



#1 Real Estate Brokerage
in Arizona

#2 Nationwide

72SOLD®

4-STAGE MARKETING PLAN

LEVERAGING TIME
TO CREATE URGENCY
FOR BUYERS TO MAKE
FASTER, HIGHER
OFFERS.

WHAT INFLUENCES A HOME'S VALUE?

The value of your home is directly influenced by the sale price of other homes in your neighborhood. That's why you're probably interested in what your neighbors' homes sell for. It's also why the great home marketing myth should matter to you—and anyone else who owns a home.

The Greatest Home Marketing Myth

There is a widespread assumption in real estate that maximizing buyer exposure is the key to achieving the highest sale price. That's why traditional real estate agents often advise sellers, "Be patient. It may take time to find the right buyer." Sounds reassuring, doesn't it? Unfortunately, this popular home marketing myth is costing home sellers thousands.

Think about it—if waiting patiently for the "right buyer"

truly yielded higher prices, luxury brands like Ferrari, Rolex, and Hermès wouldn't restrict their products to highly controlled, exclusive sales channels. These companies understand a fundamental truth: it's not the volume of buyer exposure that matters; it's how you strategically control that exposure to create a compelling perception of exclusivity, scarcity, and urgency. It's not about getting as many buyers as possible to see it. It's about

getting the one buyer who believes they must pay up or lose out to another buyer who they perceive is waiting in the wings to snatch the opportunity out from under them if they don't move quickly and decisively.

When a buyer believes they're competing for something rare, special, and in demand, their willingness to pay more increases dramatically. That's the secret to getting top dollar for any product.



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IT'S NOT ABOUT GETTING THE MOST BUYERS, IT'S ABOUT GETTING THE ONE BUYER WHO WILL PAY THE MOST!

Why traditional real estate is getting it wrong

The traditional home selling approach is for agents to write descriptive copy, take photographs, and then immediately publish newly listed homes on the MLS, Zillow, Realtor.com, and other popular home search

THE REALITY

TIME ON THE MARKET IS LIKE ACID TO THE PRICE OF A HOME



websites. While this instantly exposes your home to potential buyers, it also quickly damages your home's perceived desirability.

Why? Because the MLS and online websites prominently display how many "days on market" your home has accumulated. Not to mention online search portals like Zillow also display random agents next to homes they know nothing about, causing homebuyers to reach out to agents that know nothing about the home and are therefore unable to showcase it in its best light.

Buyers viewing homes that linger—even for just a few weeks—assume those properties have been repeatedly viewed and rejected by others. It's like negative social proof—the unpopular kid everyone notices or the wallflower standing alone at the dance.

Particularly in real estate, time is not your friend. The longer a home sits unsold, the more buyers begin to make disparaging assumptions:

- Other buyers have already seen it and walked away...what did they see that they didn't like?
- It's been rejected because it's overpriced. No way should I offer full price.
- If no one wants it, why should I? There must be something wrong with it.

When buyers come into your home with this mindset, their perception of value has already been damaged, creating lower demand, hesitation, and ultimately results in price reductions.

A 2025 MLS study analyzing sale prices and time on market graphically showed that **homes lose 1%-2% in sale price after just 30 visible days on the market**. That loss increases to more than 5% after 120 days. The study was adjusted for overpriced homes, so the loss in sale price was entirely due to the price-depressing effect of buyers seeing accumulating days on market.

DAYS ON MARKET = LOWER SALE PRICE



Exposing your home to buyers over a lengthy period also results in sporadic offers coming in at different times. It becomes difficult for sellers to know which offer is their best one and whether they should keep waiting for another more perfect buyer. But study after study has shown that later buyers are NOT the highest-paying buyers. Serious buyers generally act quickly and decisively with a strong offer while buyers who wait often do

so because they're bargain shopping or they feel they'll have more negotiating power with a frustrated seller who would now be willing to take any offer at all.

Seth Godin once said, "People don't buy the best products. They buy the ones with the best stories." If you want to sell products at higher prices, you have to create a product story that makes them perceptually irresistible.



PEOPLE DON'T BUY THE BEST PRODUCTS. THEY BUY THE ONES WITH THE BEST STORIES.

—Seth Godin

ENTER THE ESU EFFECT

So how can you attract a buyer with that higher-priced mindset, ready to act fast with their highest and best offer for your home? You need a process that makes serious buyers feel like this is their perfect, rare, can't-miss opportunity. A buyer who believes they must act now and pay more or risk losing out. That process is something we call the ESU effect.

