

72SOLD[®]

NATIONAL MEDIA LAUNCH

SHAKING UP THE WORLD OF REAL ESTATE

**\$12 MILLION
A MONTH IN
NATIONAL
TELEVISION
MARKETING**

As featured

Forbes

CBS



This exclusive program is limited to fewer than 8,000 agents nationwide.

1

During the past four years, we have spent millions on television, radio, and digital marketing in various cities around the country to promote our home selling program. Our goal was to attract home sellers and refer them to local real estate agents who had been trained on our unique program.

2

This advertising-driven program has already generated over \$125,000,000 in commissions for 400+ Realtors in 10 different markets as of July 1, 2022.

3

Having proven our ability to generate quality home seller referrals for our agents in selected markets, we are now going to expand our program on a national basis.

4

Beginning in the first quarter of 2023 we plan to launch a \$12,000,000/month national television advertising campaign on the NBC, ABC, and CBS Morning & Evening News, seven days a week. These commercials will be broadcasted daily into every city in the country (see sample schedule on back page).

5

Home sellers will be directed to the 72SOLD website where they will tell us when they plan to sell and what they believe their home is worth. Sellers will also provide their phone number, expecting a local 72SOLD agent to reach out to them.

6

72SOLD agents in each market are in an automatic lead rotation sequence, so they each receive roughly the same amount of seller referrals. Therefore, our website auto-distributes home seller leads to our agents on a proportional basis. Only one 72SOLD agent will receive each lead, so there is no competition for the business.

7

72SOLD agents are notified immediately by text when they receive a seller referral. Each text includes the seller's address, phone number, time frame for selling, and estimated value of their home. These sellers will be expecting an immediate phone call or text message from a 72SOLD agent.

8

The U.S. is divided into 210 "Designated Market Areas" (DMAs). In order to ensure that our agents receive a significant number of seller referrals, we will initially limit the number of agents permitted to participate in each DMA to one agent per 15,000 homes (see pages 7/8).

9

Agents will be selected to participate in our program based on their list-side track record, which is essentially their ability to list and sell homes as opposed to conducting buyer-side business.

10

In order to participate in the 72SOLD National Launch, agents must commit to learning our unique way of selling homes, and be able to explain our program to our seller referrals.

11

The cost for agents to participate in our program is \$1500/month per referral position in each DMA, with a minimum time commitment of three months. Highly qualified agents may be permitted to take more than one referral position in their DMA, especially if they have a team of agents to service the additional business.

12

The \$1500 monthly referral position payments will be deposited into a national advertising account at Bank of America, and used exclusively for national advertising. Agent payments may be made by credit or debit card through our payment portal.

13

After 80% of the referral positions are taken in each DMA, we will begin national advertising. This is to ensure that there are enough agents to service the thousands of seller referrals we expect to be generated.

14

Over the past four years, we have been able to generate quality seller referrals at an average of \$300 each. While we do not guarantee a set number of seller referrals per month, a reasonable expectation is 4-5 referrals per \$1500 spent. In high-priced markets, the cost per referral tends to be higher at roughly \$400-\$500.

15

Our referral fee is 25% on commissions generated from our referrals, which is lower than the industry standard. This is how we cover our costs and generate a profit.

16

If you have already been approved to participate in our program, you may sign up at 72Payments.com. If you have not yet been approved, you may sign up for an interview at 72National.com.

17

When you first sign up to reserve a referral position in your DMA, you will not be paying the \$1500 at that time. You will receive access to our training and be notified roughly 60 days before we are ready to begin our national advertising. At the time you are notified, you will be required to deposit your \$1500 into our national advertising account. If you should choose not to make the deposit, you may walk away and we shall offer your position to another agent on our wait-list.

18

In order to sign up and reserve one of the referral positions in your DMA, you must pay a \$199 training fee to learn our home selling program. This will give you access to our training in order to actively start using our program and improve your self acquired business. After you have signed up and attended a few training sessions, if you don't love it you may cancel within 10 days to receive a full refund.

19

The \$199 training fee also includes access to our video training and DIY Marketing Library. You will receive the same TV commercials that we use to generate business across the country, formatted for social media platforms to help you generate list side business on your own.

20

Our DIY Marketing Library is a gold mine to differentiate you in your market, and create more seller leads at a lower cost than any other traditional real estate advertising.

