

72 SOLD<sup>®</sup>

Nationally Recognized

**America's Leading  
Home Selling  
Program**



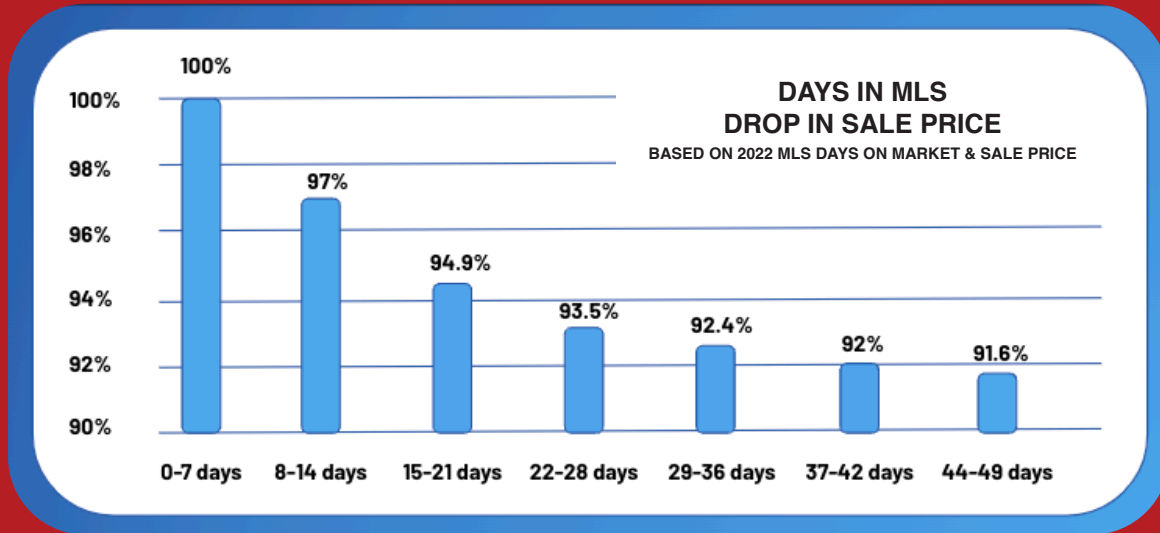
# Price-Depressing Problems...

These two problems have resulted in significantly lower sale prices for home sellers.

1

## Time On Market

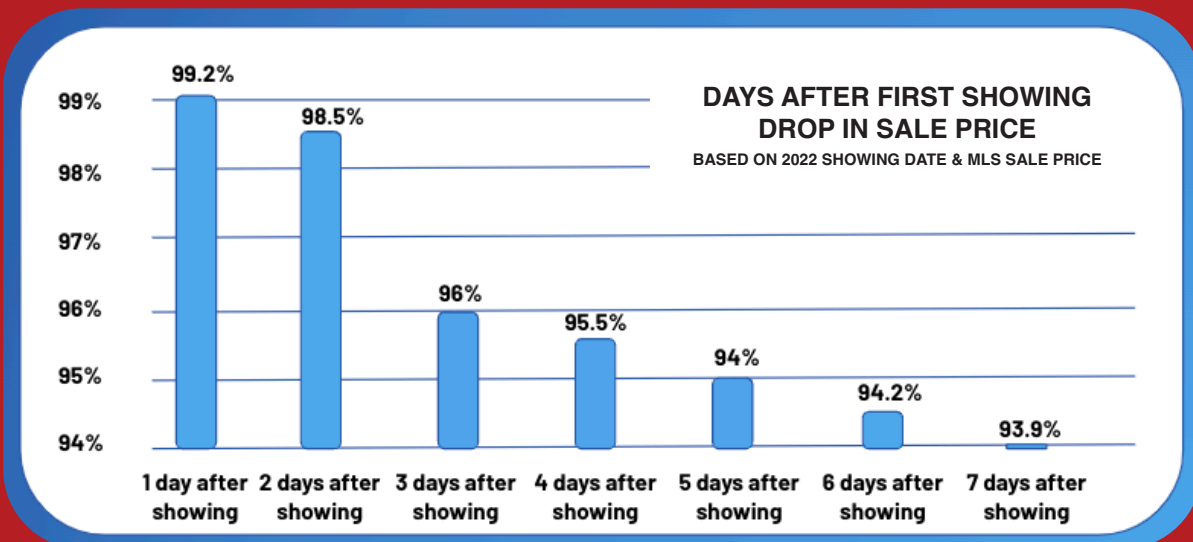
When homes linger on the market unsold, buyers presume they are overpriced and make lower offers.



2

## Buyer Delay

When buyers delay making offers after a showing, those offers are typically lower.





