 8 BA 8,733 SF \$4,350,000

***Represented Buyer**



7700 Oldchester Rd, Bethesda, MD

7 BD 8 BA 13,000SF \$4,200,000

***Represented Seller**



6501 West Langley Ln, McLean, VA

5 BD 3 BA 2,484 SF \$3,000,000

***Represented Seller**



3720 S Street NW, Burleith, DC

5 BD 6 BA 4,276 SF \$2,700,000

***Represented Buyer**



2201 46th Street NW, Berkley, DC

4 BD 5 BA 4,362 SF \$2,500,000

***Represented Buyer**



3306 Camalier Drive, Chevy Chase, MD

6 BD 6 BA 6,012 SF \$2,450,000

***Represented Buyer**

Repositioning Specialist

SALES CASE STUDIES



167 Yarnick Road | Great Falls, VA

\$2,185,000 sold price. Previously listed twice by different agents for 211 and 154 days with no offers. Cheney & Co. took over the listing, hosted a pricing tour, recommended decluttering, opening of the pool, tripled the number of showings (16) and sold in 139 days.



821 North Wakefield Street | Arlington VA

\$1,280,000 sold price. Previous agent listed it for 35 days at \$1,275,000 and received one offer at \$50K below ask. Cheney & Co. took over the listing, hosted a broker pricing tour, and recommended cleaning, window screen removal, staging and a \$6K price reduction. Received an offer in 2 days for \$5K above the original list price.



27 North Fenwick Street | Arlington, VA

\$910,000 sold price. Previously listed Cape Cod that was re-positioned with an agent pricing tour, coming soon promotion, painting, staging and new photography. Received multiple offers and sold above the asking price.

New Development Expert

SALES CASE STUDIES



White Flint Place & The Sterling | North Bethesda

\$250,000,000 sell-out of a New Development of **six hundred fifty (650)** new luxury condominium units in three sixteen (16) story high-rise towers developed in two phases and winner of multiple home-building sales and marketing awards.



Foxhall Ridge | Palisades, DC

\$44,300,000 sell-out of a New Development of **thirty two (32)** townhomes with no supporting comparative sales or previously built models and winner of multiple home-building sales and marketing awards.



Lanier Station | Lanier Heights, DC

\$5,900,000 sell-out of a New Development of **eight (8)** condominiums.



Sales and marketing success in Presale, Condominium Conversion, Finished Product, Presale through Settlement and Close Out

DEVELOPMENTS/NEIGHBORHOODS:

- Foxhall Ridge | Palisades, DC
- Lionsgate at Woodmont Center | Bethesda, MD
- The Sterling at the Metro | North Bethesda, MD
- City Vista: K & L | Mt. Vernon, DC
- Ten Ten Mass | Mt. Vernon, DC
- The Gallery at White Flint Place: East & West | North Bethesda, MD
- Cityline at Tenley | Tenleytown, DC
- Cooper Lewis | Logan, DC
- Langston Lofts | U Street, DC
- Lofts 14: I & II | Logan, DC
- 1441 Rhode Island Avenue | Logan, DC
- Lanier Station | Lanier Heights, DC
- Lincoln Park Terrace | Capitol Hill East, DC
- Landmark Lofts at Senate Square | H Street, DC
- The Wooster and Mercer Lofts | Rosslyn, VA
- Vista on Courthouse | Court House, VA
- Park Potomac Place | Potomac, MD

"Our projects at White Flint were some unique times in the condo market. On the one hand we could not move fast enough to close the units, and on the other hand we had to resell almost half the building when the market turned. Your approach and expertise helped make selling 650 units at the Gallery and Sterling condominiums possible."

- North Bethesda Real Estate Developer

What Matt's Clients Have to Say



*"What can I say about the amazing Matt Cheney? He represented us on both the buy and sell sides in 2021 and was a spectacular advisor throughout both processes! A thoughtful collaborator who really listens to his clients, Matt's cool, calm and collected personality proved to be an invaluable asset during the most crucial (and anxiety-producing!) moments of buying and selling our homes. **Likewise, his strategic approach to everything from staging to marketing to bidding and negotiating, created quantifiable value for our family.** We're so grateful for Matt's expert advice, and we could not recommend him more highly! THANK YOU MATT AND TEAM!!!!!"*

— LIZ W, CHEVY CHASE BUYER & SELLER

*"Matt Cheney provided excellent, straightforward support for selling our DC condo this past May. **He was responsive to our questions and requests, set up meetings with sales colleagues to identify a price, and developed beautiful promotional materials.** It paid off: our place at 1745 N Street received a solid, all-cash offer while multiple units also for sale in our building have remained on the market. And a special shout-out to his associate Maria - incredible support. Thanks Matt!"*

