



Nationally Recognized — — —

America's Leading Home Selling Program



Why 72SOLD?

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



And we fixed 'em.

PROBLEM

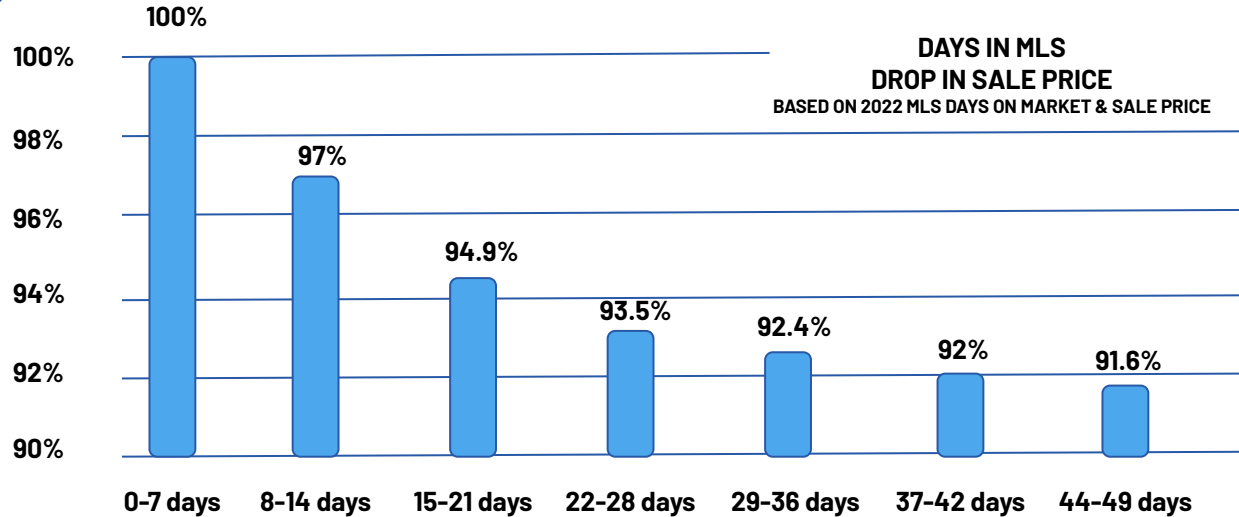
1

Time on the Market

When homes linger unsold, buyers presume they are overpriced and make lower offers.



Cost of days on the market in 2022



Data extracted from Regional Multiple Listing Services 2022

PROBLEM

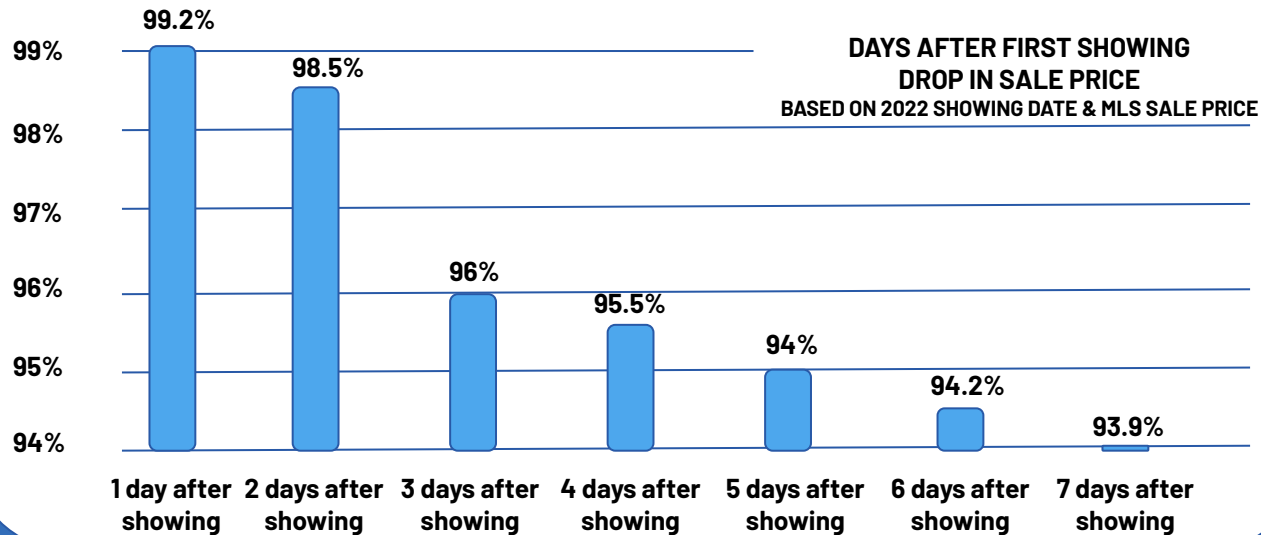
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Buyer Delay

When buyers delay making offers after a showing, those offers are typically lower.



