



**TOP 250**

Fastest Growing Companies  
in America

**72 SOLD**®



# 4-Stage/11-Day **HOME SALE PROGRAM**

HIGHER PRICES FOR HOME SELLERS

## **2025 INDEPENDENT STUDY**

Over 11,000 home sellers who used our program walked away with a median sale price **5.8% higher** than other MLS sales.

# The Biggest Myth About Selling for Top Dollar

Many people believe that the key to selling a home (or any product) for the highest price is maximum exposure—getting as many buyers as possible to see it. But that’s simply not true.

Other than in an auction setting, higher prices don’t come from more buyers. They come from one buyer who believes they must pay up or lose out to another buyer who they perceive is right around the corner.

When a buyer believes they’re competing for something rare, special, and in demand, their willingness to pay increases dramatically. That’s the secret to premium pricing.

## THE DANGER OF LINGERING ON THE MARKET

In real estate, time is not your friend. The longer a home sits unsold, the more buyers assume:

- Other buyers have already seen it and walked away.
- It’s been rejected because it’s overpriced.
- If no one else wants it, why should I?

This perception lowers demand, creates hesitation, and ultimately forces price reductions. Study after study confirms that homes selling to a first or second serious buyer achieve higher prices than those that linger on the market and eventually sell to a “later” buyer.

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## SCARCITY AND URGENCY = HIGHER PRICES

What makes a buyer willing to pay more and act fast?

- **Scarcity** – The belief that this home is rare and highly desirable.
- **Urgency** – The fear that if they don’t act now, another buyer will take it.

These psychological triggers create the conditions for premium sale prices. When a buyer believes (whether true or not) that others are lining up to buy, they’re more likely to stretch their budget to secure the home before it’s too late.

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## WHY TRADITIONAL AGENTS GET IT WRONG

Many traditional agents tell sellers:

- “If this buyer doesn’t work out, we’ll find another one.”
- “Let’s hold out—there might be a better offer later.”

But the truth is, later buyers are typically NOT the highest-paying buyers.

Serious buyers act quickly. Buyers who wait—or show up later—often do so because:

- They’re shopping for bargains.
- They assume they have negotiation power because the home didn’t sell fast.
- They don’t feel urgency, so they make lower offers.

By focusing on creating competition and urgency early, sellers maximize their chances of securing the highest possible price.

# The 72SOLD Advantage: The 4-Stage, 11-Day Selling Process

At 72SOLD, we've perfected a process that creates the ideal conditions for premium offers. Our method ensures:

- Buyers perceive they're seeing the home before others (off-market pre-marketing).
- A controlled public launch day creates anticipation and demand.
- The first serious buyers feel pressure to make a strong offer before more competition arrives.

By creating this sense of exclusivity, buyers are far more likely to act fast and offer their highest price upfront.

## Winning with One Great Buyer

Selling for the highest price isn't about waiting for the "perfect buyer" to magically appear. It's about making a serious buyer feel like this is their perfect, rare, can't-miss opportunity.

Sellers don't need 50 buyers to walk through their home. They need one buyer who believes they must act now and pay more—or risk losing out.

That's what the 72SOLD process is designed to do.

More time on the market doesn't bring higher prices—scarcity and urgency do.

And that's why later buyers are typically not the highest-paying buyers.

*“Selling for the highest price isn't about waiting for the “perfect buyer” to magically appear. It's about making a serious buyer feel like this is their perfect, rare, can't-miss opportunity.”*

# The Problem with the Traditional Model

The standard way to sell a home—list it on the MLS, leave it there for weeks or months, and wait for offers—has remained largely unchanged for decades. Even though technology has evolved, that basic approach forces sellers to endure countless showings and extends the time it takes to get an acceptable offer. Worse still, having a property linger on the market can damage its perceived value.

72SOLD recognized that this waiting game leaves a lot of value on the table. Buyers see the number of days on the market accumulating, they wonder why the property hasn't sold, and eventually, they assume something must be wrong with it (even if that's not the case). This leads to lower offers and more frustration for you, the seller.