— ERIC FIGUEROA, DUPONT SELLER

*"Matt is very professional and responsive. **He knows the market extremely well and provides well considered advice based on his deep expertise.** He also believes in building long term relationships with his clients which is a very important in any business but particularly in long term investments like residential real estate."*

— ARUN SHARMA, GEORGETOWN BUYER

*"We loved working with Matt in both purchasing and selling our house. We met Matt during a Saturday of visiting various open houses. He was easygoing, friendly, and honest so we decided to work with him in finding a house in NW DC. Matt was great at taking us to view a variety of homes given what we were looking for. Then, when we found the house we wanted Matt was great at moving the process along at the pace necessary in DC (FAST). He did this while accommodating our wild travel schedules and while remaining calm and an excellent sounding board. When it came to selling our house, Matt's team was super organized about the process. **He let us know what to expect at every step, and was transparent along the way.** Our timeline moved quickly, and Matt's expertise is to thank for that. Matt's excellent. My guess is, you'll likely find both a real estate agent and friend in him. I recommend Matt to anyone looking to purchase or sell their home in the area."*

SARAH DELANEY

Logan, DC

*"Working with Matt was an absolute delight. His support was incredible but what was most impressive is how we discussed the potential outcomes of each and every scenario as we negotiated with the buyer. **It was amazing having an advisor to offer pros and cons of each decision and have him provide perspective not based on commission of this transaction but on forming a long-term relationship with a client for years.** We are looking forward to working with him on all of our future real estate needs."*

KWASI MITCHELL

Mt Vernon Triangle, DC

*"We were referred to Matt after we originally put our house on the market for over a month with little to no results. **When we met with Matt, we were impressed by his professionalism, marketing strategies and overall knowledge of the market.** Matt thinks outside of the box, especially with his videos of the property! Within 1 day of placing our house on the market, our house sold above asking price! We can't say enough good things about Matt and his creative strategies such as the 3D floor plan, videos, and the first class brochures. If you are looking for a realtor, look no further than Matt Cheney!"*

JOY

Arlington, VA



Scan to view all 47 Five Star Reviews!

A Proven Marketing Strategy

A comprehensive, strategic approach for connecting with prospective buyers through the implementation of a powerful marketing campaign customized for your property.

VIDEO

95% of buyers use the Internet as part of their home search, and the most desired content type is video. Our commitment to video is evident on the Matt Cheney YouTube channel, featuring three video series, including the custom Matt Cheney Presents listing videos. These videos are also promoted through social media platforms for maximum exposure.

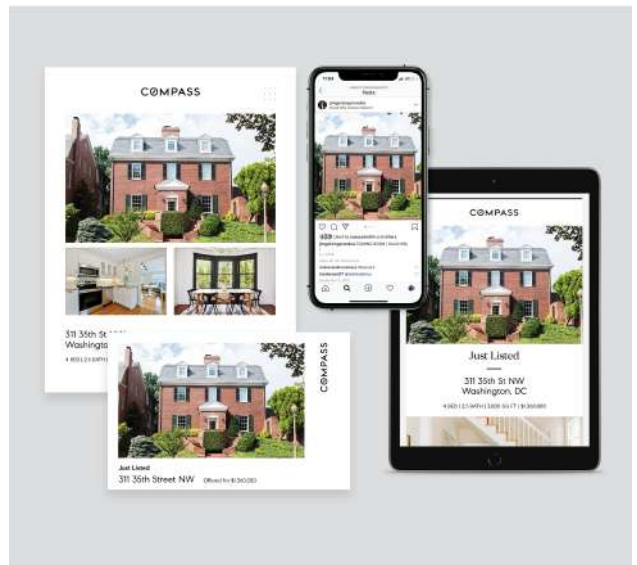


To learn more about the neighborhoods we serve, watch ***Onsite with Matt Cheney.***

MULTI-CHANNEL APPROACH

In addition to our videos, we produce professional photography and architectural floorplans which are used in the marketing efforts, as well as provide exceptional online galleries to aid prospective buyers. For our listings we create:

- Matt Cheney Presents Listing Video*
- Professional photography
- Architectural styled floorplans
- Social Media Posts
- Email Blasts
- Brochures/Collateral
- Compass Print & Digital Advertising



