



72 SOLD

Playbook

kw Where Entrepreneurs Thrive

Welcome To The 72SOLD Playbook

2021 was a landmark year for home sellers. Homes sold in record time; asking prices felt more like starting prices. The National Association of REALTORS® reported that 43% of sellers who sold their home in less than a week sold for more than the original asking price. However, as interest rates have increased, the market has shifted. The average days on market is increasing. The longer a home is actively for sale, the greater the chance of a reduced sales price. This drives sellers to accept lower sales prices that take a longer period of time to be achieved, thus driving down seller satisfaction with their real estate agent. To shift into overthrive, you must find a way to disrupt the market.

Gary Keller teaches that there are two ways to disrupt a market:

1. Solve a problem that a large number of people have in an innovative way.
2. Present an opportunity to a large group of people that is wildly enticing.

What is the biggest problem for home sellers? What do home sellers desire most?

They want to get the best possible sales price for their home with a closing timeline that meets their needs. Real estate agents need a toolkit that sets them apart from their competitors by achieving what sellers want most, higher prices, and doing it in every type of market. Including the current one with market pressures that drive down listing prices and seller satisfaction. The 72SOLD program is a proven answer to meet those needs.

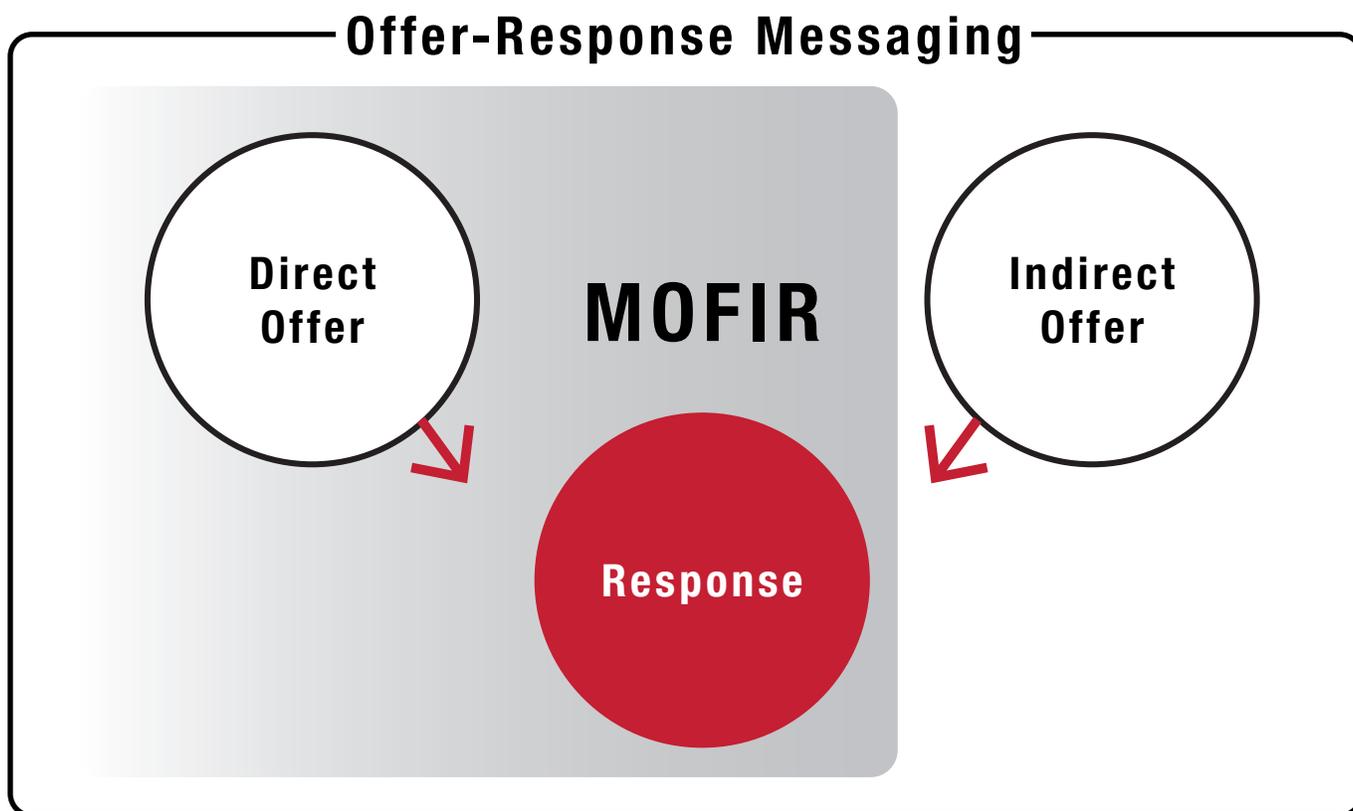
This playbook is designed to help you implement a lead generation MOFIR (Make Offer for Immediate Response) and referral program that will drive listing leads to your business and enhance seller satisfaction.

