

# Performance Study Released 2025

**+5.8% MORE for our sellers!**



**250% FASTER sales for our sellers!**

**Take a peek  
inside!**



# Sellers chose 72SOLD certified agents 5X more often than the competition...

INDEPENDENT STUDY released in 2025

HOME SELLERS LISTED THROUGH 72SOLD CERTIFIED AGENTS 5X MORE OFTEN THAN OTHER AGENTS*	
72SOLD	1.25
Compass	.63
RE/MAX	.61
Russ Lyon Sotheby's	.43
Realty Executives	.38
Keller Williams	.33
Realty ONE Group	.27
Coldwell Banker	.27
My Home Group	.25
eXp	.24
West USA	.19
Berkshire Hathaway	.19
Century 21	.15
Homesmart	.15
Delex	.13
Average Non-72SOLD Brokerages	.25
*Results from independent study by Navi Title of Phoenix MLS Per-Agent Production Report by Broker - January 2025	

Sellers chose 72SOLD  
certified agents **5X**  
**more often.**

**5X  
MORE**

# Results of 5-year independent study released in 2025 of 11,618 MLS closings

## WHY SHOULD THESE NUMBERS MATTER TO YOU?

**+5.8%**  
**HIGHER**

**101%**  
**OVER**

**250%**  
**FASTER**

## +5.8% HIGHER PRICES

### 72SOLD Agents Sold Homes At Higher Prices

*72SOLD certified agents sold their listed properties at a median price of **5.8% more** than other MLS agents.*

## 101% OVER LIST PRICE

### 72SOLD Agents Sold Homes Over Full Price

*72SOLD certified agents got their sellers a median of **101% of original list price**.*

## 250% FASTER SALES

### 72SOLD Agents Sold Homes 250% Faster

*72SOLD certified agents sold homes an average of 250% faster than other agents in the MLS.*

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\*Sales comparison from the Greater Phoenix MLS from 1/1/2020 through 12/31/2024 for homes sold between \$100,000 and \$1,000,000 to remove the influence of luxury home sales skewing up the median sale price.



# 72SOLD®



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



**2023**  
**Most Admired**  
**Companies**



**2024**  
MOST CREATIVE  
COMPANIES

**TOP 50**  
PRIVATELY HELD  
COMPANIES

PHOENIX  
BUSINESS JOURNAL



## America's Leading Home Selling Program