## A New Way Forward

We decided there had to be a more efficient, psychologically savvy way to sell homes. Drawing from the world of premium consumer brands—like Ferrari, Rolex, and Rolex-like exclusivity used by Apple product launches—we adapted their marketing psychology to real estate. By applying these tactics and strategies to home sales, we established an approach that's fundamentally different from anything else on the market. As you'll see, every stage of our system is designed to protect your home's perceived value and push buyers into action sooner.



## The ESU Effect

Central to our method is the “ESU Effect,” which stands for Exclusivity, Scarcity, and Urgency. Luxury brands have long known that positioning a product as rare or limited in supply causes buyers to feel they're missing out if they don't act immediately. That emotional trigger—often called “FOMO” (Fear of Missing Out)—translates to bigger, faster sales at higher prices. Our approach adapts these concepts to real estate, ensuring your home is presented in a similarly exclusive and coveted manner.



# THE IMPACT OF VISIBLE DAYS ON MARKET

In the pre-internet era, listings were not instantly visible to every buyer. Agents relied on print ads, yard signs, and local listings that took time and money to produce. Today, by contrast, a new listing is instantly displayed to nearly every buyer searching in your area. While that's fantastic for immediate exposure, it also means if your listing sits unsold for several weeks, the entire buyer pool knows it.

Our founder, Greg Hague, famously says:

“Time on the market is acid to the price of a home, not because of the time but because buyers can see the time.”

A 2025 study of a large MLS system showed that a median-priced home can lose more than \$9,000 in perceived value by the time it reaches 30 days on the market. By four months, that figure can skyrocket beyond \$45,000—an eye-opening statistic that underscores why lingering on the market can be financially devastating.



## A Quick-Fix Myth

Many sellers think they can just drop their price after a few weeks if no offers come in. However, lowering the price after you've already accumulated a visible record of time on the market often intensifies buyer suspicions: “Why didn't it sell at the original price? What's wrong with it?” Price reductions can lead to a downward spiral in perceived value, frequently resulting in final sales that are far below your property's true worth.

72SOLD is designed to prevent that scenario. Our goal is to position your home so that it never appears stagnant or “overlooked” in the eyes of potential buyers. Instead, we build excitement from Day One, so buyers feel they must act fast—because if they don't, someone else surely will.

## Luxury Brands Know Better

If you pay close attention to high-end brands like Ferrari, Rolex, or Hermès, you'll see that none of them simply place their products on a shelf for months at a time and wait for customers to show up. They actively cultivate the idea that their items are limited and desirable, persuading buyers they need to lock in a purchase before it's gone. We all know that if a product looks like it's going nowhere, the assumption is that no one wants it—driving the price (and excitement) down.

Even mass-market brands like Apple harness the ESU Effect masterfully. Every time a new iPhone is released, people form lines around the block, some even camping out overnight. Why? Because Apple has established an expectation of hype, limited availability, and the fear of missing out. Influenced by this formula, 72SOLD ensures your home draws the same type of “I need to act now!” mentality, which translates directly into higher offers and faster sales.

# 72SOLD Program Explanation

**Have you ever found yourself thinking, “There has to be a better way to sell a home—one that’s faster, simpler, and ultimately earns me more money?”**

If so, you’re not alone. Many home sellers share that sentiment, especially those who’ve encountered the traditional, drawn-out real estate process. At 72SOLD, we’ve heard these concerns—and we’ve designed a revolutionary approach that tackles them head-on. By leveraging advanced marketing psychology, we motivate buyers to act quickly and pay top dollar, all while giving you, the seller, greater control and peace of mind.

Learn why the conventional approach often falls short, how our exclusive 4-Stage/11-Day process can help you achieve a better outcome, and what each stage entails in detail. We’ll also explain the powerful psychological factors that drive buyer behavior and show you how our unique methods help you secure the best possible price for your home.