Direct Versus Indirect MOFIRs

Before we can get into the specifics of the 72SOLD program and MOFIR, it's important to first understand what MOFIRs are and how to implement them.

MOFIRs (Make Offer for Immediate Response) are the hyper-focused execution of the two basic principles of lead generation marketing. As explained in *SHIFT*, “the first principle of lead generation messaging is that your message must match your market.” (p. 58) This means that what attracted people during a hot market won't have the same impact in a market that has slowed down.

The second principle of lead generation messaging is that “your message must make an offer in order to get a response.” (p. 60) You can make an offer that leads to a direct or an indirect response. The difference between the two is that direct offers provide a path to immediate business. Indirect offers are generally made to help build relationships with people and open the door to them doing business with you in the future.



Imagine that a friend comes to your house and you ask “would you like something to drink?”. They will most likely answer with “what do you have?”. When you asked them if they would like something to drink, you made an indirect offer. The offer was not clear enough to get a yes or no from your friend. That’s why instead of saying yes, your friend wanted to know what you were offering exactly.

Let’s redo the scenario. A friend comes over and you ask “can I get you a glass of water?”. You have made a direct offer for a glass of water. This type of offer warrants a clear yes or no answer.

When making offers about a specific program, the same idea applies to real estate. Direct, program-based offers receive direct, program-driven responses. Program-based offers can have several advantages. Because you’re advertising a specific program, you will consistently attract consumers that are interested in learning more about the program. This eliminates any ambiguity in what the seller is interested in and provides a clear path to convert them. There is no need to guess what to highlight on the appointment, one just needs to present the program. Program-based offers are advantageous because they are targeting a specific group of people who want a specific solution that you provide.

Imagine that a friend of yours has been struggling with credit card debt. Your friend is watching TV when they see a commercial that says “using the NO DEBT EVER AGAIN FOREVER AND EVER program will eliminate your personal debt in one year and keep you out of debt FOREVER and EVER, call right now”. They immediately call to learn how the program works. **At that moment they had a program-based response to a program-based offer.**

72SOLD

72SOLD offers a program that attracts people who want to sell their home quickly. They advertise a remarkably simple, yet wildly effective, MOFIR: Get a higher price for your home through an innovatively simple process.

72SOLD has agreed to give Keller Williams agents the first right to two programs: The Lead Generation Tool Program and the Leads Referral Program.

The Lead Generation Tool Program is \$199 to register and \$72/month and provides the marketing and training to properly execute the MOFIR.

The Leads Referral Program launched in Q1 2023 at \$1500 per seat per month. This program offers listing lead referrals to agents in combination with the Lead Generation Tool Program.

Why this works:

1. Easy and Scalable Lead Generation Tool

The Lead Generation Tool program is your easy button for a scalable MOFIR. You no longer have to think about what message will work right now. 72SOLD does that for you, providing you with a high-quality online marketing library of print, digital, and video ads to self-generate your own home seller leads at a low cost. Use the tools with your branding and Command to create a steady influx of seller leads who have told you exactly what message appeals to them.

2. Super Quality Referrals

These referrals are more than leads, they are warm connections with quality information. Home sellers provide when they plan to sell, what they think their home is worth, and are waiting for you to contact them. Each warm connection is sent to only one agent, so your referrals are yours alone.

72SOLD Mythunderstandings

1. KW, with 72SOLD, is competing against their own agents for leads.

Reality: Keller Williams partnered with 72SOLD to provide an opportunity for KW agents to have more access to higher quality leads.

2. The 72SOLD program is just a TV commercial, it doesn't result in an increased price for the seller.

Reality: The TV commercials are backed by a program that uses some of the same techniques as the most successful brands in the world to drive demand. The laws of supply and demand hold that if you can increase demand and the supply is limited, you get increased prices.

3. There is no difference between buying leads from Zillow and 72SOLD.

Reality: When you buy a seat in the 72SOLD lead referral program, you get 4-6 exclusive referrals who have already raised their hand to sell and provided details about their home. The conversion rate on 72SOLD referrals is 38-42%. Zillow sells the same lead to multiple agents and Zillow leads convert at 1-2% on average.

4. 72SOLD is exclusive to Keller Williams agents.

Reality: Agents who joined the 72SOLD program prior to Keller Williams partnering with 72SOLD may be affiliated with other brokerages. Keller Williams agents have the first opportunity to buy seats in the Lead Referral Program and if there are left over seats in a media market, 72SOLD may sell those seats to agents who are affiliated with other brokerages.

5. 72SOLD commercials are anti traditional agents.

Reality: The commercials 72SOLD airs are designed around the MOFIR creating contrast with other real estate marketing. When you go on the listing appointment, it is up to you to determine if the client and their property are right for the 72SOLD program or would benefit from using a different marketing strategy. As the agent, you are at the center of the transaction as the fiduciary for your client.

72SOLD Mythunderstandings

6. 72SOLD leads are guaranteed.

