



Nationally Recognized 

# America's Leading Home Selling Program



## **Why 72SOLD?**

**We identified the two problems most responsible for lower sale prices...**

**And we fixed 'em.**



PROBLEM

1

# Time on the Market

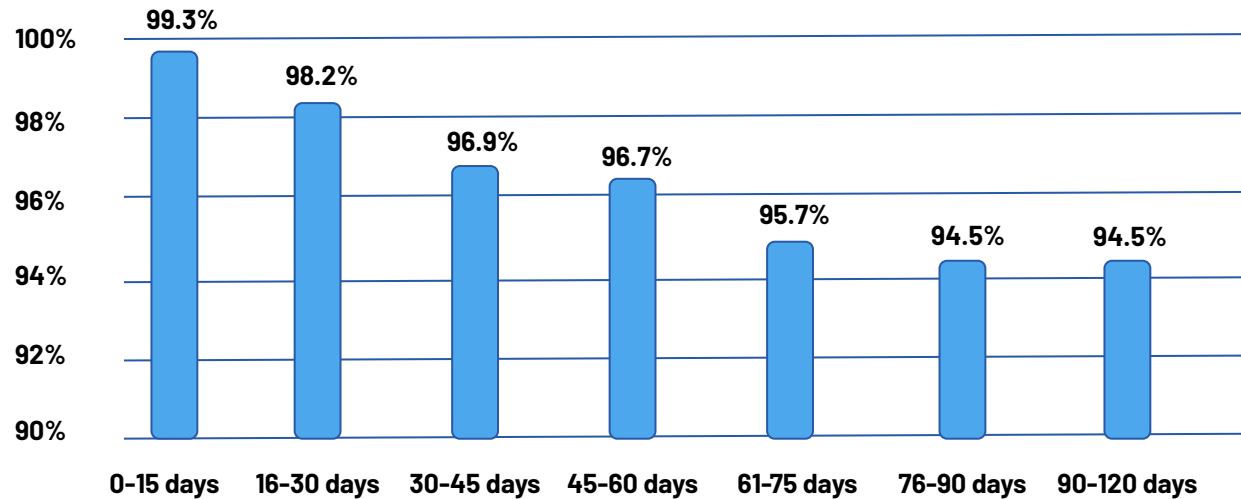
When homes linger on the market unsold, buyers presume they are overpriced and offer less.

24



It was true in 2015...

# Cost of days on the market in 2015



Data extracted from comparative U.S. market MLS data 2015

It's true in 2022...  
but happening twice as fast.

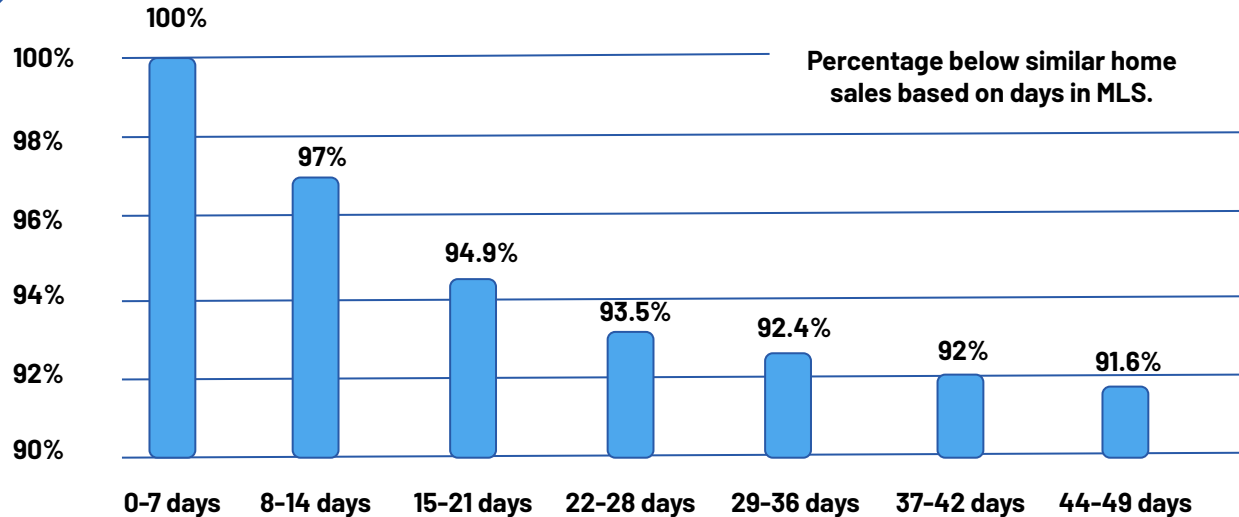
Time on the market is  
more harmful in 2022  
than it was in 2015.

Over the past two years buyers became accustomed to homes selling more quickly.



