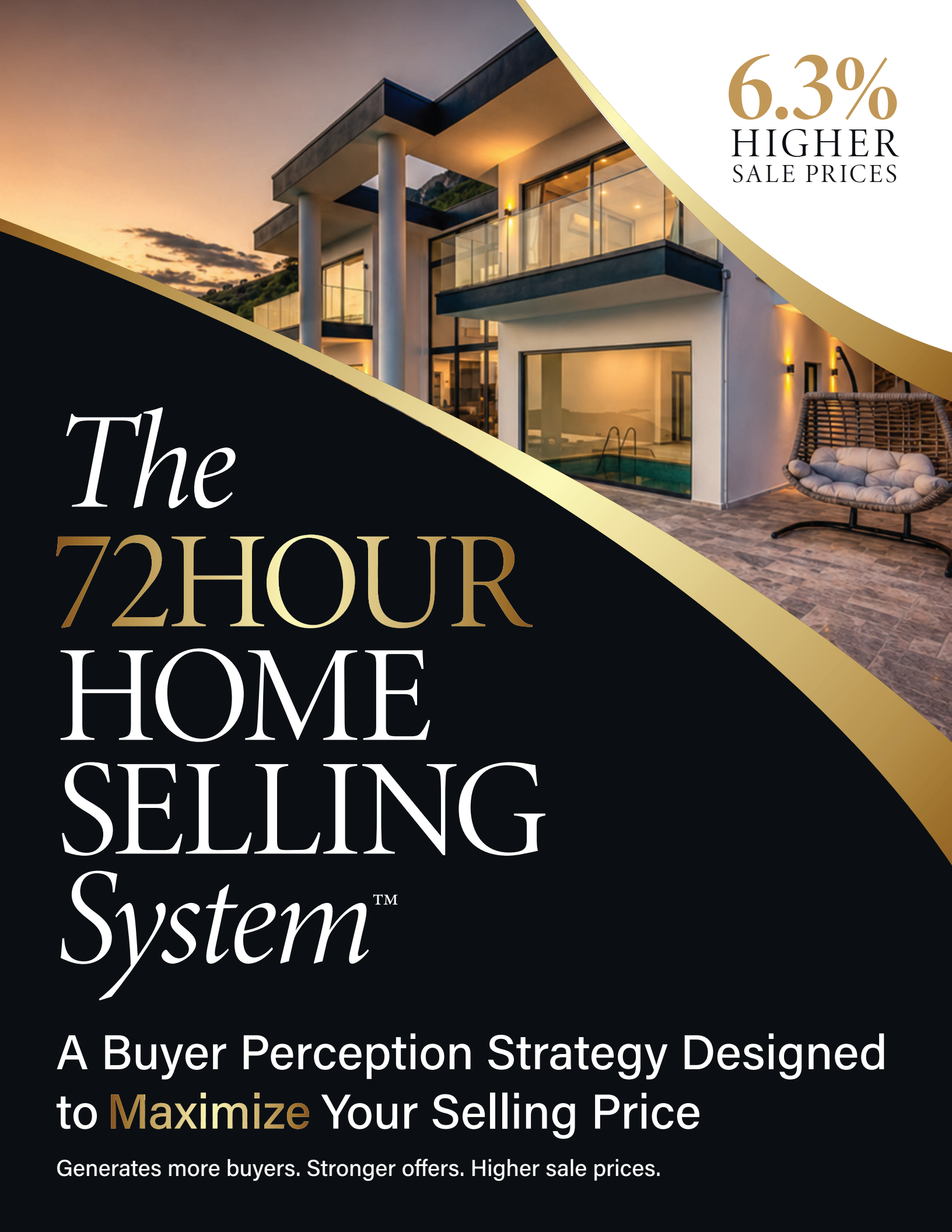




6.3%
HIGHER
SALE PRICES

The 72HOUR HOME SELLING *System*TM

A Buyer Perception Strategy Designed
to **Maximize** Your Selling Price

Generates more buyers. Stronger offers. Higher sale prices.

The Way Buyers *Perceive* Your Home Determines the Price They Pay

The 72HOUR Home Selling System™

is built on one principle: the price your home sells for is determined by buyer perception. And perception can be shaped by how your home is positioned. Does it offer unique benefits other similarly priced homes don't? Has it been seen and rejected by previous buyers? Are other buyers waiting to see it, likely to make offers when they do?

The traditional home sale process does nothing to shape perception. Homes are tossed into the MLS and onto the home search portals, and time immediately goes to work against you. Days on market quickly become a warning sign that something is wrong. Today's buyer senses no other buyers coming tomorrow. Open houses look like desperation. So buyers feel no urgency to make immediate, strong offers, because they believe time is on their side.

We do the opposite. Our system uses time and the positioning of showings to create urgency, the feeling that buyers must act now or lose out. Three strategically orchestrated Buyer Competition Windows™ keep your home positioned as fresh and sought after, each one giving buyers a compelling reason to make a strong offer before the next wave of competition arrives.

Then our **Seven Price Maximization Strategies™** make every competition window work even harder: more buyer inquiries, more excitement to see your home, a heightened perception of value when they do, and real urgency to act fast with a strong offer.

Traditional real estate leaves buyer perception to chance.

We engineer it in your favor.

The Three BUYER COMPETITION WINDOWS™

Three consecutive windows, each giving buyers a powerful reason to act immediately with a strong offer before what they perceive as the next wave of competition arrives.