## **Revolutionizing Home Sale Strategy: The 72SOLD Advantage**

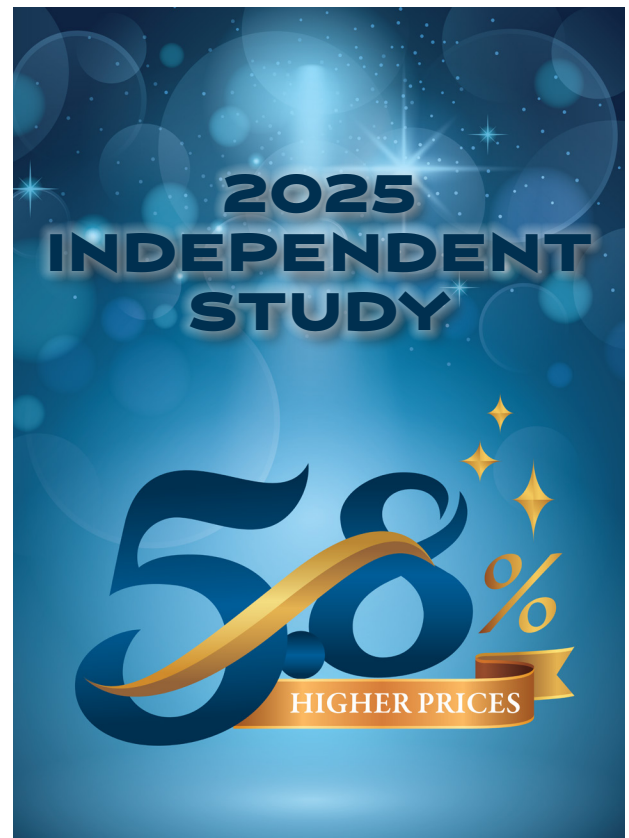
The real estate industry is full of companies teaching agents how to generate more leads, but in 2018, 72SOLD emerged to address a different and more fundamental concern: How do we sell homes better? For us, “better” is measured by how fast the home sells, how high the final sale price is, and how convenient and stress-free the process feels for you, the seller.

# PROVEN RESULTS

Our methods aren't just theoretical. 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 agent, you're choosing a professional who is deeply immersed in a system that prioritizes your financial interests and your overall peace of mind.



## TRADITIONAL REAL ESTATE IS COSTING YOU THOUSANDS

Selling a home may be one of the largest financial transactions of your life. Naturally, you want to maximize your property's value. Despite this, most agents rely on the same old approach:

1. List your home on the MLS
2. Publish it online (Zillow, Realtor.com, etc.)
3. Put up a yard sign
4. Wait and hope buyers come

Unfortunately, this method has some serious flaws. Most notably, the clock starts ticking the moment your home appears in the MLS. Potential buyers can see how many days your home has been for sale. If it doesn't sell quickly, they'll assume there's an issue—maybe it's overpriced, maybe it has defects, maybe other buyers have spotted a hidden problem. Regardless of the reality, the perception hurts your home's value.

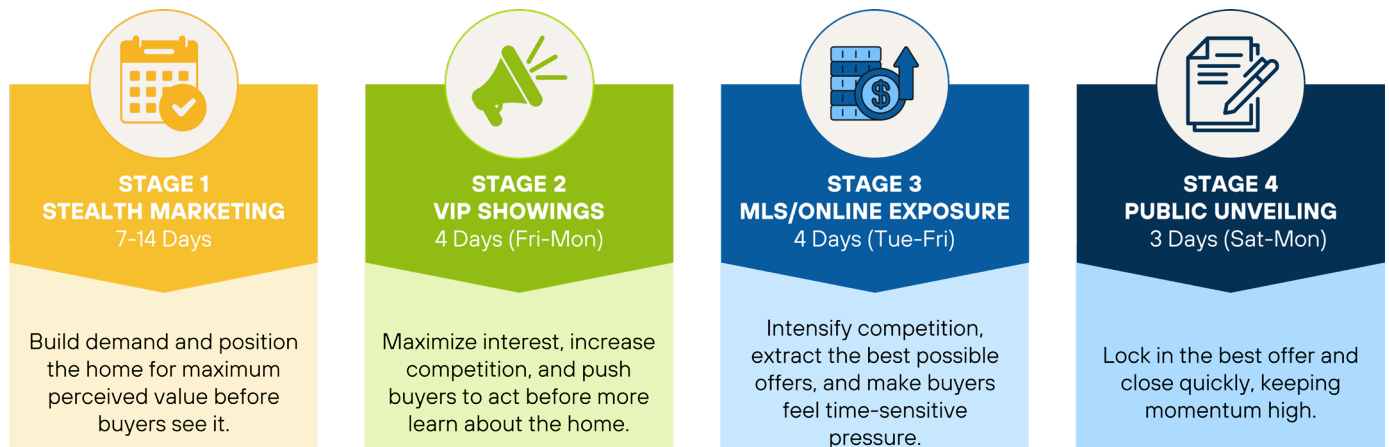
# ENTER 72SOLD: YOUR SHIELD AGAINST LOST VALUE

We realized that adapting these high-end brand strategies to real estate could revolutionize how sellers present their homes and how buyers perceive them. So we created our 4-Stage/11-Day process to do just that. We're taking control of the entire sales narrative so your home always appears fresh, compelling, and rare.