Rank	Total Homes 2021	15k per DMA
1 New York	7,452,620	497
2 Los Angeles	5,735,230	382
3 Chicago	3,471,560	231
4 Philadelphia	2,997,360	200
5 Dallas-Ft. Worth	2,962,520	198
6 San Francisco-Oak-San Jose	2,653,270	177
7 Atlanta	2,648,970	177
8 Houston	2,569,900	171
9 Washington, DC (Hagrstwn)	2,565,580	171
10 Boston (Manchester)	2,489,620	166
11 Phoenix (Prescott)	0	
12 Seattle-Tacoma	2,098,800	140
13 Tampa-St. Pete (Sarasota)	2,035,250	136
14 Minneapolis-St. Paul	1,887,390	126
15 Detroit	1,862,620	124
16 Denver	1,798,440	120
17 Orlando-Daytona Bch-Melbrn	1,731,360	115
18 Miami-Ft. Lauderdale	1,693,450	113
19 Cleveland-Akron (Canton)	1,511,970	101
20 Sacramnto-Stkton-Modesto	1,459,260	97
21 Portland,OR	1,315,470	88
22 Charlotte	1,290,660	86
23 St. Louis	1,239,210	83
24 Raleigh-Durham (Fayetteville)	1,237,230	82
25 Indianapolis	1,182,500	79
26 Pittsburgh	1,166,130	78
27 San Diego	1,132,300	75
28 Baltimore	1,129,830	75
29 Nashville	1,102,340	73
30 Salt Lake City	1,100,260	73
31 San Antonio	1,031,180	69
32 Hartford & New Haven	1,002,710	67
33 Columbus, OH	999,300	67
34 Kansas City	986,160	66
35 Greenvll-Spart-Ashevll-And	940,000	63
36 Cincinnati	925,900	62
37 Milwaukee	921,920	61
38 Austin	912,400	61
39 West Palm Beach-Ft. Pierce	870,720	58
40 Las Vegas	833,510	56
41 Grand Rapids-Kalmzoo-B.Crk	781,080	52
42 Harrisburg-Lncstr-Leb-York	772,810	52
43 Jacksonville	756,960	50
44 Oklahoma City	755,340	50
45 Birmingham (Ann and Tusc)	730,440	49
46 Norfolk-Portsmth-Newpt Nws	725,580	48
47 Greensboro-H.Point-W.Salem	717,110	48
48 Albuquerque-Santa Fe	716,800	48
49 Louisville	696,070	46
50 New Orleans	663,520	44
51 Memphis	619,610	41
52 Providence-New Bedford	619,140	41

Rank	Total Homes 2021	15k per DMA
53 Buffalo	612,780	41
54 Ft. Myers-Naples	608,640	41
55 Fresno-Visalia	607,200	40
56 Richmond-Petersburg	585,030	39
57 Mobile-Pensacola (Ft Walt)	584,290	39
58 Wilkes Barre-Scranton-Hztn	571,470	38
59 Little Rock-Pine Bluff	562,060	37
60 Albany-Schenectady-Troy	556,730	37
61 Tulsa	552,980	37
62 Knoxville	535,230	36
63 Lexington	499,880	33
64 Tucson (Sierra Vista)	479,780	32
65 Dayton	476,790	32
66 Spokane	470,210	31
67 Honolulu	464,090	31
68 Des Moines-Ames	457,040	30
69 Green Bay-Appleton	455,560	30
70 Wichita-Hutchinson Plus	447,710	30
71 Roanoke-Lynchburg	446,270	30
72 Omaha	439,530	29
73 Flint-Saginaw-Bay City	439,380	29
74 Springfield, MO	432,370	29
75 Charleston-Huntington	426,980	28
76 Columbia, SC	421,760	28
77 Rochester, NY	412,190	27
78 Portland-Auburn	409,560	27
79 Huntsville-Decatur (Flor)	409,200	27
80 Toledo	408,590	27
81 Madison	408,570	27
82 Colorado Springs-Pueblo	386,620	26
83 Waco-Temple-Bryan	383,820	26
84 Paducah-Cape Girard-Harsbg	382,300	25
85 Harlingen-Wslco-Brnsvl-McA	380,530	25
86 Shreveport	375,420	25
87 Syracuse	373,320	25
88 Chattanooga	373,120	25
89 Charleston, SC	369,800	25
90 Champaign&Sprngfld-Decatur	365,240	24
91 Savannah	364,630	24
92 Cedar Rapids-Wtrlo-IWC&Dub	357,480	24
93 El Paso (Las Cruces)	343,530	23
94 Baton Rouge	335,670	22
95 Ft. Smith-Fay-Sprngdl-Rgrs	327,930	22
96 Burlington-Plattsburgh	326,000	22
97 Jackson, MS	323,800	22
98 South Bend-Elkhart	320,050	21
99 Myrtle Beach-Florence	314,030	21
100 Tri-Cities, TN-VA	312,560	21
101 Boise	311,270	21
102 Greenville-N.Bern-Washngtn	308,190	21
103 Davenport-R.Island-Moline	298,580	20
104 Reno	293,750	20