01. Before MLS

Most MLSs allow one business day of marketing before a home must be entered and begin accumulating visible days on the market. Friday to Monday is one business day. Four full days. We use them to aggressively market your home, flush out buyers who feel they're first to know, and generate premium offers from buyers wanting to head off the wave of competition they believe is coming when your home goes live in the MLS and on the major home search portals. These four days are also the ideal time to test market reaction to your price, with no downside if you adjust it up or down, and no visible record of any change. Occasionally the reaction is so strong our sellers raise the price. All with zero visible days on the market.

02. Before Public Launch

Monday afternoon your home goes live in the MLS and on the major home search portals, bringing a fresh wave of buyers. When they call, we explain that because we expect so much demand, all showings are scheduled for Saturday's public launch. Then we describe your home so irresistibly that buyers or their agents almost always ask to see it sooner. Which is exactly what we want. It's how this competition window was designed.

We say yes and schedule a private showing during the week. These buyers feel the same early access privilege buyers felt in our first competition window, and the same compelling urgency to make a fast, strong offer before the crowd they picture arriving Saturday.



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03. 72HOUR Launch

If your home still hasn't sold at a price you love, we hold a widely promoted Public Unveiling, never an ordinary open house. Special VIP directional signs throughout the community pull in buyers who don't search online. They drive their favorite neighborhoods on weekends, watching for new listings. It's a bigger group than you'd think, and often the most serious, because they've chosen one area. We also invite your neighbors to bring friends who'd love living close by. Then every buyer who walks through is told you intend to sell on Monday. Intend. That word obligates you to nothing, but it gives every buyer a definitive deadline, and a compelling reason to ask whether, if they make a strong offer, you'd consider before all the others on Monday.

Why These Windows Matter:

Traditional real estate gives buyers time. The 72HOUR Home Selling System™ puts time and buyer urgency on your side. Three competition windows in just 11 days. Buyers racing a deadline instead of waiting you out. And your home stays fresh and new the entire time.
Only 8 visible days on the market.

The Seven PRICE MAXIMIZATION STRATEGIES™

Seven strategies that make each competition window even more effective,
further increasing the price buyers pay.

strategy 1.

Round-Number Pricing

We price your home at key search thresholds, like \$500,000 instead of \$495,000, so it appears for buyers searching both below and above that number. Homes priced just under a threshold vanish from every buyer searching just over it. More buyers. More showings. More offers.

strategy 2.

Fewer, Optimized Photos

We showcase only your home's most compelling images, each one optimized to create even more desire. One imperfect photo can hand buyers a reason to scroll past, so we never post one. Buyers have to come see the rest in person.

strategy 3.

Information Gap Copy

Our descriptions extol your home's most remarkable features, then deliberately leave one detail every buyer wants to know unsaid. Buyers find it nearly impossible not to call. And every call pulls another buyer into your competition windows.

strategy 4.

Seven-Step Showing Process

We never use a lockbox or allow an unaccompanied showing. Our agents personally guide every buyer through seven invisible steps that cause them to see your home as more unique, more valuable, and more livable, with a lifestyle they'd hate to lose.

strategy 5.

Opportunity Purchase Question

This one question flips the psychology of the offer. Instead of buyers feeling they're doing you a favor, they're hoping you'll choose their offer before other buyers arrive. A buyer hoping to be chosen writes a stronger offer, sooner.

strategy 6.

Counteroffer Intelligence

Before you respond to any offer, we have a carefully refined conversation with the buyer's agent that often reveals how much higher the buyer will actually go. You counter with real insight into the buyer's mind, so nothing is left on the table.

strategy 7.

Starting Price Positioning

We never present your price as an asking or list price, an aspirational number buyers expect to chip away at. Instead, we characterize it as a starting price, a floor where serious offers should begin. A small change in language that makes a big difference in the price buyers offer.

A Buyer Perception
Strategy Designed
to **Maximize** Your
Selling Price



Greg Hague, Founder
of The 72HOUR Home
Selling System™

The Mastermind BEHIND THE SYSTEM

America's number one home sales strategist spent twenty-five years perfecting one thing: **how to sell homes for more.**

The 72HOUR Home Selling System™ was built, tested, and refined by Greg Hague, an attorney and real estate broker with 50 years in the business. Back when he sold homes, he ranked number one in his state. Today, he's widely regarded as the nation's top home sales strategist. Greg has been interviewed on home selling strategy by *Forbes*, *HousingWire*, *The Wall Street Journal*, *Inman News*, and hundreds of other publications and TV news shows across the country. He has given marketing presentations to

some of America's largest companies, including American Express and Dale Carnegie Systems. His authority spans industries. His specialty is real estate. In 2027, he plans to make this program available to every homeowner in America on national TV. Every strategy came from one man's lifelong obsession with a single question: what makes a home sell for more? Curious about him? Search Greg Hague in your favorite AI platform.



Ask your agent about the **BCW Formula™**, our added protection for your proceeds after the contract is signed.

Better Results

Independent Study | May 2026

A study comparing over 100,000 home sales across **25 U.S. cities** found that the **12,642 sellers** who used the 72HOUR Home Selling System™ averaged **41% faster sales** and **6.3% higher prices** than the local MLS median for other homes sold.

Buyers don't pay what your home
is worth. They pay what they
perceive it's worth.

The 72HOUR Home Selling System™ puts time, urgency, and buyer competition on your side, engineering the perception that your home is special, sought after, and about to be gone, so when buyers decide what it's worth, they decide it's worth more.

As featured:



Forbes

CBS



Experience what **6.3% more**
looks like on your home.



**Most Admired
Companies**



Our 72-hour home sale firm
ranked among the
Inc. 5000 | **TOP 250**
FASTEST-GROWING U.S. COMPANIES