



**72SOLD<sup>®</sup>**

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

**72<sup>®</sup>**

**72SOLD<sup>®</sup>**




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

**72SOLD<sup>®</sup>**



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



**FIVE  
STUDIES  
PROVE  
RESULTS**

**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.



**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 Eliminate The Effect of Time

**Identifying buyers quickly also eliminates the price-depressing effect of time on the market...the perception that previous buyers rejected your home because of price.**



# We Generate Immediate, High Offers

**We personally show your home to every buyer using a proven 7-step process that increases the perceptual value of your home and creates fear of loss so buyers act quickly, making premium priced offers.**



# We Further Increase Buyers' Offers

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



# 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.**

# 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 sale price projection
- ✓ Decide on your 8 Days
- ✓ Digitally sign our marketing agreement
- ✓ Schedule a time for our 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!

1800+ 5-Star  
Google  
Reviews



Featured on...

Forbes

72SOLD®

As seen on...



Top 300 fastest-  
growing companies  
in America!



Five independent studies  
showed that sellers who  
used our program averaged  
8.4%-12% higher prices