**ESU STANDS FOR
EXCLUSIVITY,
SCARCITY AND
URGENCY TO ACT.**



The key to encouraging a higher priced state of mind among buyers.



EXCLUSIVITY

Creating a sense of uniqueness and privilege.



SCARCITY

Highlighting limited availability to increase demand.



URGENCY

Spurring immediate action through prospective deadlines.



A product or home needs to stand out as an exclusive opportunity. Apple is among many luxury brands that not only pioneered the art of exclusivity but mastered it's application in their product marketing. By positioning their product as a rare opportunity with

limited availability, buyers felt like they would be missing out if they didn't act immediately regardless of the price. Long before they even knew exactly what the product functions would be, they were lining up to get the first one off the line when Apple released a new

update. Buyers could see all the other buyers waiting to get theirs...some even camping out for days just to avoid missing out!

But exclusivity is not enough. Buyers also need to feel like the product is a

rare and scarce commodity. Think of Ferrari...they actually have rules in place and only sell to a buyer that meets their criteria. Hermès is another brand that controls the number of bags produced and limits the number each customer can purchase. Some people wait years to get a premium priced Birkin directly from Hermès! These luxury brands have mastered the art of increasing margins and skyrocketing profitability by leveraging scarcity.

Scarcity is not just about actual availability...it's actually about perceived availability. Perception drives price. If you want to sell products at higher prices, you must create a product storyline that makes it perceptually irresistible. It is no different when trying to sell a home at a higher price.

Once exclusivity and scarcity have been established, you must have the final piece of the ESU effect in place to command the highest prices... an urgency to act. Once a buyer feels a home is not only desirable to other buyers, has limited availability, and is a one-of-a-kind opportunity, they cannot help but experience the FOMO (Fear of Missing Out) effect that propels them to make their highest and best offer with urgency. They need to have confidence that if they don't act fast, someone else will.

LUXURY BRANDS HAVE EMPLOYED THE ESU EFFECT FOR DECADES TO COMMAND HIGHER PRICES FOR THEIR GOODS AND SERVICES.



ROLEX



THE PAINFUL TRUTH OF TRADITIONAL REAL ESTATE

THIS PROCESS, DESPITE THE LIGHT SPEED EVOLUTION OF TECHNOLOGY, HAS REMAINED VIRTUALLY UNCHANGED FOR DECADES.

Contrast the ESU strategy employed by premium brands with such success to the traditional home selling methodology. The standard way to sell a home involves installing a yard sign, listing it on the MLS, leaving it in there for weeks or months and then

waiting for offers that may come in one at a time over weeks or even months if they come at all. The property descriptions are often repetitive, riddled with spelling or grammar issues and cookie-cutter selling points used again and again on listing after listing.

This process, despite the light speed evolution of technology, has remained virtually unchanged for decades. This process forces sellers to endure countless showings, accumulate damaging days on market and grapple with uncertainty around whether or not

to accept any offers that might come in, never knowing whether they are truly getting the best return on their home.

The traditional methodology also advocates pricing a home at your hoped for price with the expectation that buyers will always negotiate you down. Not only does this “hope” strategy fail to price homes correctly, but since there is no prior experience with the home, the agents don’t know for sure what price buyers will be interested in. This inevitably leads to multiple price reductions as they not only struggle to find an acceptable price buyers will inquire on but they also work from a weak negotiation position while they ride the market down. This slippery slope is a virtual inevitability once you have already begun accumulating days on the market because it often results in intensifying buyers' suspicions as to why the home hasn't sold. This leads to a downward spiral in perceived value, often resulting in a final sale price that is far below the property's true worth. Sellers who have been beaten down by this process are then more than willing to accept reduced prices on their home, just to end the home selling torture.

DETACHING FROM DOUBT AND SECURING MORE CERTAINTY

Home sellers want both a higher price and the certainty of a smooth and frictionless sale that traditional real estate cannot provide. At 72SOLD, we understand that home sellers need more than just a Realtor. They need a team of savvy marketers with

specialized training in both a proven home selling strategy and the sales psychology to implement it. Home sellers need expert marketers, not just Realtors! So we made it our mission to become that solution.

GOOD MARKETING MAKES THE COMPANY LOOK SMART.

GREAT MARKETING MAKES THE CUSTOMER FEEL SMART.