Now when homes linger unsold  
for even a few days, buyers  
presume they're overpriced.

# Cost of days on the market in 2022



PROBLEM

2

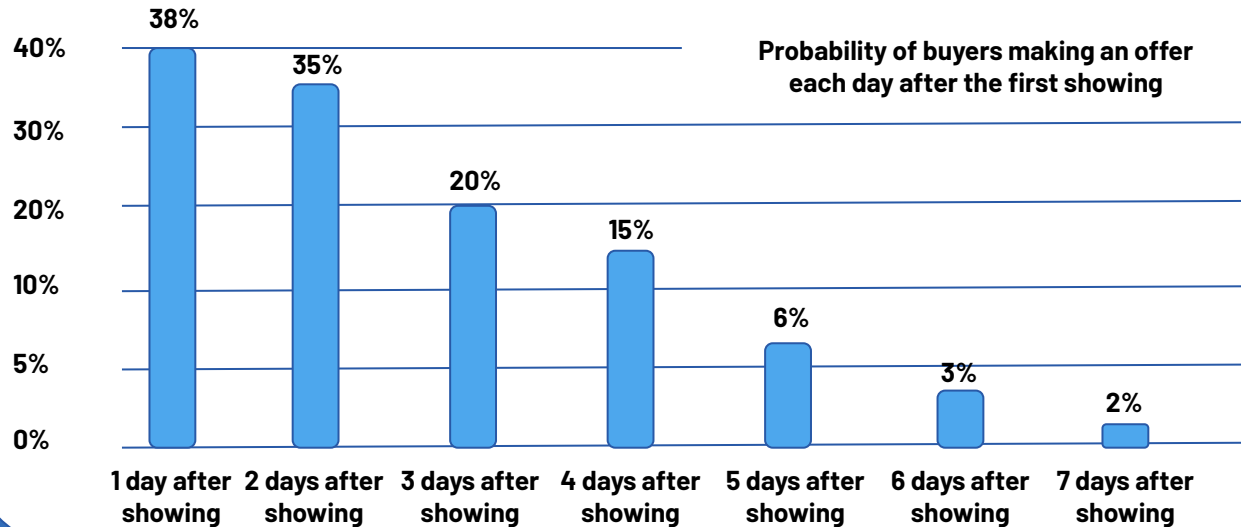
# Buyer Delay

Recently buyers have more homes to choose from, so after a showing they tend to keep looking instead of making an offer.

24

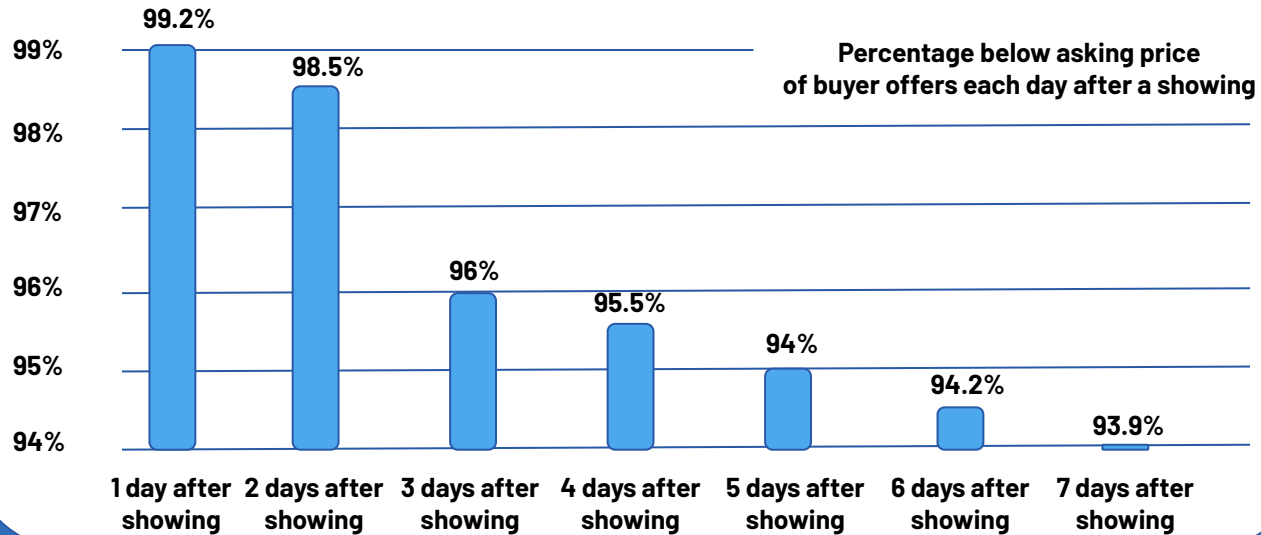


# Probability of getting an offer when buyers delay



Data from 2022 showing and MLS sales statistics

# The longer buyers delay the lower their offers





# Our Solution

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We solved these two problems...