Reality: The 72SOLD commercials showcase a program-based MOFIR (Make Offer for Immediate Response) that gets you kitchen table time and a clear path to conversion. Ultimately, it is still up to you to convert the appointment to a listing agreement.

7. The 72SOLD program is a get rich quick scheme.

Reality: 72SOLD teaches and trains agents how to best use the proven models and systems in order to convert the listing leads.

8. 72SOLD is unproven and not worth investing in.

Reality: Since 2020, 72SOLD has conducted five studies that showed not only an increase in closings through the program, but also that sellers are getting 8-12% more for their homes than other homes sold in the local MLS. Since partnering with Keller Williams in January 2023, KW agents were sent 22,000 listing referrals.

72SOLD

1. Master the 72SOLD MOFIR and Program

1. Understand the MOFIR
2. Become the Expert

2. Use the MOFIR to Drive Lead Generation

1. Brand Toolkit to Your Team
2. Make Contacts in a TCPA Compliant Way
3. Leverage Tech Plays to Make 7+ Touches

3. Present the Program

1. Educate Sellers
2. Explain Your Solution

4. Accelerate Your Business with Referrals

1. Get 4-6 Mid-Funnel Listing Referrals per Month
2. Change the Referral Volume Based on Your Business

5. Best Practices for Success

1. Build Your Success Team
2. Follow up with Warm Connections

1. Master the 72SOLD MOFIR and Program

Step 1: Understand the MOFIR and the Type of Consumers it Appeals to

The 72SOLD system starts with a MOFIR that speaks directly to what sellers want: “Get a higher price for your home through an innovatively simple process.” The MOFIR is backed by a program that uses “nudges” that tap into consumer psychology, resulting in a higher purchase price for the seller. These nudges were most commonly used in the retail sector and have propelled some of the most recognizable brands available today including Apple and Tesla.

The four nudges are:

1. **Social Proof**- The listing is highly desirable and there is buyer demand for it.
2. **Scarcity** - The home and its value proposition create an opportunity not to be missed.
3. **Fear of Loss** - The home will be offered to all interested buyers at the same time to create a competitive environment.
4. **Opportunity** - The buyer is offered an opportunity to pay the sellers price and take the home away from other buyers.

The MOFIR language is straightforward: “**Call/Click to find out how my program will sell your home faster, more easily, and at a higher price.**” The key phrase here is “find out how my program...” This advertisement appeals to people who want to sell their home NOW and maximize the sale price. When a seller responds to this offer, they want to learn about the program and the steps you will take to deliver on the offer. Their desire to understand how the program works gets you kitchen table time because the advertisement they saw emphasized an innovative approach and creates curiosity that causes sellers to want to learn more, which is achieved by meeting personally with you. Once you’re at the kitchen table, you are the expert who is there to educate the seller on the program and the market.

Step 2: Become the Expert on 72SOLD

1. Join the community and complete the training on 72national.com

The training on 72national.com provides you with the tools and talking points that enable you to master the language of consumer psychology:

1. Watch the videos to learn the strategies
2. Practice the conversations with sellers
3. Internalize the step-by-step checklists

2. Attend the weekly team calls and market updates

The toolkit materials are continuously updated to match the MOFIR and the presentation to the market of the moment. Weekly calls explain how and why updates are made. They provide you with information on how to leverage the materials to most effectively meet the market today.

3. Follow the steps of the program

1. Follow the 7-Step Appointment Setting Sequence
2. Prepare for the Listing Appointment
3. Conduct the *Meticulosity Walkthrough**
4. Present the 72SOLD Program
5. Have a Competition-Based Pricing Discussion
6. Explain the 8-Day Expectation
7. Bring the Home to Market on a Friday
8. Follow the 10 Psychology-Based Steps to Generate Final Offers.
9. Deploy the BCW Formula to lower seller repair cost

*The *Meticulosity Walkthrough* is the 72SOLD process for gaining the information you need to explain the 72SOLD program better while cultivating a relationship with the sellers on the listing appointment.

2. Implement the Lead Generation Tool Program

The 72SOLD toolkit is your marketing plan in a box. You choose your favorite methods of lead generation, brand the existing materials to you or your team, and then use the tech plays to lead generate.

Step 1: Brand the Marketing Assets to Your Team

Download the marketing and presenting materials from 72national.com. Add your team name, logo, and KW Market Center information in accordance with 72SOLD guidelines so that the print materials, social media posts, and letters align with your brand. Update the call-to-action with your information, specifically your phone number or your forced registration landing page.*

*If you leave 72sold.com on the materials, leads who enter their information on 72sold.com will be routed to agents in the lead referral program.

Step 2: Use Command to Generate Leads

Leverage the marketing capacity of Command to distribute your message via social media, direct mail, email, phone calls, and text messages in a TCPA-compliant way.