The longer buyers delay the lower their offers





Our Solution

Here's how we solved those problems...

72 Hr Showing Weekend

SOLUTION
STEP ONE

1



We schedule an upcoming 72 Hr Showing Weekend to unveil your home to the public, initially telling interested buyers that it's not yet available for showings.

Opportunity Showings

SOLUTION
STEP TWO

2



We then make each serious buyer feel like a VIP, giving them the opportunity to see your home before the 72 Hr Showing Weekend.

7 Step Showing Process

SOLUTION
STEP THREE

3



We use a 7 Step Showing Process to portray your home as more unique, a better value, and with many buyers excited to see it.

Opportunity Purchase

SOLUTION
STEP FOUR

4



We ask interested buyers if they would like us to ask you to make an exception and sell them the home before it's offered to other buyers.



We take buyers on a mindset journey





**HIGHER PRICES FOR
HOME SELLERS**





Added Strategies

We have four additional strategies that enable you to walk away with more



Competition Based Valuation

We present you with a summary of homes that are competing with yours so you can see the properties buyers are rejecting, and price your home more attractively.



“Coming Soon” Yard Sign

We use a “Coming Soon” sign (or no sign) to reinforce to buyers that your home has not yet been offered to the public or been seen or rejected by other buyers.



Counteroffer Intelligence

We have a way to learn from buyer agents how much higher their buyer will go after they make an offer, so we can guide you in making the highest counteroffer.



BCW Formula

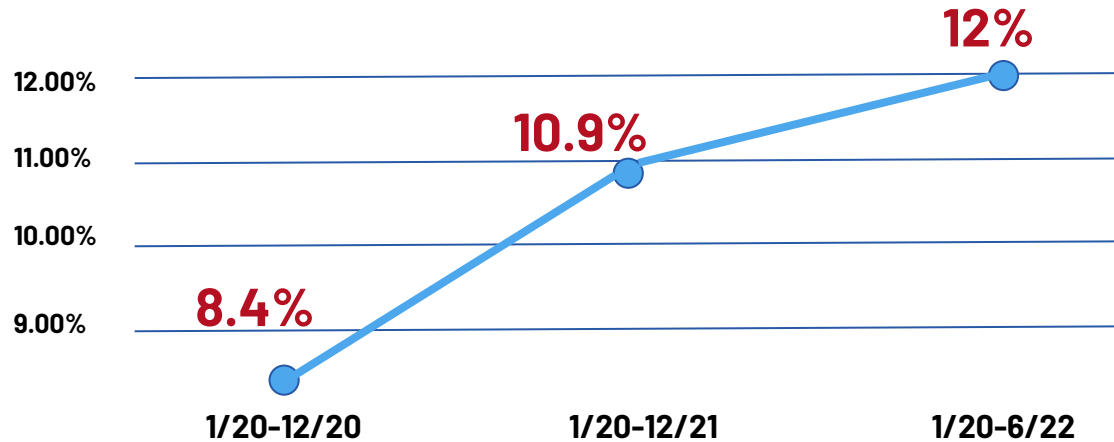
We developed a 3-step buyer inspection template that minimizes their repair requests after the home inspection.

PROVEN RESULTS
HIGHER PRICES FOR OUR SELLERS



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.

72SOLD® We sell homes for more...



