

**72 SOLD**®

# NATIONAL MEDIA LAUNCH

SHAKING UP THE WORLD OF REAL ESTATE

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

*As featured* Forbes CBS NBC abc

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

**1**

During the past four years we've spent over \$100,000,000 on TV marketing in various cities around the country promoting our home selling program. We have attracted over 300,000 home sellers to our website, who were referred to real estate agents trained on our home selling program.

**2**

Our referrals, on average, generate over \$200,000 in extra commissions each year for participating agents, with many earning over \$1,000,000/year.

**3**

Having proven our ability to generate home seller referrals for agents in multiple individual markets, we are now launching a national TV ad campaign.

**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 tell us when they plan to sell and what they believe their home is worth. They provide their address and phone number, expecting a local 72SOLD agent to reach out to them.

**6**

With our national TV campaign, 72SOLD agents in each market are placed in an automatic referral rotation, so they each receive roughly the same number of seller referrals each month. Only one 72SOLD agent will receive each referral, 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 to set an appointment.

**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 are initially limiting the number of agents permitted to participate in each DMA to one agent per 15,000 homes (see pages 7/8).

**9**

Newer agents and experienced agents have been equally successful with our referrals because these home sellers are interested in our program and typically don't care how long an agent has been in the real estate business.

**10**

To receive our home seller referrals, you must first learn our unique home selling program, which is 100% compliant with every state's regulations and all MLS rules.

**11**

The cost to be trained on our program is a one-time fee of \$199, with an ongoing fee of \$72/month for access to our continuing training and video marketing library to help you generate your own business with our program. This also gives you the option to contribute "\$1500 units" each month to a TV marketing fund.

**12**

The \$1500 monthly ad fund contributions are used exclusively for TV and other marketing to generate home seller referrals for you. You can make ad fund contributions at [72AdFund.com](http://72AdFund.com).

**13**

After all U.S. agent positions are taken (8,000 total) we will begin national advertising. If all available positions in your DMA are filled out sooner, we may begin local TV advertising.

**14**

We typically generate home seller referrals at an average of \$300 each. While we do not guarantee a number of seller referrals per month, a reasonable expectation is 4-5 per \$1500 you contribute. We limit the number of agents in each DMA to help ensure that each agent receives the 4-5 referrals per \$1500.

**15**

You pay an industry standard 25% referral fee on commissions generated from our referrals. This is how we cover our costs and generate a profit.

**16**

If you you want to sign up, you may do so by going directly to *72Payments.com*. You can learn more at *72National.com*. If you have questions email *support@72SOLD.com*

**17**

**FAQ - Do I have to contribute \$1500 to a local or national advertising fund?**

No. Each month you will have the option to contribute one or more units of \$1500 to the advertising fund, but you are never required to make contributions. Some of our agents make large contributions one month and no contributions the next month so they have the time to catch up, selling the listings they acquired from our previous month's referrals.

**18**

**FAQ - How much training is involved?**

Your initial \$199 gives you immediate access to our online training portal with graphically enhanced videos that teach you our program. You will also be invited to attend our optional M-W-F National Team Call masterminds. If you cannot attend Live, the recordings are available in the member training portal.

**19**

**FAQ - Can I get started before the TV advertising begins?**

Yes. You get immediate access to our social media video marketing library, which are our best TV commercials customized to direct home sellers to your cell phone.

**20**

**FAQ - What's my biggest benefit?**

We convert your marketing dollars into commissions better than you could on your own, and better than any company in the world.



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
<b>Totals</b>	<b>118,769,050</b>	<b>7,919</b>



# 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