1. Build anticipation with a coming soon message on your social media channels
2. Announce your new partnership with 72SOLD with a simultaneous promotion via email and social media
3. Create additional stickiness to your message with direct mail and calls or text messages to your sphere

Step 3: Add Leads to a Touchplan

You need an average of 7 touches to maximize the long-term ROI to a MOFIR. Make sure that every new lead sees your MOFIR with SmartPlans. You or your ISA calls these leads once a week with personal communication to build the relationship and sends timely real estate information via email. If using Command, you can set up each lead on a weekly Neighborhood Nurture SmartPlan.

Reference Tech Play [#19](#), [#7](#), [#18](#), [#20](#), and [#1](#) to learn more about how you can use technology in this section.

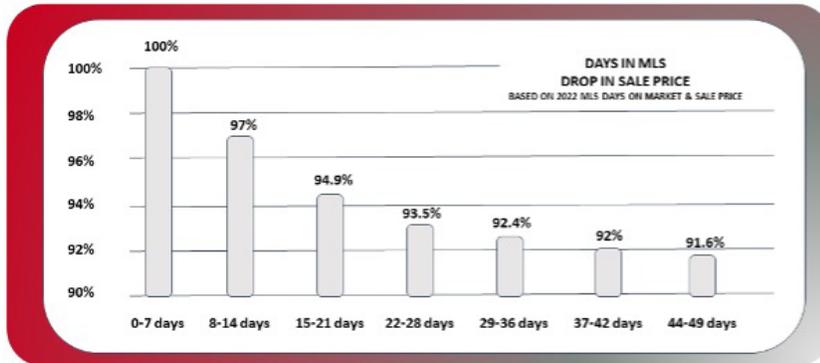
3. Present the Program

At the listing appointment you have two simple goals:

1. Educate sellers on the two major problems with traditional home selling methodology

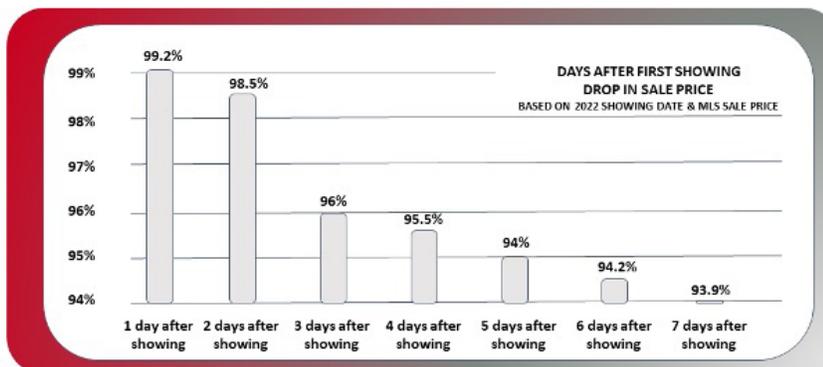
1. **Time on Market:** Buyers assume the longer a home is on the market, the more overpriced it is so they offer a lower price

Cost of days on market in 2022



2. **Buyer Delay:** The longer a buyer waits to put in an offer after a showing, the lower the offer

The longer buyers delay, the lower their offers



2. Explain how you solve those problems to generate higher sales prices using the 72SOLD program

Visit 72national.com or scan this QR code:



4. Step on the Gas with the Leads Referral Program

As of Q1 2023, you have the opportunity to accelerate your lead generation with warm connection referrals from 72SOLD nationally broadcast TV commercials. The 72SOLD Lead Referral Program provides agents who opt-in with an expected 4-6 listing referrals per month per seat. You can step on the gas by adding as many seats as you would like. When you have more listings than you can manage with your current team, you can take your foot off the accelerator by reducing the number of seats or even turning off lead referrals entirely for a month.

Step 1: Qualify to Participate in the Lead Referral Program

Complete the training on 72national.com and use the 72SOLD MOFIR. Once you complete those two steps, you are eligible to buy referrals generated by the 72SOLD national TV ad campaign.

Step 2: Understand the Economics of the Lead Referral Program

The Lead Referral program allows you to buy 4-6 listing referrals for \$1,500. At the low end of 4 referrals and a conversion rate of just 25%, that would net you one additional listing transaction per month. For each transaction from the Lead Referral Program, you send a 25% referral fee back to 72SOLD. Let's say that one transaction resulted in a GCI of \$15,000, that would add a net of \$9,750 to your income for the month.