# 72 Hr Showing Weekend

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SOLUTION  
STEP ONE

1



We tell interested buyers that your home will be available to be seen by all buyers on an upcoming weekend. This eliminates the perception that previous buyers have seen and rejected it.

# Offer an Opportunity Showing

SOLUTION  
STEP TWO

2



Then we make an exception, letting serious buyers see your home privately before it's available to others.



# Create a Competitive Environment

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SOLUTION  
STEP THREE

3



While showing your home, we talk about the many other interested buyers waiting to see it at the upcoming public showing.

# Offer an Opportunity Purchase

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SOLUTION  
STEP FOUR

4



During each showing we ask buyers if they'd like us to see if you'll make an exception...letting them buy it before it's available to others.

# Buyer Mindset Enhancements...



## “Coming Soon” Yard Sign

We use a “coming soon” yard sign (or no sign) to reinforce the perception that your home is not yet being offered to the public.

# Buyer Mindset Enhancements...



## 7 Step Showing Process

We developed a showing process that increases buyers' offers by leveraging four psychological drivers used by Fortune 500 companies to sell products at premium prices.

1

## SCARCITY

Make buyers see the home as a one-of-a-kind they don't want to lose

2

## SOCIAL PROOF

Let buyers know there are other buyers who will want the home.

3

## FEAR OF LOSS

Make buyers understand those other buyers will soon have a chance to buy the home

4

## OPPORTUNITY

Make buyers feel like a VIP by giving them the chance to head off the competition and buy it before other buyers.





We take buyers  
on a mindset  
journey

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**72 SOLD**<sup>®</sup>

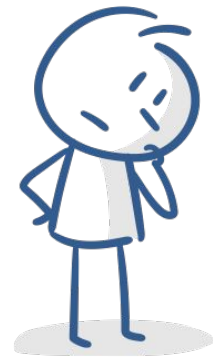
...it to see  
it, it might be  
hidden

Wow, this home  
is special and  
unique, and I really  
want it.

...others  
will soon have a  
chance to see and  
buy.

Thank you for giving  
me the chance to  
act quickly so I don't  
lose it!

**HIGHER PRICES  
FOR HOMES**





# Smarter Pricing Strategy

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We developed a unique pricing strategy that ensures your home is exposed to all potential buyers



# Range Pricing Formula

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Some buyers look at homes priced above and some look below what they can afford, so we developed Range Pricing.



# Range Pricing Formula

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We move your price up or down quickly within a predetermined range to get it in front of every possible buyer.



# Competition Based Valuation

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We determine your home's optimal range by analyzing other homes for sale (rather than what's sold) because those are what buyers compare to yours.



Our home sale process has resulted in **significantly higher prices for our sellers...**

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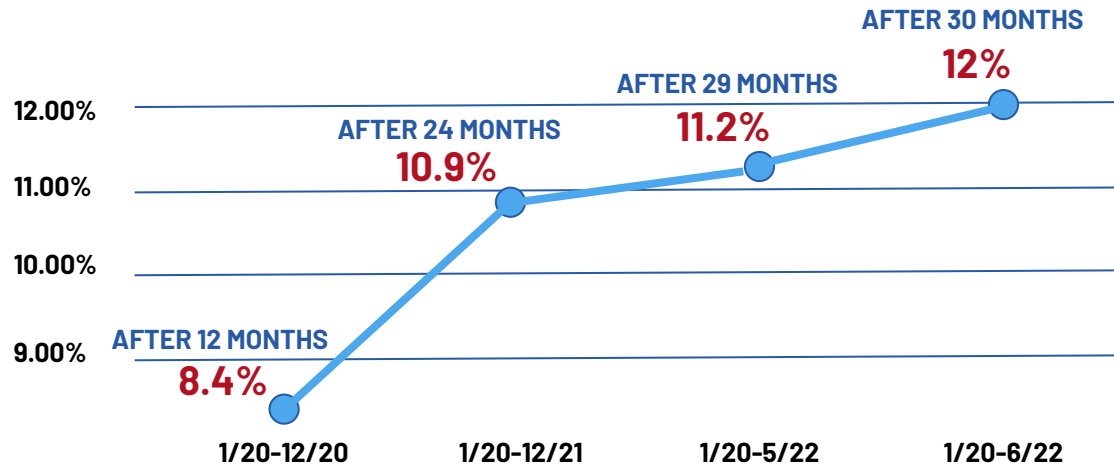
**Four independent studies from  
January 2020 - June 2022,**

showed 6,440 home sellers who used  
our program averaged significantly  
higher prices compared to the local  
MLS median.

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# 72 SOLD<sup>®</sup> We sell homes for more...



Forbes



72 SOLD<sup>®</sup> Recognized as  
America's leading home  
selling program



1000+ 5-Star  
Google  
Reviews