We know it works because an analysis of 11,000+ home sales confirmed that sellers who used the 72SOLD Program saw a 5.8% higher median sale price. For homes worth \$500,000, that represents around \$29,000 in extra proceeds in your pocket—money you can use for a bigger down payment your next home, a family vacation, or saving for the future. Best of all, many of these homes sell within just 11 days, with some selling in the first few days after launching our marketing push.

## THE 72SOLD 4-STAGE, 11-DAY HOME SELLING PROCESS

Our system focuses on making every buyer feel like they have exclusive access to a property that's in high demand. By scheduling showings in a strategically limited time frame, withholding certain details upfront, and continually nurturing the sense of scarcity and urgency, we prevent your home from looking stale or passed over.



### Stage 1: Stealth Marketing (7–14 Days)

#### 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. Our Stealth Marketing stage does the opposite by not publicly listing your home right away.

- It creates a sense of Exclusivity, Scarcity, and Urgency (ESU)
- It avoids any visible record of “days on market”
- It gives us the freedom to remain in this stage for as long as we like
- It prevents public price adjustments, so buyers never see if you raise or lower the price

*“Buyers see each other’s interest, often prompting them to make aggressive offers so they don’t lose the property.”*

## How We Attract Buyers During Stealth Marketing

### 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.

### 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 to reach out. While some of these buyers may not have an agent, that’s okay; we can handle their interest 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.

## Why This Is So Effective

When an agent says to a buyer, “I’ve got a property that hasn’t even been listed yet!” the buyer immediately feels like a VIP. This taps directly into the ESU Effect. Buyers realize they’re getting advance access, something others might not have. This approach often leads to premium offers before your home is even publicly marketed.

## Stealth Marketing in Action

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.



### Why This Is So Effective

- Identify buyers and create curiosity
- Generate excitement and build anticipation
- Preserve freshness and exclusivity with no visible days on market

## Stage 2: VIP Showings (Friday–Monday)

### Why This Stage Is Important

Once we're confident we've tapped into a pool of buyers during Stealth Marketing (and you're ready to move forward), Stage 2 begins. This stage continues the ESU Effect by strategically introducing your home to selected buyers—but still without it being on the MLS.



#### Day 1 of the 11 Days (Friday):

We reach out again to buyers, revealing your address and list price for the first time. We also launch a new round of outreach, now sharing more complete details.



#### Opportunity Showings:

Buyers who feel a strong sense of urgency may ask to see your home before Saturday's scheduled event, often leading them to make very appealing offers just to avoid competing with everyone else



#### Saturday VIP Viewing:

This is the first time your home is shown publicly, albeit still off the MLS. Buyers who attend see each other's interest, which stokes urgency and prompts higher offers.



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By refusing to publish the listing to the full online market at this point, we maintain the air of exclusivity for a bit longer, prompting buyers to act decisively.



#### Goals of This Stage

- Identify additional buyers while creating urgency to make offers
- Preserve freshness and exclusivity with no visible days on market
- Sell your home at an above-market price

## Stage 3: MLS/Online Exposure (Tuesday–Friday)

### 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 carefully so that the listing appears new to the online world, still with zero visible days on market.

### MLS & Online Marketing

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

### The ESU Effect Continues

During this phase, we highlight an upcoming Stage 4 Saturday Public Unveiling, often referred to as our Mega Open House. We tell serious buyers that more people will be seeing your home on Saturday—driving them to either:

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

### Opportunity Showings

Just like in Stages 1 and 2, we use “Opportunity Showings” to grant serious buyers a private first look. We re-frame the act of making an offer as a privilege for buyers, not a favor they're doing you. This keeps them feeling appreciative, rather than expecting you to bend to their 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 a shot before the general public. Often, they'll say “Yes!” wholeheartedly and present a robust offer, eager to avoid competition.