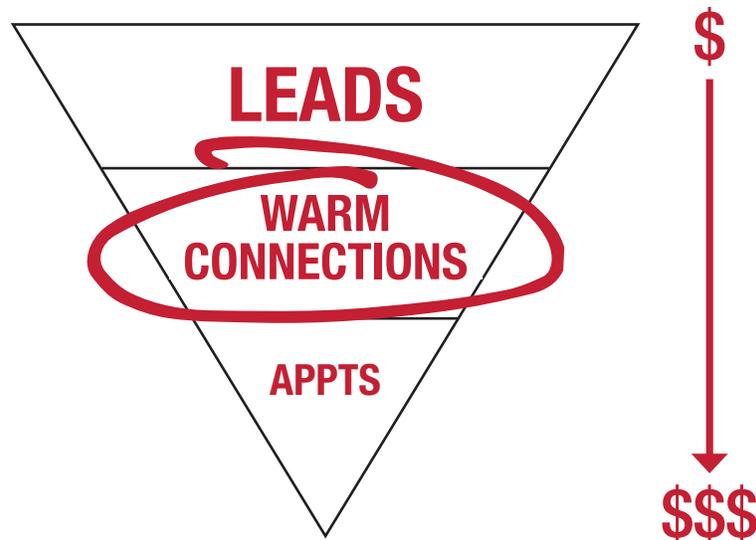
Economic Model of Lead Referral Program: **One Seat, One Time**

You buy 1 seat in the Lead Referral program. You have a 25% conversion rate on your 4-6 warm connections, so you close one listing and earn \$15,000 in GCI



Step 3: Choose the Right Number of Seats for Your Business

You can expect 4-6 listing referrals per seat in the Lead Referral Program. Each seat is \$1500 plus a 25% referral fee on closings. Each referral is a warm connection. These are sellers that have completed a form providing their contact information, the address of the home they want to sell, how much they think their home is worth, and how soon they want to sell. In our lead funnel, these are mid-funnel leads.



Step 4: Step on the Gas or the Brake Each Month

You can choose each month how many warm connection referrals you want. Use the economic model to determine how many seats you need to reach your GCI goals. Each seat will provide you with an expected 4-6 listing referrals per month. With a conversation rate of 25% or better, you would close at least 1 transaction per month.

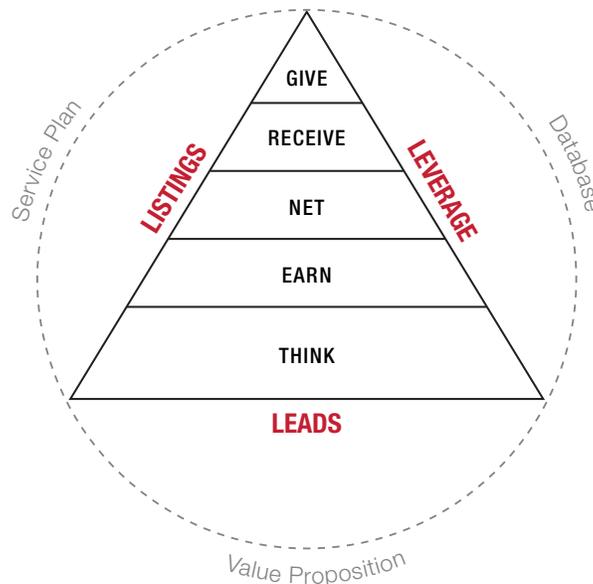
Because there is no long-term contract with 72SOLD, you can pick and choose which months you wish to contribute to the advertising pool and receive listing referrals. This way you are in complete control of your lead flow and can supercharge your business on your schedule to match your needs.

Do the math for your business. How many listing leads can you or your team service in one month? How much production do you want to do personally? Based on your conversion rate, buy as many seats as your business can service and afford.

5. Best Practices for Success

Best Practice #1: Engage Your Success Team

No one succeeds alone. Now that you have the MOFIR and the program to rapidly grow your business, you need people to support your success. This is the familiar Leads, Listings, Leverage model. The MOFIR provides the leads and the program will get you the listings, so you need leverage to bring it all together.



The agents who have had the most success with 72SOLD have a couple of key people who form their success team:

1. Swim Buddy

Building a new habit or launching a new program is often best done with a buddy. Having someone to share conversations, activities, challenges, accountability, or just to laugh and cry with greatly increases your chances for success. This could be your listing partner or admin or client concierge. Together, you may choose to even co-present with each other on listing appointments, which has been shown to improve conversion rates!

2. Transaction Support Team

As the leads convert to listings and you find yourself with more listings, you will need to ensure that your clients have a 5-star experience. One proven way of doing this is by having rockstar transaction coordination. This can be transaction coordination services through your Market Center or your own transaction coordinator. Remember the old adage: “List to live but service to sell!”

Best Practice #2: Follow up with Leads and Warm Connections

As you leverage the Lead Generation Tool Program and the Lead Referral Program, your database will grow. **A database can grow in size without growing in opportunity if you don't nurture those leads.** You must be consistent with follow up to convert those leads into clients.

All of the leads that have been referred to you have already decided to speak with an agent. That means they are closer to making a decision than a lead you generated on Facebook. This means you can have more purposeful and direct conversations about selling their home. Whether that is in 6 weeks or 6 months, it's important to maintain conversation with those leads to ensure you get the listing when they are ready to sell.

“It may be business as unusual but it’s still business... If you don’t do something different, your business will mirror the market.”