THE IMPORTANCE OF PRE-MARKETING

A foundation of our strategy, we recognized the importance of pre-marketing to ensure a home is not only priced right without accumulating damaging days on the market but positioned precisely for maximizing the ESU effect to maximize perceived value. Marketing your home for a few weeks before resorting to MLS and online exposure has absolutely no downside. You lose nothing while gaining a huge competitive advantage—the opportunity to establish exclusivity, scarcity, and urgency right from the start. This approach also avoids the damaging effect of visible days on market and empowers your agent to

leverage upcoming public exposure as added motivation for interested buyers to act fast.

While we still use the MLS and home search websites, they now become supplemental to our strategy rather than the primary method of exposure. Giving early buyers the date the home will be available publicly becomes motivation for them to act quickly with a premium offer. The goal is to learn quickly the best price to bring your home to market (a price that will attract buyer competition, not just buyers) while carefully and strategically positioning your home so that it never appears stagnant or “rejected” in the eyes of potential buyers. Then take those most serious and motivated buyers and facilitate an environment of competition that helps drive your sale price higher.

Even more importantly, we wanted to be able to bring offers to our sellers that they can review all at once so that they could have confidence that the buyer they chose was truly the best opportunity for them to get the highest return on their home. This gives home sellers added confidence in the home sale outcome. Joe Chernov once wrote “good marketing makes the company look smart. Great marketing makes the customer feel smart.”

Remember this truth: every home ultimately sells to just one buyer. Your highest sale price will come from making just one buyer feel incredibly fortunate to have exclusive early access to something rare, special, and highly desirable—your home.

THE NEXT EVOLUTIONARY LEAP IN REAL ESTATE

SETTING OUR SIGHTS ON A CONSUMER-FIRST SOLUTION, WE DESIGNED THE 72SOLD HOME SELLING PROGRAM TO ENCOMPASS BOTH OUR MARKETING EXPERTISE AND THE SALES PSYCHOLOGY NEEDED TO

It is a four-stage marketing plan that results in a more convenient, stress-free home selling process while maximizing perceptual value, ultimately leading to higher sale prices and faster sales.

And it works!

A 2025 study examining over 11,000 MLS transactions found that sellers who chose 72SOLD certified agents achieved median sale prices 5.8% higher than those using the conventional list-and-wait approach. For a \$500,000 property, that translates into an additional \$29,000

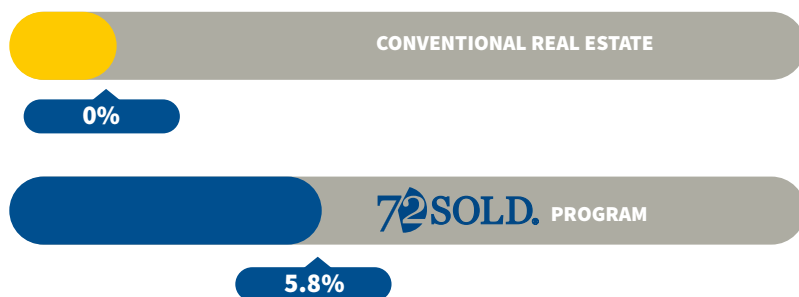
in your pocket, and often with far less hassle. This study aligns with the experiences of thousands of clients who have benefited from our system's competitive edge.

On top of that, 72SOLD was ranked among the "Top 250" fastest-growing companies in America by Inc. 5000 and named the #1 real estate firm in the Western United States, highlighting our dedication to innovation and excellence. Our certification process ensures only the most talented agents use the 72SOLD method: agents must undergo rigorous training, pass a comprehensive exam, and participate

in three live training sessions weekly to maintain their certification.

It's not about personality-driven promotion or branding fluff. Instead, 72SOLD equips agents with an advanced psychology-based toolkit—showing methods, negotiation tactics, and carefully orchestrated marketing campaigns that deliver outstanding results. When you choose a certified 72SOLD Certified agent, you're choosing a professional who is deeply immersed in a system that prioritizes your financial interests and your overall peace of mind.

COMPARISON OF HIGHER SALE PRICES FOR OVER 11,000 HOME SELLERS



2025 INDEPENDENT MLS TRANSACTION STUDY

A 2025 study examining over 11,000 MLS transactions found that sellers who chose 72SOLD certified agents achieved median sale prices 5.8% higher than those using the conventional list-and-wait approach.



5.8% higher prices means
more money in our sellers'
pockets!

4-STAGE MARKETING PLAN

Our 72SOLD 4-Stage Marketing Plan uses psychological motivators along with proven marketing strategy to not only minimize damaging days on market but maximize a homes' potential sale price faster and more efficiently than traditional, antiquated real estate methodology.

1 STAGE ONE: OFF-MLS/OFFLINE



Fuel buyer anticipation, create buzz and curiosity, and drive buyer engagement...all without tracking damaging days on market.

