



To whom it may concern;

Over five years (Jan 2020 - Dec 2024) 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 a home price range of \$100,000 through \$1,000,000.

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 sold for a median significantly higher 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.

During the high interest rate, lower buyer demand, real estate market of 2024, the study shows 72SOLD sellers still achieved a significant sale price premium (5.8%), only slightly lower than previous high buyer demand years, illustrating the program generates sale price premiums for sellers in all types of market conditions.

** Limiting criteria used in all studies: homes sold for \$100,000 - \$1,000,000 (93% of MLS sales) to ensure the 72SOLD seller price premium was not influenced upward by luxury sales. **



Study 1:

1/1/2020 to 12/31/2020

72SOLD closings: 737

MLS Median: \$312,000

72SOLD Median: \$333,000

The 72SOLD median sale price was **6.7% higher** than the MLS median sale price.

Study 2:

1/1/2020 to 12/31/2021

72SOLD closings: 3,544

MLS Median: \$350,000

72SOLD Median: \$385,000

The 72SOLD median sale price was **10.0% higher** than the MLS median sale price.

Study 3:

1/1/2020 to 12/31/2022

72SOLD closings: 8,064

MLS Median: \$375,000

72SOLD Median: \$415,000

The 72SOLD median sale price was **10.7% higher** than the MLS median sale price.

Study 4:

1/1/2020 to 12/31/2023

72SOLD closings: 10,252

MLS Median: \$385,000

72SOLD Median: \$415,000

The 72SOLD median sales price was **7.8% higher** than the MLS median sale price.

Study 5:

1/1/2020 to 12/31/2024

72SOLD closings: 11,618

MLS Median: \$395,000

72SOLD Median: \$418,000

The 72SOLD median sales price was **5.8% 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'.

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