-Gary Keller, “Masterminds” 2022

“The agents who are going to survive and thrive in any tough business market will be those who face reality and say “If it’s to be, it’s up to me and I need leads coming straight to me.”

-Gary Keller and Jay Papasan – Shift, pg51

In a shift you must make the choice to either let the market dictate your income, or you can create the opportunity to claim the income you want. Keller Williams has partnered with 72SOLD to bring the carousel of opportunity to you. Are you ready to claim your seat?

To learn more about 72SOLD, visit 72national.com or scan this QR code:



72SOLD Get Listings Now!

The **MOFIR**

Get a higher price for your home through an innovatively simple process.

The Program

72SOLD is a Marketing Home Sales Program that helps sellers:

- ✓ 1. Sell at a higher price
- ✓ 2. Avoid daily showings.
- ✓ 3. Keep occupancy after closings.
- ✓ 4. Choose their sale date.

Lead Referral Program

Agents receive

Target date:
Q1 2023

4-6 expected
listing referrals
a month.

Weekly live and
on-demand
training classes.

On-demand
marketing
package.

All offerings from the
Lead Generation Tool
Program.

The 72SOLD Program costs \$1500/month/seat and a 25% referral fee on all transactions

Lead Generation Tool Program

Every agent can sign up for the 72SOLD Program today!



By joining, agents get access to the following:

1. Trademarked and copyrighted marketing package including a proven listing presentation.
2. Proprietary on-demand classes.
3. Exclusive weekly live training sessions.

The 72SOLD Program costs \$199 to join and \$72/month. NO LONG TERM CONTRACT!

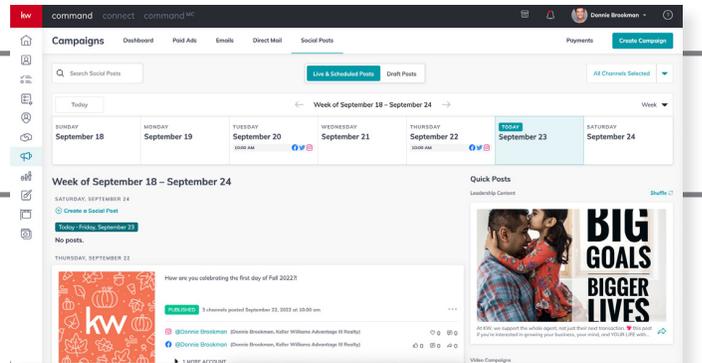
#19 POST TO SOCIAL MEDIA FREE

Create and manage organic reach social media posts through Facebook, Twitter, or Instagram. Media can be uploaded directly from the agents computer or pulled from Designs. Agent's can share ready-to-go "Quick Posts" directly to social platforms with no required editing.



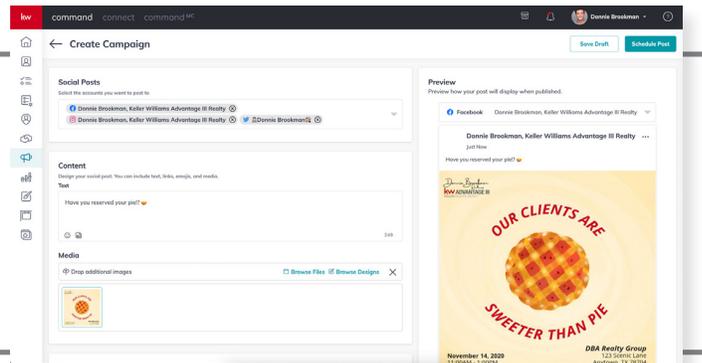
CREATE A SOCIAL POST

1. Click Create Campaign
2. Select Social Post



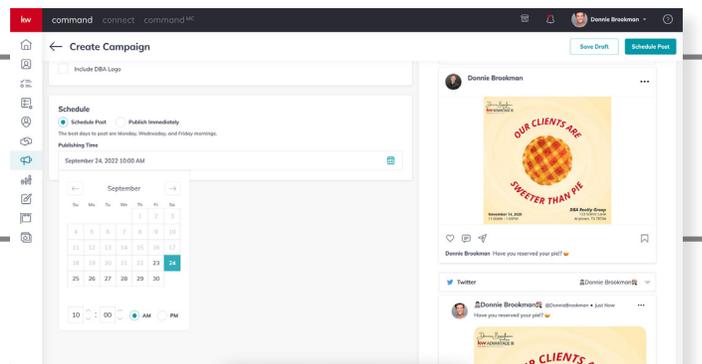
CUSTOMIZE POST

1. Choose Social Channel(s)
2. Write Text
3. Add Media
 - a. Upload from computer
 - b. Browse from Designs
4. Preview posts by Social Channel



