



**HIGHER
PRICES
FOR SELLERS**

The "Uber" of Real Estate!

**We redesigned the
home sale process
to give you...**

CERTAINTY

**You pick your sale
and close dates**

CONVENIENCE

**You avoid showings
day after day**

HIGHER PRICES

**You net \$1,000's more
than if you sold
traditionally**



*Nationally
Recognized*

-  **Granted Multiple
U.S. Trademarks**
-  **Featured on CBS,
NBC, ABC & Fox News**
-  **Showcased in Forbes**

72 SOLD

Traditional Problems

Selling the Traditional Way

TRADITIONAL PROBLEM

SPORADIC OFFERS

You are forced to decide on offers before all buyers have had a chance to see your home and make offers.

OUR SOLUTION

SIMULTANEOUS OFFERS

We identify all potential buyers first, let them see your home, then have them make offers together.

TRADITIONAL PROBLEM

MINIMUM COMPETITION

You miss a golden opportunity to develop competition and drive up your sale price because buyers see your home one at a time, and don't know about other buyers.

OUR SOLUTION

MAXIMUM COMPETITION

We show your home to all buyers at the same time (instead of one at a time) so they see each other coming and going, creating competition and validating desirability.

TRADITIONAL PROBLEM

RAPID DEVALUATION

You lose value each day your home sits on the market because buyers presume it has been seen and rejected by other buyers, so it must be overpriced.

OUR SOLUTION

NO DEVALUATION

We arrange for all buyers to see your home and make offers at the same time, eliminating the negative perception that others have previously rejected it.

BUYERS CONTROL THE PROCESS

In traditional real estate buyers are in control. They control when they see your home, when they make offers, how much they offer, when you close, and when you move.

72SOLD Solution

Selling the 72SOLD Way

WHAT YOU DO

SET YOUR STARTING PRICE

Set a starting price with our help, the minimum we advise buyers to offer.

PICK YOUR MONDAY

Pick any Monday you want to sell, and tell us when you want to close.

WHAT WE DO

5 DAYS TO MARKET

Monday we begin promoting your home using our USPTO trademarked message and marketing process that flushes out the best potential buyers within days. We build excitement... but we don't begin showings.

1 DAY TO SHOW

72 HOUR PROGRAM

Saturday we compress showings into a 90-minute time period so buyers see each other coming and going, creating a competitive environment and validating your home's desirability.

1 DAY TO NEGOTIATE

Sunday we leverage this competitive environment to negotiate all buyers to their highest price, verify their financial ability, and tell them your preferred closing date.

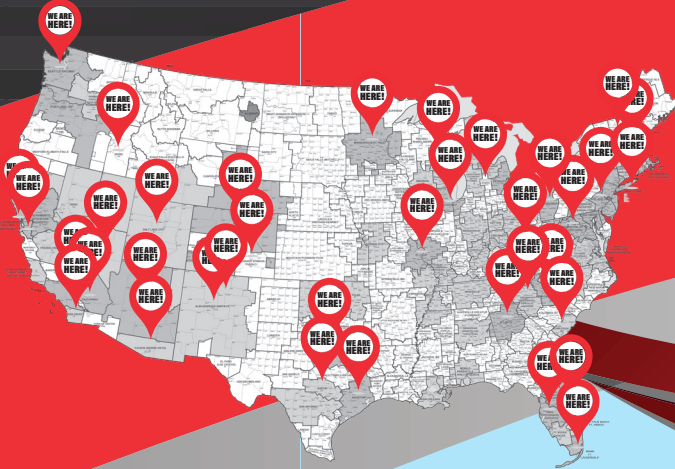
1 DAY TO SELL

Monday (Day 8) we present you with each buyer's highest and best offer so that you have the opportunity to sell at absolute top of the market. If you decide not sell you owe us nothing.

YOU ARE IN CONTROL

With 72SOLD, you are in control. You control when buyers see your home, their minimum offer, when you evaluate offers, when you will close and when you move.

SELLING HOMES COAST TO COAST, INCLUDING CANADA & GUAM!



**8.4%
HIGHER
PRICES**

THE AVERAGE HOME SALE PRICE USING 72SOLD AFFILIATED AGENTS WAS 8.4% OVER THE MLS AVERAGE IN OUR LARGEST MARKETS FOR 2020!



Program Overview

8 DAYS

TOP OF THE MARKET

5 DAYS

MARKET

1 DAY

SHOW

1 DAY

NEGOTIATE

1 DAY

DECIDE

**72 HOUR
PROCESS**

5 DAYS TO MARKET

We market your home M-F starting 8 days before your sale day.

1 DAY TO SHOW

We compress buyer showings into 90-minutes on Saturday.

1 DAY TO NEGOTIATE

We negotiate all buyers to their highest and best offers on Sunday.

1 DAY TO SELL

We present you with all buyer offers on Monday.

TOP OF THE MARKET

You see absolute top of the market for your home on the day you want to sell. If you move forward, great. If not, you owe us nothing.