*“We reframe the act of making an offer as a privilege for buyers, not a favor they're doing you.”*



## Goals of This Stage

- Identify any remaining potential buyers through MLS and online exposure
- Preserve freshness and exclusivity by minimizing visible time on market
- Create urgency for buyers to submit offers before Saturday's Public Unveiling and Mega Open House
- Sell your home through an Opportunity Showing at an above-market price

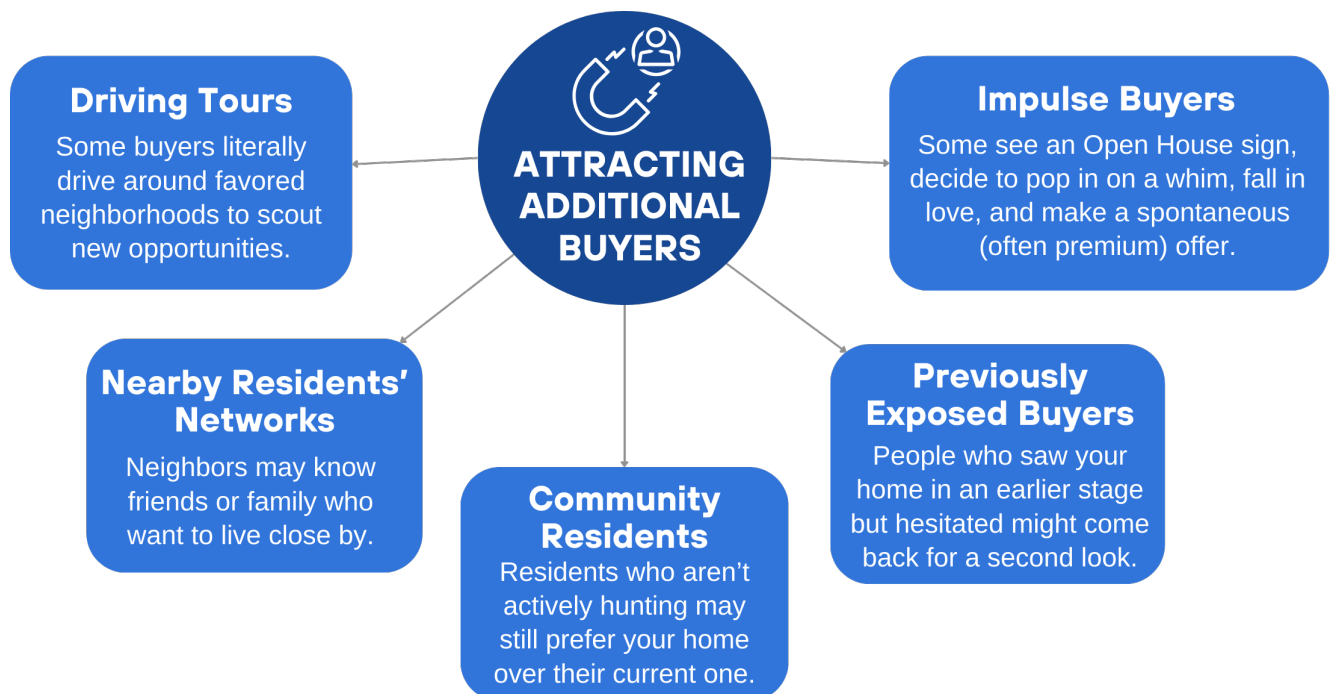
## Stage 4: Public Unveiling (Saturday–Monday)

### 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 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:





By hosting a Public Unveiling on Saturday, we tap directly into these “unofficial” pipelines. The event is heavily promoted in the neighborhood and on social media, ensuring a robust turnout.

### Aggressively Marketed Event

On Saturday, we stage the home in its best light, provide professional brochures, and encourage visitors to sign



*“Buyers see each other’s interest, often prompting them to make aggressive offers so they don’t lose the property.”*

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 property.

