

72 SOLD.



11.2% **BETTER**



Psychological Drivers We Leverage

01

Social Proof

**There are many
interested buyers**

**I hear they
really like it**

02

Scarcity

**It's a
one-of-a-kind**

**I want to
make it mine**

03

Fear of Loss

**Others
want it too**

**I might
lose it**

04

Opportunity

**I am being
treated special**

**I can
make it mine!**



We leverage the power of these four psychological drivers to make buyers want your home more...and pay more!



Home Selling Process

We developed a home selling process that leverages four of the most powerful psychological drivers to sell your home quickly and at the highest possible price.



We market your home privately
to our VIP buyers... but don't begin showings.

MONDAY - THURSDAY



IF NO SALE



We give those buyers opportunity
to pay your target price before your home is marketed publicly.



We market your home publicly
everywhere except MLS to avoid showing days on the market.

FRIDAY - MONDAY



IF NO SALE



We give those buyers opportunity
to pay your target price before your home is submitted to MLS.



We market your home in MLS
to expose it to all buyer agents and their buyers.

TUESDAY -



IF NO SALE



We give these buyers opportunity
to pay your target price before our Saturday public Home Launch.

- FRIDAY

We show your home to buyers
on Saturday in 10-min. intervals so they see each other coming and going.



IF NO SALE



We give those buyers opportunity
to pay your target price before your planned sale date on Monday.

72 HOUR HOME SALE

We re-contact every buyer
on Sunday and give them one last chance to buy on Monday.



We present you with all offers
alerting buyers to stand by for a final opportunity to beat out other buyers.



Home Pricing Formula

We developed a home pricing formula to flush out every potential buyer for your home quickly, while creating an urgency for them to act and make you their highest offer.



We set a Target Sale Price
that is what your home would have sold for at the top of the market.



We use a 3-step Range Pricing Formula
to sweep in every potential buyer quickly and create an urgency for them to act.



We use the term Starting Price
instead of "asking price" to present your price as the floor from which offers go higher.



11.2%

**HIGHER
PRICES**

In an independent study of homes sold in the Phoenix metro market from January 1, 2020 - May 31, 2022 72SOLD Affiliate Hague Partners closed 5,945 sales at a median sale price averaging 11.2% higher than the MLS. This validates the power of our program to generate higher prices for our sellers. *Individual results may vary.



OVER 1000

5-STAR GOOGLE REVIEWS

*Recently
Recognized!*

**"America's Leading
Home Selling Program"**

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