Forbes

CBS



72SOLD[®]

America's Leading
Home Selling Program

Inc.5000

TOP

10

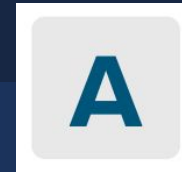
Fastest
Growing
Real Estate
Companies
In America

2022

#260 FASTEST GROWING COMPANIES^{USA}



**1500+ 5-Star
Google
Reviews**

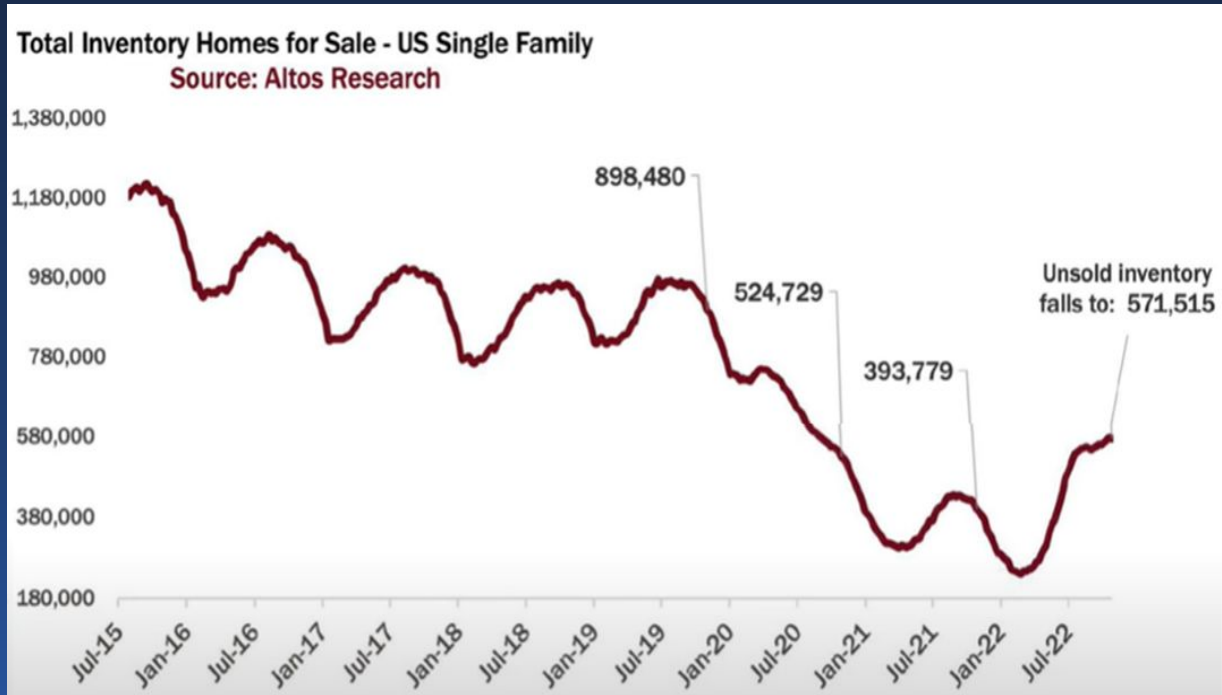




State of the Real Estate Market

HOMES FOR SALE

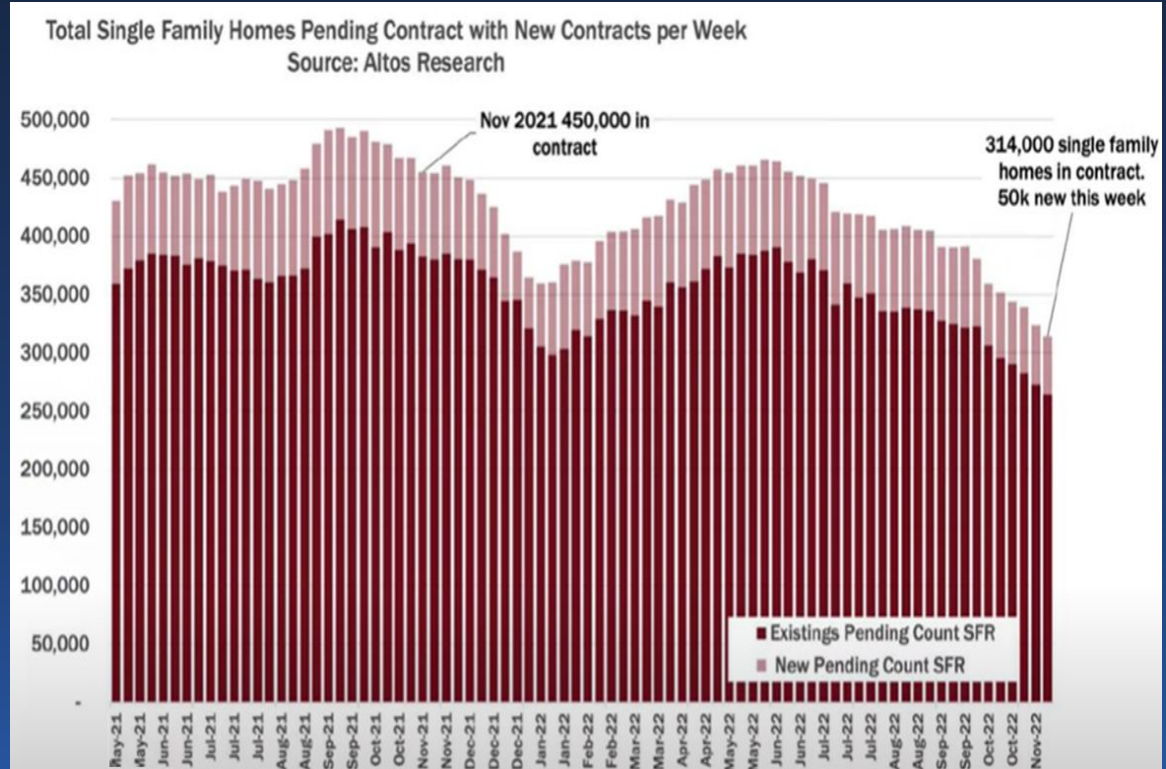
Available homes peaked in late October – expect declines through the end of the year.