2 STAGE TWO: PUBLIC MARKETING



Identify additional buyers, amplify urgency to make offers, avoid visible days on market and garner an above-market offer.

3 STAGE THREE: MLS/ONLINE EXPOSURE



Identify remaining buyers, create additional urgency among those new buyers to submit offers, and sell with an above market price.

4 STAGE FOUR: PUBLIC UNVEILING



Ensure no buyer has been overlooked, create competition among serious buyers to lock in the highest price, all with minimal days on market.



Combined with our 6 Sale Price Enhancers, we ensure you not only sell fast and conveniently but you get a higher price too!



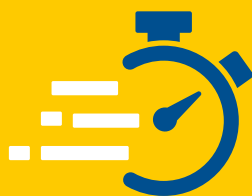
NEWS



**WE ARE WIDELY RECOGNIZED FOR OUR
SUCCESSFUL 72 HOUR HOME SALE WEEKENDS -
THE CULMINATION OF OUR PROGRAM**

4 STAGES CULMINATING IN A 72 HOUR PUBLIC LAUNCH

These Home Launches occur over a 3-day period, usually starting on Saturday and ending on Monday.



72 HOUR HOME LAUNCH

After flushing out all potential buyers for a home, we can then put them in a competitive environment where they are competing for the opportunity to win your home. When buyers are made aware of one another, the urgency to act intensifies and offers come in stronger and faster, culminating in Monday's Decision Day where sellers review all offers and can make an informed decision.

STAGE ONE: OFF-MLS, OFFLINE

Why This Stage Is Important: Ordinarily, agents list your home on the MLS, throw it online, and put up a yard sign—essentially telling every buyer, “Look, here’s a home that’s openly for sale for as long as it needs to be.” That kills exclusivity. Contrast that with our Stage One Marketing when an agent says to a buyer, “I’ve got a property that hasn’t even been listed yet!”, making the buyer immediately feel like a VIP. To further fuel buyer anticipation, we withhold specifics like your exact address and price, much like how Apple announces a new iPhone launch date but withholds all the details. By teasing your home’s location (the general neighborhood), approximate price range, and most attractive features, we create a curiosity that drives buyer engagement.

OFF-MLS/ OFFLINE MARKETING ADVANTAGES

- It creates a sense of Exclusivity (the first component of the ESU Effect).
- It avoids any visible record of “days on market”, preventing damage to perceptual value.
- It gives home sellers more control, allowing them to remain in this stage without accumulating detrimental days on market until they feel comfortable moving forward.
- It allows home sellers to test pricing while keeping price adjustments invisible to potential buyers, maintaining the aura of exclusivity while controlling perceptual value.



Stay in this stage as long as you need to feel comfortable moving forward.

You have no downside and if you decide not to sell, you have no record your home was ever on the market.

1

OFF-MLS CAMPAIGN

We send out hundreds of personalized emails and text messages to local real estate agents, describing your property as a “secret listing” they can’t find anywhere online. Agents love having exclusive leads for their buyers because it makes them look like heroes, often facilitating early entry into these homes and getting their buyers ahead of the competition.

2

SOCIAL MEDIA OUTREACH

We also promote your property on various social media platforms—without disclosing the address or final price. This keeps the sense of mystery alive, prompting curious buyers out shopping to reach out. Whether these buyers have an agent or not, we can handle their inquiries directly.

3

ZERO VISIBLE DAYS ON MARKET

Because your home isn’t in the MLS or on public portals like Zillow or Realtor.com, no one sees a “clock” ticking. This maintains freshness and exclusivity in the eyes of potential buyers.

4

URGENCY TO MAKE OFFERS

We position showings as early opportunities to see and buy your home. This creates urgency for buyers to make offers before public marketing begins.

IT'S CRITICAL TO MARKET YOUR HOME WITHOUT ACCUMULATING DAYS ON MARKET.

CREATING A BUZZ WITH AN AURA OF EXCLUSIVITY IS FOUNDATIONAL TO GETTING HIGHER PRICES.

A 2025 COMPASS STUDY

Compass conducted a study showing homes that were pre-marketed before going active on the MLS were associated with an average 2.9% higher close price, received accepted offers 20% faster and were 30% less likely to experience a price drop after listing on the MLS.



EMAILS TO AGENTS

We send out teaser content to agents in our market showcasing the best features of your home and encouraging them to reach out with their thoughts on pricing.



EMAILS TO PRIVATE LISTS

We have our own private buyer lists that we are able to reach out to prospective buyers who may have expressed an interest in homes similar to yours.