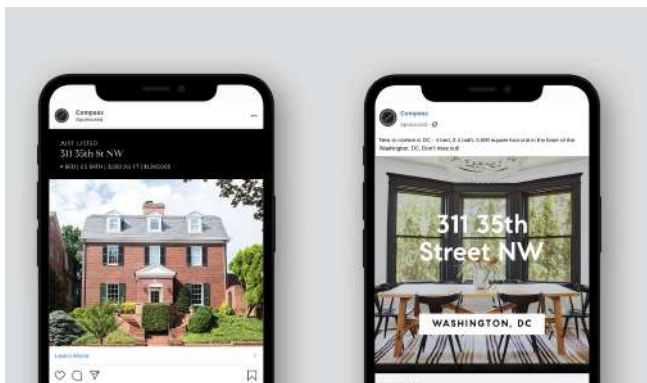
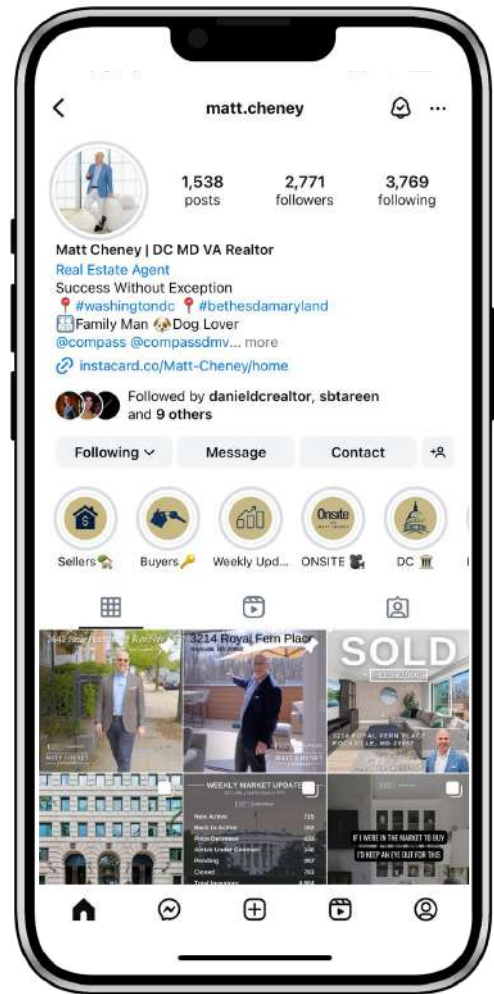
*Matt Cheney Presents Listing Video dependent on property.

SOCIAL MEDIA

We maintain active accounts with strong followings on top social media platforms. 13,382 followers across Instagram, Facebook, Youtube, LinkedIn, Twitter and TikTok.

WEBSITE AND EMAIL

Our fully responsive website features cutting-edge technologies and our email blasts are informative, concise and full of photos. Our robust network is over 23,000 contacts and constantly growing.



ADVERTISING

We maintain a digital advertising program supported by print ads in the finest regional, national, and international publications - as well as generate valuable press coverage.

FIND ME:



