

The logo features the number '72' in a white, stylized font where the '2' is integrated with a house silhouette. To the right of '72' is the word 'SOLD' in a bold, white, sans-serif font, followed by a registered trademark symbol (®).

**72 SOLD®**

**A PROVEN PROGRAM  
MORE MONEY  
FOR YOUR HOME**





**Sellers who used  
our program averaged  
8.4%-12% higher prices**

# 8.4%-12% Higher Prices



## FIVE INDEPENDENT STUDIES

Five independent studies over 3 years (2020-2022) showed that home sellers who used the 72SOLD program had a median sale price averaging 8.4%-12% higher than other homes sold in their local MLS.

**72SOLD.**<sup>®</sup>



**We are in the top 300 Fastest Growing  
Companies in America**

**72SOLD<sup>®</sup>**



**We won the Innovation Award for  
making the biggest positive difference  
in our industry**



**How do we sell homes  
for more?**



# We Identify Potential Buyers for Your Home in 72 Hours

**Industry first! We developed a new form of marketing that leverages online technology to identify the best buyers for your home in just 72 hours.**



# We Create A Competitive Environment

**Quickly identifying every buyer for your home enables us to create a competitive environment and validate its desirability, setting the stage for higher offers.**



# We Generate Premium Price Offers

**We tell each buyer about all the other buyers to motivate them to write higher offers and do it quickly so they don't lose your home.**



# We Further Increase Buyers' Offers

**We developed a way to learn how much higher buyers will pay over their initial offer so we can negotiate them up to the highest possible price for you.**



# We Eliminate Overpriced Perception

**Our buyers write even higher offers because your home is new on the market with no negative perception that it has been rejected by previous buyers because of price.**



# It Only Takes 8 Days

**Our entire process takes only 8 days, enabling you to see the highest offers from the best buyers in the market for your home with speed and convenience.**



# You Have Nothing To Lose

**If you decide not to accept any buyer's offers, there is no cost for our service, and we will even give you our professional photography for free!**

# We Take Buyers On A Mindset Journey

Every step of our process leverages four psychological drivers that are proven across multiple industries to generate higher prices.

*Wow, this home really stands out and I need to call and check it out!*



**Scarcity**

*I see why so many buyers are interested and I'd like to see it before they do.*



**Social Proof**

*Now that I've seen it, I don't want to lose it so I'll act fast with a great offer.*



**Fear of Loss**

*Yes, I'm willing to increase my offer to make it mine.*



**Opportunity**



**SPEEDY  
&  
PROFITABLE**

## **Different and Better**

- ✓ **No "for sale" sign**
- ✓ **No lengthy listing**
- ✓ **A few days of showings**
- ✓ **Faster, higher offers**



**GET  
STARTED  
TODAY**

## **To Get Started...**

- ✓ **Review our pricing recommendation**
- ✓ **Decide on your 8-day start date**
- ✓ **Sign our marketing agreement**
- ✓ **Schedule a time for photography**



**IT COSTS  
NOTHING TO  
TRY**

**There's no obligation...**

**If you decide not to sell after  
the 8 days, you owe us nothing  
and get our professional  
photography for free.**

# America's Best Reviewed Home Selling Program!

2000+ 5-Star  
Google Reviews



Corporate Excellence  
Innovator of the  
Year Award

*Featured On*  
**Forbes**



**72SOLD<sup>®</sup>**

*Our Program  
Featured*



LOCAL NEWS AFFILIATES

Inc. 5000 Top 300  
Fastest Growing  
Companies in America

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