SOCIAL MEDIA OUTREACH

Our extensive social media presence allows us to promote your home without giving specific details, to help create that buzz and excitement for the possible opportunity to buy.

STAGE TWO: PUBLIC MARKETING

FRIDAY-MONDAY

DAYS 1-4



WHY THIS STAGE IS IMPORTANT

Once we're confident we've tapped into a pool of buyers during Stage One (and you're ready to move forward), Stage 2 begins. This stage continues the ESU Effect by strategically introducing your home to selected buyers—publicly marketing it while still withholding it from the MLS and online home search portals.

- Friday = We reach out to the buyers identified in Stage One, revealing your home's address and list price for the first time — along with its most compelling and unique features. More importantly, we now share details of the upcoming public marketing schedule for your home.
- Saturday = We provide VIP opportunity showings only available to these exclusive buyers that have expressed interest in Stage One and give them a final opportunity to purchase your home before it is released to MLS and all online search portals.
- Monday = We syndicate your property to the MLS and all online home search portals.

Opportunity Showings: Buyers who feel a strong sense of urgency may ask to see your home before Saturday's VIP Showing Event, often leading them to make very appealing offers just to avoid competing with everyone else as the buyer pool continues to widen.



Saturday VIP Showings: This is the first time your home is shown publicly, albeit still off the MLS. We position these VIP showings as a pre-MLS opportunity to see and buy your home prior to the public release to MLS and online search portals on Monday when competition could exponentially increase. Combine this incentive with buyers seeing each other's interest at these VIP showings, and we are able to stoke urgency and prompt higher offers.

By withholding the listing from the full online market in this stage, we maintain the air of exclusivity for a bit longer, prompting buyers to act decisively to head off the possibility of competition.

GOALS OF THIS STAGE



We are identifying additional buyers, amplifying the urgency to make offers while preserving the freshness and exclusivity of the home and avoiding visible days on market. Ultimately we are aiming for an acceptable offer at the conclusion of this stage.

STAGE THREE: MLS/ONLINE EXPOSURE TUESDAY - FRIDAY DAYS 5-8

Why This Stage Is Important: If your home hasn't sold for a satisfactory price in Stage 1 or Stage 2, Stage 3 broadens exposure to every major portal—MLS, Zillow, Realtor.com, and more. However, we do so with more confidence in the home price, with buyers already interested and with a listing that appears new to the online world showcasing zero visible days on market.

MLS & Online Marketing. We upload professional, high-resolution photos and craft a unique and compelling description. Anyone searching the MLS or big real estate websites will see your home as a fresh new listing, even though we may have been stealth-marketing it for several weeks.

Amplifying the ESU Effect. During this phase, we highlight an upcoming

Stage 4 Saturday Public Unveiling, often referred to as our Mega Home Launch Event. We tell serious buyers acquired through the first two stages that more people will be seeing your home on Saturday and encouraging them to either:

1. **Hurry Up:** They'll want to beat the crowd by seeing the home sooner, often leading to a private VIP showing.
2. **Step Up:** They may submit strong offers right away, hoping to lock in the purchase before the bigger wave of buyers show up on Saturday, increasing competition.

Opportunity Showings. Just like in Stages 1 and 2, we use "Opportunity Showings" in Stage 3 to grant serious buyers identified during Stage 1 and

GOALS OF THIS STAGE

While preserving the exclusivity by minimizing visible time on the market, we are once again identifying any remaining potential buyers through the addition of MLS and online exposure. We create urgency for buyers to submit offers before Saturday's Public Unveiling and Mega Home Launch Event. The ultimate goal is to sell your home through an Opportunity Showing at an above-market price.

2 a private first look. We reframe the act of making an offer as a privilege for buyers, not a favor they're doing you. This leads to a feeling of appreciation for the early opportunity, rather than putting them in a mindset to make additional demands.

Opportunity Purchase. At the end of every Opportunity Showing, we ask, "Would you like us to see if the seller is willing to accept your offer before the rest of the buyers come through?" This subtle shift is incredibly powerful. It implies the buyer is fortunate to have the chance to make an offer before the general public even sees it. This often leads to a robust offer from the buyer most eager to avoid competition.