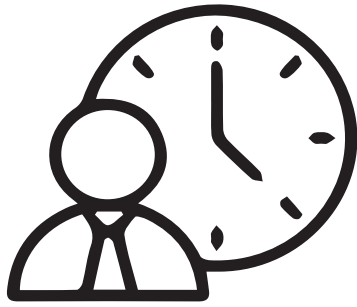
### The 72-Hour Home Launch

- **Saturday:** Mega Open House (Public Unveiling)
- **Sunday:** We contact attendees, gather feedback, and encourage 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

- Ensure no potential buyers are overlooked via a highly promoted Saturday Public Unveiling
- Create urgency for buyers to act before facing multiple offers on “Decision Monday”
- Sell your home at an above-market price  
If the home doesn’t sell, quickly revisit your price to avoid the time-on-market stigma



# Six Sale Price Enhancers

**Our 4-Stage/11-Day process forms the backbone of the 72SOLD strategy, but we also use several tactical enhancements to drive your sale price even higher:**

## **NO YARD SIGN**

By delaying a yard sign in Stages 1 and 2, we reinforce the perception that buyers are seeing the home early and privately. A yard sign signals a “typical” listing approach, which we aim to avoid until it suits our strategy (often in Stage 4).

## **STARTING PRICE**

We don't refer to it as an “asking price” or “list price.” Instead, it's a “starting price.” This subtle shift in language sets a floor that buyers should be prepared to exceed, rather than giving them a number to try to whittle down.

## **COUNTEROFFER INTELLIGENCE**

After buyers submit offers—but before we present them to you—we call the buyer's agent with carefully designed questions. This often reveals how much more they might be willing to pay. Equipped with that knowledge, you can confidently decide whether to accept or counteroffer, sure that you're not leaving money on the table.

*“We can often tell you how much more buyers will pay than the first offer they make you.”*

## **7-STEP SHOWING PROCESS**

Developed through thousands of showings, our 7-step method highlights your home's most unique attributes, the benefits of the neighborhood, and local community perks. The process culminates in a direct question to each buyer about how they feel about your home and how it compares to others they've seen. This immediate feedback allows us to adjust on the fly if needed.

## **BCW FORMULA**

“BCW” stands for Broken, Cosmetic, or Worn. We agree to fix items that are truly broken, but we emphasize to buyers that minor cosmetic or worn elements (like older carpets or minor scuffs) were visible and factored into our pricing. This mindset shift prevents buyers from attempting post-inspection renegotiations for every little cosmetic detail.

## **CERTIFIED APPRAISAL**

To guide you on setting a solid starting price, we offer reimbursement for a bank-certified appraisal. You order it, so the appraiser's duty is to you—ensuring the highest credible valuation. We then use that official appraisal to validate your price in the eyes of prospective buyers. This can be a powerful tool to counter buyer doubts and secure top offers.

# 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 has the right training and follows our process.

## LEARN QUICKLY BEFORE YOUR HOME BECOMES “STALE”

One often-overlooked advantage of our 4-Stage, 11-Day approach 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 11 days (plus any stealth period you choose for Stage 1), 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.



*“Our sellers walked away with 5.8% more.”*

## 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 move 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 way that drives real competition among buyers.

# DISCOVER THE 72SOLD DIFFERENCE

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.



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.

## 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.

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.

## 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!

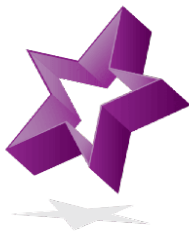
# Reinventing Real Estate

Traditional real estate agents rely on time and hope instead of proven price-enhancing strategy. They'll tell you more time on the market is the answer to finding the highest paying buyer.

This is verifiably not true. Studies of MLS data show later buyers usually pay less because they presume the home has been rejected by previous buyers as being overpriced.

The 72SOLD 7-Step/11-Day Home Selling Program has proven to generate more buyers who make faster offers at higher prices.

## OUR PROGRAMS FEATURED...



**Most Admired  
Companies**



**#1 Real Estate Brokerage  
in the Western U.S.**

**#2 Nationwide**

\*A study released in 2025 showing that homes sold by 72SOLD certified agents achieved a median sale price 5.8% higher than other properties sold in the local MLS. You may request a detailed copy of the study from your local 72SOLD certified agent.