@mattcheneyrealtor



@matt.cheney



mattcheneyrealtor



@matt.cheney



@matthewcheney



MattSold.com

Our Step-by-Step Plan

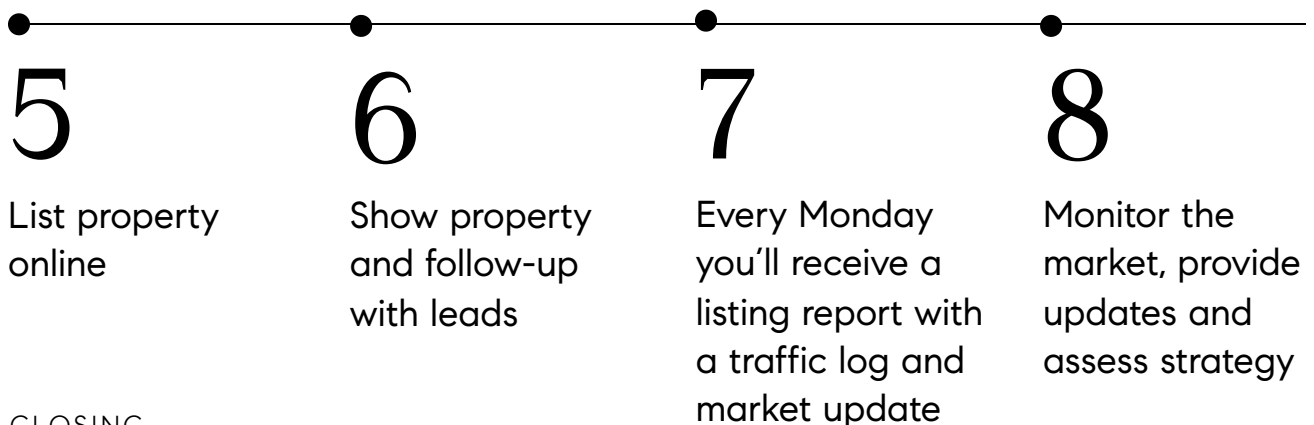
What to Expect

As your trusted advisor, I'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

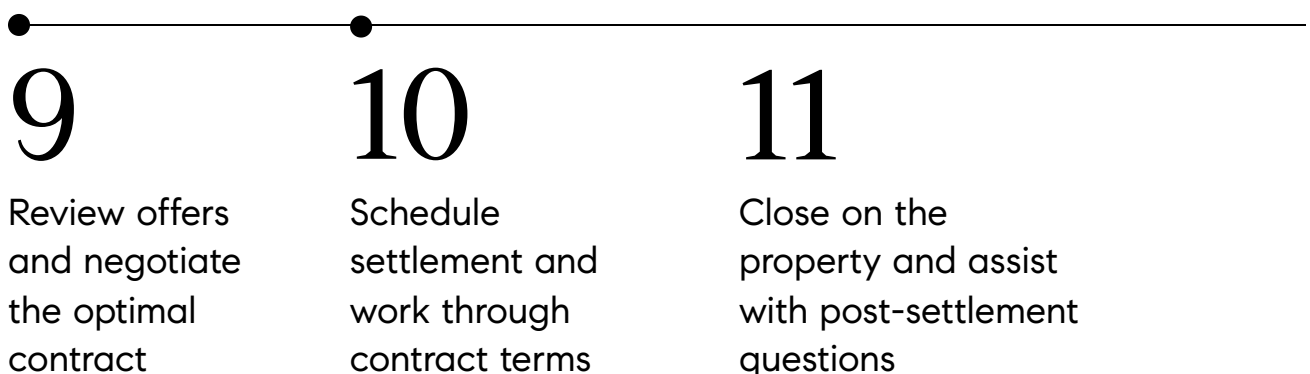
PRE-MARKET



ON-MARKET



CLOSING





30%

REMOVING WINDOW
SCREENS CAN INCREASE
SUNLIGHT IN THE HOME UP
TO 30%

10%

STAGING CAN INCREASE
THE VALUE OF THE HOME
UP TO 10%



Home Preparation

Increase your odds for a well-priced and timely offer by preparing your home for sale. Here are our recommendations.

OUR MUST DO LIST:

- Make obvious repairs and disclose
- Fresh paint, especially over repairs
- Fresh landscaping
- Wash windows, remove and store screens, replace fogged and broken windows
- Declutter and remove all excessive furniture and belongings

SMART THINGS TO DO:

- Staging
- Neutralize paint, fabric, curtains, carpet colors
- Clean carpets
- Refinish/buff floors
- Exchange out old appliances for new ones
- Install new kitchen counters
- Clean out garage, attic and storage areas
- Clean/open-up pool
- Remove curtains

A TOUCH OF CLASS:

- Fresh flowers the day of showings and open houses

HELPFUL DOCUMENTS FOR DISCLOSURE:

- Seller Improvements lists and dates
- Property Survey
- Bylaws for HOA, Condo and Co-Op properties

RECOMMENDATIONS

01

TOUR THE PROPERTY TO ASSESS CONDITION, AND FORMULATE BEST APPROACH FOR THE MARKET

We will determine and recommend necessary repairs, painting and staging.

02

PRICING TOUR

We will host a pricing tour for our Compass colleagues who have sold in the neighborhood. This exclusive preview will encourage off-market exposure, and real time data on pricing strategy.

03

COMPASS COMING SOON AND PRIVATE EXCLUSIVE

Your property will be shared in our Private Exclusive network of 20K Compass agents and their clients. This allows us to test the market for pricing strategy before an official property launch to the general public.

04

HIGH PRODUCTION PHOTOGRAPHY, VIDEOGRAPHY, FLOOR PLAN CREATION

Our trusted vendors will deliver editorial style imagery to best showcase the property in digital and print collateral.

NEXT STEPS

01

COMPLETE PAPERWORK

The listing agreement is a contract that explains our relationship and details the comprehensive service you will receive. Additional disclosures will be completed.

02

PREPARE PROPERTY FOR THE MARKET

This phase will include recommended repairs, painting and staging. Once the preparations are finished, professional photos and media will be taken and marketing materials will be created.

03

PRICING AND MARKET STRATEGY

Once the property is ready for the market and we've conducted our pricing tour, we will discuss a final pricing strategy as we prepare for launch.

04

LAUNCH YOUR PROPERTY

Your property will be shared across a range of relevant channels pivotal to the sales process. Private showings will begin, open houses will be held, and our print and digital marketing campaigns will be underway.



Matt Cheney

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