STAGE THREE MLS/ONLINE EXPOSURE

ZILLOW.COM

REALTOR.COM

MLS

HOMES.COM



ONLINE EXPOSURE

AMPLIFY ESU

OPPORTUNITY
SHOWINGS

OPPORTUNITY
PURCHASE



STAGE FOUR: PUBLIC UNVEILING

SATURDAY-MONDAY DAYS 9-11

Why This Stage Is Important: If your home hasn't attracted an acceptable offer by the end of Stage 3, we initiate what we call the 72-Hour Home Launch Weekend. This is the end of our eleven day process and is our final, all-out push to ensure that no single buyer has escaped our radar.

Attracting Additional Buyers. Through years of experience, we've identified five sources of buyers who might not have seen your property yet:

1

DRIVING TOURS

Some buyers literally drive around neighborhoods they are interested in to scout new opportunities.

2

NEARBY RESIDENTS' NETWORKS

Neighbors may know friends or family who want to live close by. Often these are buyers with the greatest incentive to move quickly.

3

COMMUNITY RESIDENTS

Residents who aren't actively hunting may still prefer your home over their current one. "House swapping" is an increasingly popular trend.

4

PREVIOUSLY EXPOSED BUYERS

People who saw your home in an earlier stage but hesitated might come back for a second look.

5

IMPULSE BUYERS

Some see an Open House sign, decide to pop in on a whim, fall in love, and make a spontaneous offer.



72-HOUR HOME LAUNCH

By hosting a Public Unveiling at our Mega Home Launch Event on Saturday, we tap directly into these “unofficial” pipelines. The event is heavily promoted in the neighborhood and on social media. For these buyers, your home still has the aura of being fresh on the market with no official days on market. These buyers feel they are the first to see and have an opportunity to buy your home. This continues the perception of early access, exclusivity and opportunity.

Aggressively Marketed Mega Home Launch Event. On Saturday, we stage the home in its best light, provide professional brochures, and encourage visitors to sign in so we can follow up. The environment is designed to foster competition. Buyers see each other’s interest, often prompting them to make aggressive offers so they don’t lose the opportunity to own the home.

The 72-Hour Home Launch (Days 9-11 of the 11 Day Process)

- **Saturday:** Mega Home Launch Event (Public Unveiling)
- **Sunday:** We contact attendees, gather feedback, and negotiate offers. Buyers often appreciate the personal follow-up, which reassures them their interest is valued.
- **Decision Monday:** We review any offers with you and chart a plan forward. Sometimes multiple offers come in, putting you in the enviable position of choosing which is best.

GOALS OF THIS STAGE

We want to ensure we have not overlooked any potential buyers by offering this final, highly promoted Saturday Public Unveiling Home Launch Event. We create urgency for buyers to act before facing the competition of multiple offers on “Decision Monday”. Our ultimate goal is to sell your home at an acceptable price to you. If the home doesn’t sell, then we want to be able to quickly revisit your price to avoid any unnecessary price-depressing days on market and establish a plan to relaunch.

SALE PRICE ENHANCERS

OUR 4-STAGE MARKETING PLAN FORMS THE BACKBONE OF THE 72SOLD STRATEGY, BUT WE ALSO USE SEVERAL TACTICAL ENHANCEMENTS TO DRIVE YOUR SALE PRICE EVEN HIGHER:

1

FEWER/BETTER PHOTOS

Unlike most agents, we optimize and use only the best photos of your home. This has proven to maximize buyer inquiries as we only use photos that will excite their interest and encourage them to reach out for more information.

2

CURIOSITY-CREATING AD COPY

Rather than just offer up a line-item description of your home, we create copy that highlights more than just your homes' basic features and teases that important details have been left unsaid. This creates curiosity to further maximize buyer inquiries.

3

STARTING PRICE

We position your price as a "starting price" instead of an "asking price". This encourages buyers to see your stated price as a minimum to negotiate up from rather than a price they should plan to negotiate down, further establishing value and desirability.

4

NO YARD SIGN

Yard signs can sometimes signal buyers that your home is sitting unsold. That's why we don't use a yard sign in the early stages of our marketing. This allows us to conduct the VIP and Opportunity Showings to buyers who understand they are getting an early, sneak peek at your home with the exclusive opportunity to purchase before other buyers even know about it.



A hand holding several thick stacks of US dollar bills, with the top stack clearly showing \$10,000 bills. The background is a blurred outdoor scene with green grass and a blue sky with white clouds.

5

7-STEP SHOWING PROCESS

We developed a 7-step process for showing your home that creates a perception of stand-apart uniqueness, proven to attract higher offers. We use this with every buyer we introduce your home to during every showing. We recognize how important it is that we be present for every showing to further maximize a buyers ability to recognize the value your home offers.