SCHEDULE POST

1. Schedule post by date/time
2. OR Publish immediately
3. Confirm selection



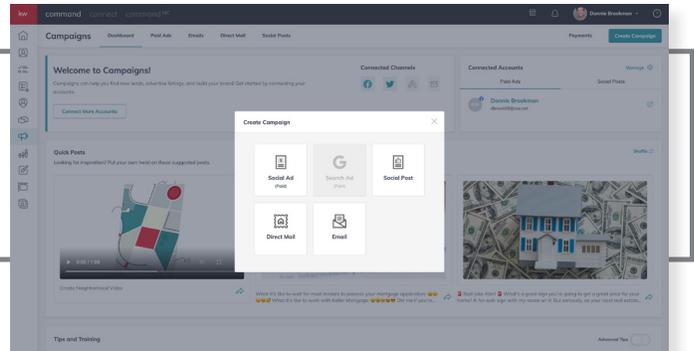
#7 SEND EMAIL BULK

Command provides agents up to 5,000 emails monthly with the option to upgrade. Emails can be sent in bulk through an Email Campaign. Email campaigns can use existing templates or custom templates created. Agents can choose to send immediately or schedule for the future. Email lists can be created and saved by contact tags in existing database. Emails campaigns are tracked on individual contact timelines.



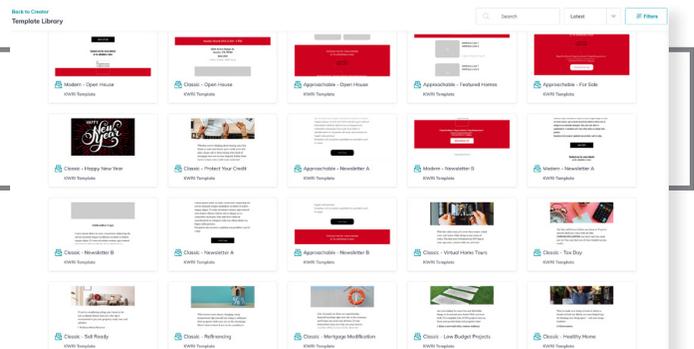
CREATE EMAIL CAMPAIGN

1. Campaigns Applet > Email Tab > Create Campaign
2. Choose Email
3. Name the campaign and select a goal



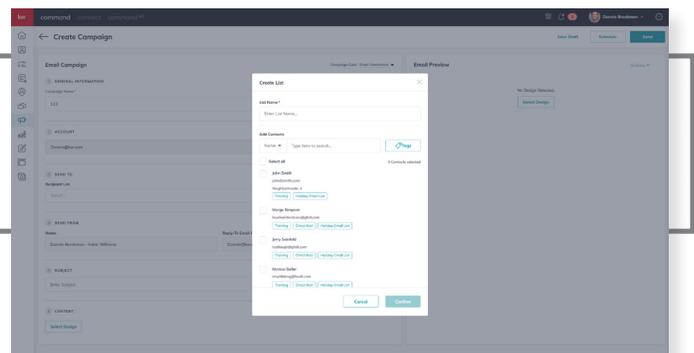
SELECT A TEMPLATE

1. Browse existing templates
2. Create new template from scratch



CHOOSE EMAIL LIST

1. Choose previously saved list
2. Create new list
 - a. Filter contacts by tag



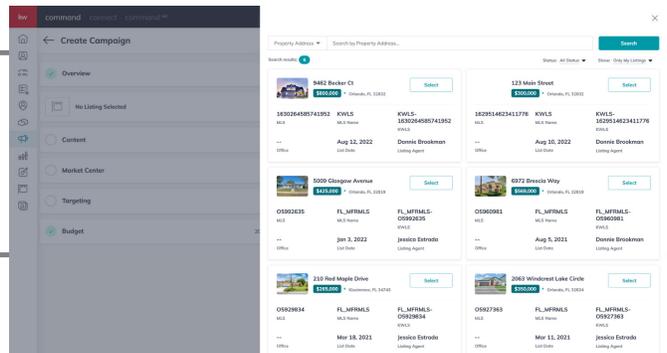
#18 SEND DIRECT MAIL

Agents can use the Campaigns applet to send direct mail campaigns. Agents can choose from auto-populating various templates with listing data or upload a custom post card. The Designs applet has several templates perfectly sized for the custom option. Detailed targeting options allow agents to narrow down the audience. Our partner (Real Mailers) will print, apply postage, and ship on behalf of agents fulfilling orders submitted prior to 3 p.m. the same day.



