



72SOLD[®]



10 INNOVATIONS TO HIGHER PRICES FOR SELLERS

10 INNOVATIVE DIFFERENCES BETWEEN 72SOLD
AND TRADITIONAL REAL ESTATE THAT RESULT IN
HIGHER PRICES FOR HOME SELLERS

More Inquiries...

These three innovative steps have proven to significantly increase buyer inquiries on a home when it's marketed on Zillow, Realtor.com, MLS and any other platform.

1

FEWER, BETTER PHOTOS

Traditionally, agents think more photos equals better marketing. We found that using only a home's very best photos makes it stand out, increasing its appeal and limiting the possibility buyers will see something they don't like.

2

CURIOSITY-CREATING AD COPY

Traditionally, agents write ad copy that is factual and filled with clichés. We found that using well-crafted sentences creating curiosity and concluding with a compelling reason to call significantly increases buyer inquiries.

3

COMPETITION BASED PRICING

Traditionally, agents advise sellers to price their home using previous similar sales. We found that using similar homes currently for sale (the ones buyers are comparing) leads to smarter pricing and significantly increases buyer inquiries.

Excited Buyers...

These three innovative steps make buyers more excited to see a home, and more likely to act quickly and pay a premium price to take it away from other buyers.

4

SCARCITY/ SOCIAL PROOF

When buyers inquire, instead of simply setting a showing, we light up with enthusiasm, extol a home's most unique features (creating scarcity), talk about the additional buyer interest (social proof), and get buyers even more excited to see the home.

5

OPPORTUNITY SHOWING

Once buyers are excited, we mention the first public showings are on an upcoming Saturday, then offer them the opportunity to see the home early, setting the stage for us to give them a chance to pay the sellers' price and beat out other buyers (see Step 8).

6

COMING SOON SIGN

When we meet buyers for each Opportunity Showing, we either have no yard sign or a Coming Soon sign to further reinforce that this showing is a privilege, a chance to see the home before it's offered to other buyers on an upcoming Saturday.

Higher Offers...

These three innovative steps increase the probability buyers will make higher offers, and give us the knowledge we need to negotiate them to the highest price.

7

7-STEP SHOWING PROCESS

Our 7-Step Home Showing Process enhances a home's value, uniqueness and desirability in buyers' eyes, while flushing out what buyers think of a home so we can better advise sellers during negotiations.

8

OPPORTUNITY PURCHASE

At the end of a showing, when buyers like a home, we offer them the opportunity to pay the sellers' price to head off the upcoming competition and avoid the risk of losing that home to another buyer.

9

COUNTEROFFER INTELLIGENCE

We developed a 4-step conversation with buyers' agents to flush out how much more their buyer will pay over the initial offer, so we can advise sellers how high to counteroffer without losing the buyer.

Save Money...

Our innovative BCW Formula provides an inspection template for buyers to save home sellers money from unreasonable repair requests.

10

**WE INCREASE
SELLER PROCEEDS
BY SAVING THEM ON
REPAIRS!**

BCW FORMULA

After the sale contract is signed, buyers typically have an inspection period. Our Broken/Cosmetic/Worn Home Inspection Template helps eliminate unfair repair requests from buyers and has saved our sellers thousands.

**1700+
5-Star
Google
Reviews**



ACE AWARD FOR
CORPORATE
EXCELLENCE
AWARDS 2022
**INNOVATOR
OF THE YEAR**

2022 TOP 300
FASTEST GROWING
U.S. COMPANIES



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PROGRAM VALIDATION

Four independent studies over three years showed home sellers who used the 72SOLD program averaged 8.4%-12% higher prices than other homes sold in their local MLS.

*Our Program
Featured*



LOCAL NEWS AFFILIATES

Forbes

72SOLD®

**72SOLD RANKED IN THE 2022 INC.
5000 TOP 300 FASTEST GROWING
COMPANIES IN AMERICA**