6

COUNTEROFFER INTELLIGENCE

After buyers submit an offer, we developed a strategy to learn how much more they will pay over their initial price so we can better advise you on any counteroffer you would like to make. This helps ensure you don't leave money on the table without risking losing a buyer from an initial offer that may not initially be what you want.

PROOF: MORE MONEY WITH 72SOLD

Back in 2025, an extensive study looked at over 11,000 transactions and concluded that **72SOLD consistently delivers 5.8% higher median sale prices** than the standard MLS approach. This isn't just a small pilot study—it's a broad dataset that confirms our strategies work across many markets and price ranges.

Given these results, it's no surprise that we've been named the #1 real estate firm in the Western U.S. and landed among the Inc. 5000's Top 250 fastest-growing companies. The industry has taken notice because our outcomes are undeniable, and our methods are replicable—as long as the agent obtains the right training through our certification program and follows our process.

Learn Quickly Before Your Home Becomes "Stale". One often-overlooked advantage of our 4-Stage Marketing Plan is how quickly you learn whether your home is going to sell at a premium price. In the conventional approach, you might list your home, wait several weeks, lower the price, wait again, and then possibly lower it once more. Meanwhile, valuable time slips away, and visible days on the market keep stacking up.

With 72SOLD, if your home doesn't sell in the first four stages, you already

have the market data you need to decide if you want to adjust the price. This immediate feedback loop prevents a long, drawn-out process that could damage your home's perceived value.

How Much Do 72SOLD Certified Agents Charge? People sometimes ask: "How much extra does this specialized service cost?" The simple answer is: It doesn't cost extra. Hiring a 72SOLD Certified agent typically costs about the same commission rate as hiring any other agent. The difference is our approach has delivered 5.8% higher final sale prices on average, which more than offsets any commission. In other words, you're likely to end up with more net proceeds than you would with a conventional agent's approach.

Why So Affordable? We believe our success depends on delivering better results for sellers, not charging higher commissions. By focusing on a streamlined, high-velocity sales cycle, we sell homes quickly and effectively, earning top prices. This efficiency allows us to operate at a cost that remains competitive in virtually any market.

Choose a 72SOLD Certified Agent. Selling your home is a major life event—one that often impacts your finances, future plans, and family well-

being. A 72SOLD Certified Agent brings a specialized skill set grounded in sales psychology and strategic marketing, enabling you to walk away with more money in less time. Let's break down the core pillars of our system:

Psychology-Powered: We don't rely on guesswork; we use proven psychological triggers—exclusivity, scarcity, and urgency—to compel buyers to act and offer more.

Record-Breaking Results: Multiple studies (including the 2025 analysis of 11,000+ sales) confirm that 72SOLD consistently helps sellers outperform traditional MLS listings by a significant margin.

Strategy-Based Home Sale Process: From the first stealth email to your final handshake at closing, every stage is executed with clear, price-enhancing strategies in mind.

When you choose 72SOLD, you're opting into a meticulously planned journey specifically crafted to ensure you get the highest possible price in the shortest feasible timeframe. It's not about listing your home and hoping; it's about presenting your home in a strategic way that drives competition and delivers results.

PUTTING IT ALL TOGETHER

- **Faster Sales, Higher Prices:** The entire system is engineered to create excitement around your listing and encourage rapid, competitive offers.
- **No Visible Days on Market:** We limit the time your property appears online until you're ready to unveil it at the perfect moment, preserving your home's "fresh factor."
- **Data-Driven Confidence:** If your home doesn't sell during the initial blitz, you have immediate market feedback that helps you make informed decisions about pricing or minor improvements.
- **Peace of Mind:** You're in control every step of the way. You decide how long to remain in Stealth Marketing. You choose whether to allow private showings. You're the one who ultimately accepts or declines offers.
- **Empowerment:** Ultimately, the 72SOLD approach empowers you to manage your home sale on your terms, confident that you're leveraging the best possible strategies to attract eager buyers willing to pay top dollar.

ARE YOU READY TO SEE HOW 72SOLD CAN TRANSFORM YOUR HOME-SELLING EXPERIENCE?

Our certified agents stand by with a friendly, expert hand, ready to:

- 1. Maximize Your Sale Price:**
Don't leave money on the table. Our approach consistently yields above-market offers.
- 2. Rapidly Learn Market Realities:**
If your home isn't going to sell at the price you want, you'll know quickly—without the stigma of piling on days in MLS.
- 3. Minimize Stress & Wasted Time:** By condensing showings, controlling how the property is introduced, and using advanced marketing tactics, we reduce the chaos that often accompanies a typical home sale.
- 4. Sell With Confidence:** Our process allows you to make the

final sale with confidence that you are getting the best value for your home.