# The 72 SOLD<sup>®</sup> Solution

*This home sale process was designed with one goal in mind...higher prices for sellers.*

## 1 72 Hr Showing Weekend

We schedule an upcoming 3-day weekend for your first showings so we can initially tell interested buyers that your home is not immediately available for them to see.

## 2 Opportunity Showings

Then we give each buyer the opportunity to see your home before it's offered to the public, eliminating the perception that previous buyers rejected it.

## 3 7 Step Showing Process

Our showing process portrays your home as being more desirable, a better value, and in higher demand than competing properties currently on the market.

## 4 Opportunity Purchase

During each showing we talk about the other buyers waiting to see your home, then give the current buyer a way to head off the competition and buy it.

***This four step sequence solves the two major problems that depress home sale prices.***

## BUYER MINDSET JOURNEY

### 72 HR Showing Weekend

*This home might be perfect and I don't want to wait.*



We first tell interested buyers your home is available to see on an upcoming weekend.

### Opportunity Showing

*Thank you for letting me see it before other buyers!*



We then make each buyer feel special, offering an opportunity to see your home early.

### 7 Step Showing Process

*Wow, I love this home and don't want to lose it.*



We show your home in a way that makes buyers more likely to love it and want it.

### Opportunity Purchase

*Thank you for giving me the opportunity to act quickly and buy it!*



We give each buyer a chance to head off the competition and buy your home first.

WE TAKE BUYERS ON A MINDSET JOURNEY THAT RESULTS IN HIGHER SALE PRICES FOR YOU

WE USE THE SAME MODERN SALES PSYCHOLOGY USED BY FORTUNE 500 COMPANIES TO SELL PRODUCTS AT HIGHER PRICES

## ***Additional strategies that enable our sellers to walk away with more...***

**1**

### ***Competition Based Valuation***

Instead of using only sold “comps,” we show you an analysis of the homes currently for sale that buyers will compare to yours so you can price your home more intelligently based on your competition.

**2**

### ***“Coming Soon” Yard Sign***

Instead of using a “For Sale” sign, we use a “Coming Soon” sign (or no sign) to reinforce to buyers that your home has not yet been offered to the public or been seen or rejected by other buyers.

**3**

### ***Counteroffer Intelligence***

Before presenting you with an offer, we found a way to learn from buyer agents the maximum amount their buyer will pay for your home so we can guide you in making the highest possible counteroffer.

**4**

### ***BCW Formula***

Instead of hoping that buyers submit reasonable or no repair requests after their inspection, we developed a template to ensure that you are protected from making unnecessary and costly repairs.

The traditional home sale process has failed to evolve and adopt modern sales and marketing psychology.  
That’s what we brought to the industry.

As  
Featured

Forbes

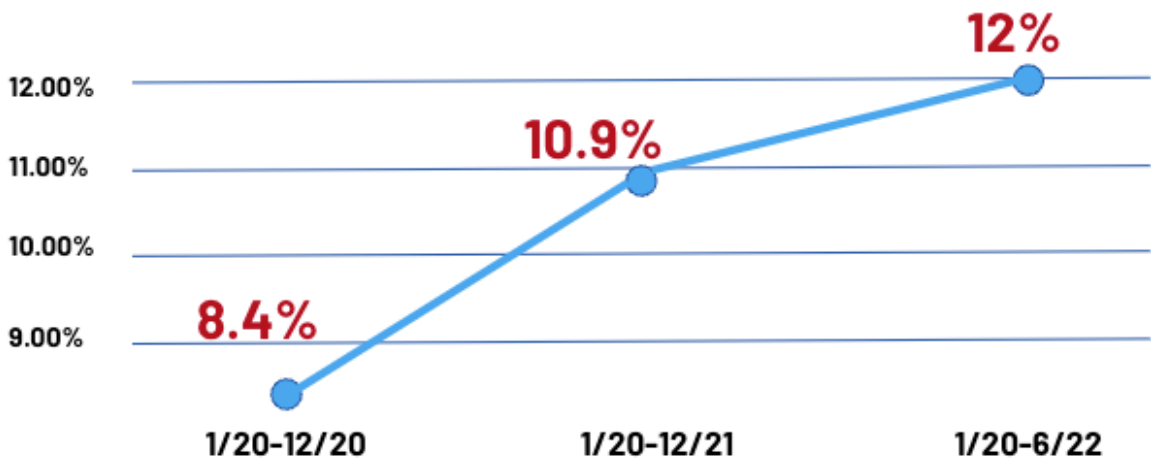


CBS

## INDEPENDENT STUDY

RELEASED JUNE 2022

6,440 home sellers who used our program over 2 1/2 years averaged 8.4%–12% higher prices than their local MLS median.



1000+ 5-Star  
Google Reviews

A



ACCREDITED  
BUSINESS

# Inc. 5000

TOP

# 10

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Growing  
Real Estate  
Companies  
In America

2022

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