



To whom it may concern;

Over three years (Jan 2020 - Dec 2022) as a representative of three different title companies, part of my job was to analyze housing data (nationally and locally), including real estate firm and real estate agent statistics.

An aspect of my research was to analyze home sale price comparison statistics for sellers who used the 72SOLD program compared to sellers who did not.

The 72SOLD program has been marketed as a program designed to achieve higher prices for home sellers, and my responsibility was to see if this was an accurate representation (I learned repeatedly that it is).

I performed five separate studies based on MLS home sale data that is also reflected in public records. These studies reflect home sale prices in several different markets (different cities) and in various home price ranges (low/mid/high priced homes).

At no time have I been compensated or employed by 72SOLD and/or any of its affiliates.

As you can see, all five studies (involving tens of thousands of MLS home sales) show that sellers who used the 72SOLD program typically received significantly higher prices than sellers who did not sell through the program. I have watched 72SOLD grow quickly, receive multiple awards, and considerable positive publicity.

These statistics are from various cities throughout Arizona where 72SOLD was founded and has the longest history. I was also involved in several calls over the years with people who were assessing 72SOLD sales in cities around the country and they saw similar results - properties sold using the 72SOLD program consistently generated higher prices compared to other similar homes sold in the market.

Note that as national home sale prices declined by over 1.5% a month in the last half of 2022, sellers who used the 72SOLD program consistently generated 10.8% in Q3 and 9.1% in Q4 higher prices than the MLS median. See studies 4 and 5 below.

Study 1:

1/1/2020 to 12/31/2020

72SOLD closings: 777

The 72SOLD closed median price was **8.41% higher** than the MLS median sales price.



Study 2:

1/1/2020 to 12/31/2021

72SOLD closings: 3,721

The 72SOLD median sales price was **10.92% higher** than the MLS median sale price.

Study 3:

1/1/2020 to 6/30/2022

72SOLD closings: 6,440

The 72SOLD median sale price was **12% higher** than the MLS median sales price.

Study 4:

1/1/2020 to 9/30/2022

72SOLD closings: 7,654

The 72SOLD median sale price was **10.83% higher** than the MLS median sale price.

Study 5:

1/1/2020 to 12/31/2022

72SOLD closings: 8,480

The 72SOLD median sale price was **9.10% higher** than the MLS median sale price.

Please let me know if you have any questions regarding this data.

A handwritten signature in blue ink that reads 'Sarah Perkins'.

**SARAH PERKINS**

DIRECTOR OF INDUSTRY RESEARCH &  
SR. ACCOUNT EXECUTIVE

---

SPERKINS@**NAVITITLE.COM**

☎ 480.707.8946      365 E. GERMANN RD  
SUITE 270  
GILBERT, AZ 85297