In essence, 72SOLD isn't just another real estate method; it's a redefinition of what real estate success can look like. We believe home sellers deserve better than the outdated list-and-wait model.

By prioritizing your needs—shorter timelines, higher offers, and less stress—we're rewriting the standards of the industry. This is the same way Uber reimagined transportation and Amazon redefined retail: with innovation, efficiency, and an unwavering focus on making the experience better for the customer.

READY TO GET STARTED?

If you're eager to experience the 72SOLD difference for yourself—maximizing your home's value while avoiding the frustrations of the standard real estate process—connect with one of our certified agents today. We'll walk you through each stage, answer any questions you have, and tailor the approach to fit your unique circumstances. Our mission is simple: sell your home at the highest possible price, in the least amount of time, with the least hassle.

Let's make your home sale smoother, faster, and more profitable than you ever thought possible.

We look forward to guiding you on this exciting journey!

OUR MISSION WAS BORN FROM OUR CEO

Widely recognized as one of the foremost authorities on real estate and marketing strategies, he brings not only experience, but vision and purpose.



Greg is widely recognized as **one of the most creative real estate marketers in America**. His real estate training company is the most recommended on LinkedIn.

Greg's 72-Hour Home Selling Program facilitated by 72SOLD, is the fastest growing real estate program in America, achieving 300%-500% annual growth since its founding in 2018. The program has been featured in Forbes, on ABC, CBS, and NBC television and received numerous accolades.

A Real Estate Visionary

Greg Hague has devoted his professional career to founding and growing real estate firms pioneering new business models dedicated to improving the U.S. home selling process. He is founder and CEO of 72SOLD, recognized in 2022 as the "leading home selling program in America."

Greg was lauded by Real Estate Today magazine as a "Real Estate Visionary," having founded an international referral service, the top ranked luxury home brokerage in Arizona, and a 122-office, 4000 agent real estate franchise.

A Serial Entrepreneur & Public Speaker

Greg served as a real estate business commentator for NPR and real estate expert to The Wall Street Journal. He has appeared on over 200 television and radio shows, was featured in Kiplinger's book, Buying and Selling a Home, Investors Business Daily, Money Magazine and Carolyn Janik's book, Selling Your Home.

Greg has been nominated Entrepreneur of the Year, Educator of the Year, served as a Dale Carnegie instructor and authored the highly reviewed Amazon bestselling book, How Fathers Change Lives – Stories of Remarkable Dads.



IT'S ABOUT CONSUMERS

Greg is most known for his exceptional passion for protecting consumers with programs and strategies that give more flexibility, deliver a better experience and a better result.



THE RECAP

CONS

OF TRADITIONAL

NO ABILITY TO TEST THE MARKET
WITHOUT A VISIBLE RECORD OF A
PERCEIVED FAILED SALE

NO ABILITY TO PROVIDE A SENSE
OF OPPORTUNITY

DAILY RECORD OF DETRIMENTAL
DAYS ON MARKET SHOWING A
FAILURE TO SELL

DAILY RECORD OF DETRIMENTAL
PRICE CHANGES NEGATIVELY
AFFECTING PERCEIVED VALUE

PROS

OF 72SOLD.

ASSESS THE MARKET AND
IDENTIFY POTENTIAL BUYERS
WITH NO DAYS ON MARKET

LEVERAGE THE OPPORTUNITY TO
BUY BEFORE OTHERS

MINIMIZE DAYS ON MARKET
AND LEVERAGE EXCLUSIVITY,
SCARCITY AND URGENCY TO ACT

TEST PRICING WITHOUT
ONLINE TRACKING TO CONFIRM
PERCEIVED VALUE

72SOLD is a proven way to avoid the detrimental aspects of traditional real estate while leveraging the best marketing strategy to generate the highest price possible for a home in the quickest time possible.

America's Leading Home Selling Program

72SOLD



**Inc. 5000
Regionals**
FASTEST-GROWING COMPANY
— 2025 —



**Inc. 5000
Regionals**
FASTEST-GROWING COMPANY
— 2025 —



TOP 250

Fastest Growing Companies
in America



#1 Real Estate Firm
in Western U.S.
#2 Nationwide - 2024

TOP 50
PRIVATELY HELD
COMPANIES

PHOENIX
BUSINESS JOURNAL



2023
**Most Admired
Companies**



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Telephone: (844) 990-7272

E-mail: support@72SOLD.com

WWW.72SOLD.COM