BUYER DEMAND

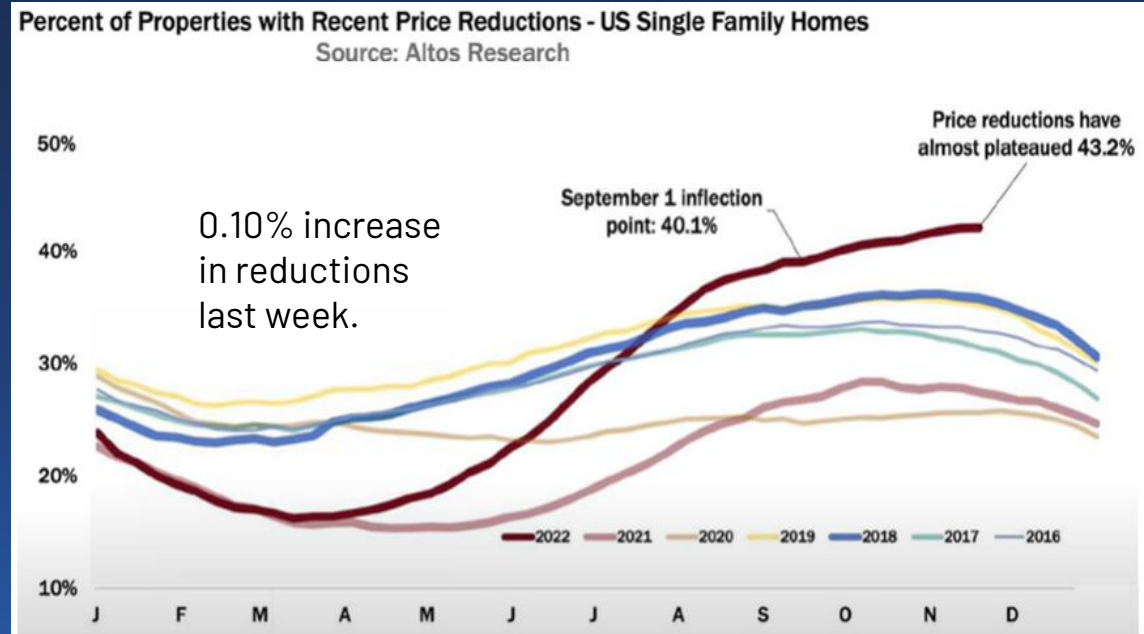
Contract Ratio is the number of homes sold (but not yet closed) per 100 active listings...a measure of buyer demand.

Contract ratio for single family homes is 55, down from 57 last week.



WEEKLY PRICE REDUCTIONS

Price reductions are expected to slow through the end of the year.



SALE PRICES

New listing asking prices are down 1% week over week and nearly 13% since the peak in May.