Rank	Total Homes 2021	15k per DMA
105 Lincoln & Hastings-Krny	287,510	19
106 Evansville	285,880	19
107 Johnstown-Altoona-St Colge	282,430	19
108 Tallahassee-Thomasville	281,680	19
109 Sioux Falls (Mitchell)	277,210	18
110 Tyler-Longview(Lfkn&Ncgd)	276,520	18
111 Ft. Wayne	273,680	18
112 Augusta-Aiken	271,640	18
113 Eugene	263,100	18
114 Fargo	262,440	17
115 Lansing	262,310	17
116 Springfield-Holyoke	257,110	17
117 Yakima-Pasco-Rchlnd-Knnwck	256,130	17
118 Traverse City-Cadillac	253,730	17
119 Youngstown	249,300	17
120 Macon	243,340	16
121 SantaBarbra-SanMar-SanLuOb	242,220	16
122 Lafayette, LA	237,720	16
123 Peoria-Bloomington	235,550	16
124 Monterey-Salinas	234,150	16
125 Bakersfield	232,010	15
126 Montgomery-Selma	228,760	15
127 Columbus, GA (Opelika, AL)	221,700	15
128 Wilmington	219,160	15
129 La Crosse-Eau Claire	217,880	15
130 Corpus Christi	210,160	14
131 Amarillo	190,340	13
132 Chico-Redding	189,580	13
133 Columbus-Tupelo-West Point	184,570	12
134 Medford-Klamath Falls	182,510	12
135 Columbia-Jefferson City	181,120	12
136 Wausau-Rhineland	180,920	12
137 Salisbury	174,080	12
138 Odessa-Midland	173,210	12
139 Rockford	172,720	12
140 Duluth-Superior	171,400	11
141 Minot-Bsmrck-Dcknsn(Wlstn)	171,030	11
142 Topeka	170,640	11
143 Monroe-El Dorado	169,140	11
144 Beaumont-Port Arthur	168,210	11
145 Lubbock	167,660	11
146 Palm Springs	167,650	11
147 Anchorage	158,570	11
148 Sioux City	155,090	10
149 Wichita Falls & Lawton	153,870	10
150 Rochestr-Mason City-Austin	149,660	10
151 Erie	148,830	10
152 Joplin-Pittsburg	146,870	10
153 Panama City	145,260	10
154 Albany, GA	142,860	10
155 Bangor	141,120	9
156 Terre Haute	137,190	9
157 Biloxi-Gulfport	137,020	9

Rank	Total Homes 2021	15k per DMA
158 Idaho Falls-Pocatlo(Jcksn)	136,150	9
159 Sherman-Ada	135,390	9
160 Gainesville	135,120	9
161 Missoula	128,570	9
162 Binghamton	127,800	9
163 Wheeling-Steubenville	127,010	8
164 Bluefield-Beckley-Oak Hill	123,020	8
165 Abilene-Sweetwater	116,310	8
166 Yuma-El Centro	116,250	8
167 Billings	114,850	8
168 Hattiesburg-Laurel	108,610	7
169 Rapid City	105,510	7
170 Clarksburg-Weston	103,610	7
171 Utica	102,000	7
172 Dothan	100,840	7
173 Lake Charles	100,340	7
174 Quincy-Hannibal-Keokuk	99,840	7
175 Jackson, TN	97,320	6
176 Harrisonburg	97,020	6
177 Charlottesville	94,530	6
178 Elmira (Corning)	92,150	6
179 Bowling Green	87,660	6
180 Watertown	85,670	6
181 Alexandria, LA	85,620	6
182 Jonesboro	84,400	6
183 Marquette	84,030	6
184 Bend, OR	79,710	5
185 Butte-Bozeman	79,650	5
186 Laredo	77,640	5
187 Grand Junction-Montrose	74,740	5
188 Lafayette, IN	74,690	5
189 Twin Falls	69,610	5
190 Lima	67,390	4
191 Meridian	64,050	4
192 Great Falls	64,020	4
193 Eureka	61,330	4
194 Parkersburg	60,750	4
195 Cheyenne-Scottsbluff	60,470	4
196 Greenwood-Greenville	58,830	4
197 San Angelo	58,000	4
198 Casper-Riverton	55,770	4
199 Mankato	54,290	4
200 Ottumwa-Kirksville	46,870	3
201 St. Joseph	45,070	3
202 Fairbanks	36,800	2
203 Zanesville	33,580	2
204 Victoria	33,490	2
205 Helena	31,090	2
206 Presque Isle	27,140	2
207 Juneau	26,160	2
208 Alpena	16,450	1
209 North Platte	14,630	1
210 Glendive	3,900	1
Totals	118,769,050	7,919

MONTHLY NATIONAL TELEVISION SCHEDULE



24 Commercials Weekly

Today Show: 7a-9a M-F (1 spot daily)

Today Show: 9a-10a M-F (1 spot daily)

Today Show: 10a-11a M-F (1 spot daily)

Saturday Today Show: 7a-9a (1 spot)

Sunday Today Show: 8a-9a (1 spot)

NBC Nightly News: M-Sun (1 spot daily)



19 Commercials Weekly

ABC Good Morning America: 7a-9a M-F (1 spot daily)

ABC Good Morning America: 9a-10a M-F (1 spot daily)

ABC Good Morning America: Weekend Edition 7a-8a (1 spot)

ABC Good Morning America: Weekend Edition 7a-8a (1 spot)

ABC World News Tonight: M-Sun (1 spot daily)



14 Commercials Weekly

CBS This Morning: 7a-9a M-F (1 spot daily)

CBS Saturday Morning News: 7a-8a (1 spot)

CBS Sunday Morning News: 8a-9a (1 spot)

CBS Evening News: M-Sun (1 spot daily)

*amount of spots and networks subject to change

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