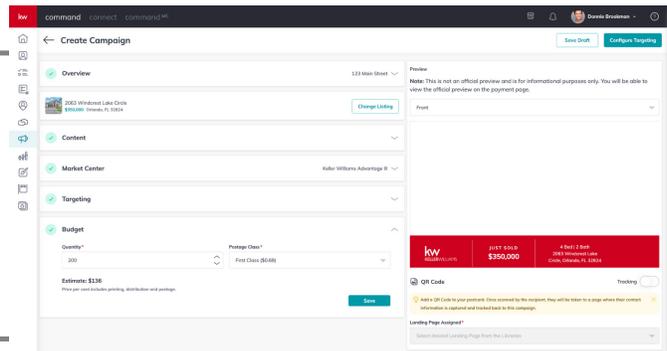
CREATE DIRECT MAIL CAMPAIGN

1. Campaigns > Create Campaign > Direct Mail
2. Choose Listing
 - a. Images, Description, and property details will be used to auto-fill template



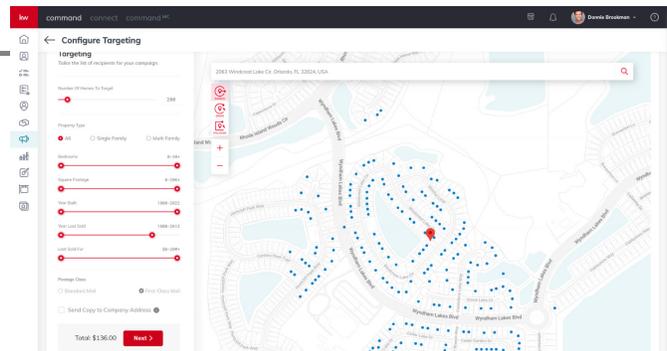
CUSTOMIZE CAMPAIGN

1. Confirm Content
 - a. Template or Custom Design
 - b. Listing Details (auto from MLS)
 - c. Listing Photo
 - d. Agent Details (auto from marketing profile)
2. "Configure Targeting"



CONFIGURE TARGETING

1. Adjust filters and map to find target audience
 - a. # of Homes
 - b. Bedrooms
 - c. Sqr Footage
 - d. Year Built
 - e. Year last Sold
 - f. Last sold For \$
2. "Next" to confirm payment and begin processing



#20 RUN PAID SOCIAL MEDIA ADS

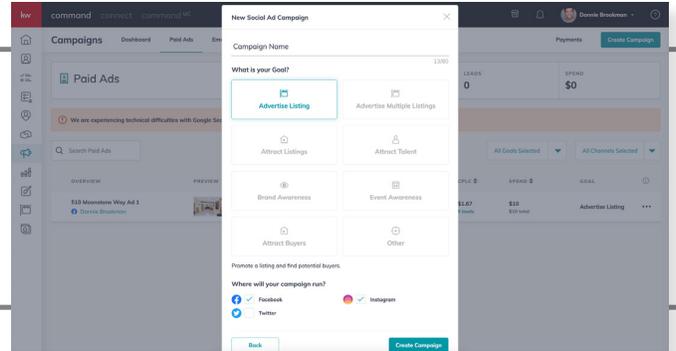


Agents can run social media ads through Command on Facebook, Instagram, Twitter, and Google. Campaigns > Social Ads provides a dashboard to monitor ads and track leads. Leads captured are added to Contacts. Lead settings allow for auto-tagging & triggering SmartPlans. Listings are connected to bring in description and media from MLS.



CREATE SOCIAL AD

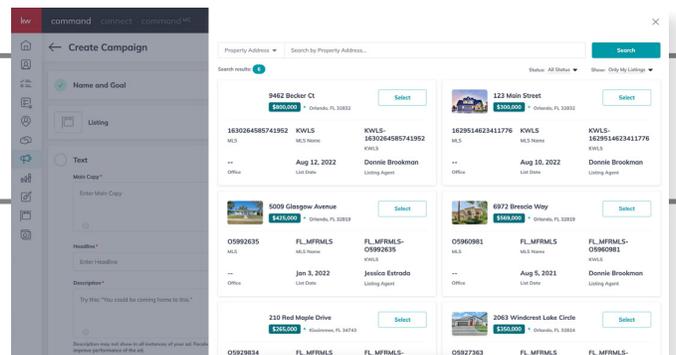
1. Choose Create Campaign
2. Select Social Ad
3. Name the campaign
4. Choose campaign goal
5. Select Social Channel(s)



IMPORT FROM A LISTING

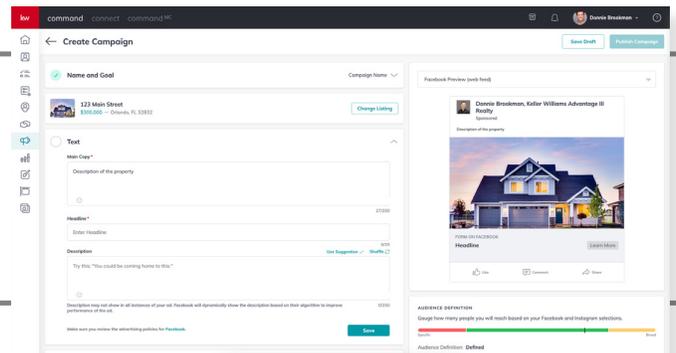
1. Browse and select a listing

Photo media and description will pull in from MLS



CUSTOMIZE SOCIAL AD

1. Customize text
2. Customize media
 - a. Select multiple listing photos from MLS
 - b. Select images from Designs
 - c. Upload directly from computer



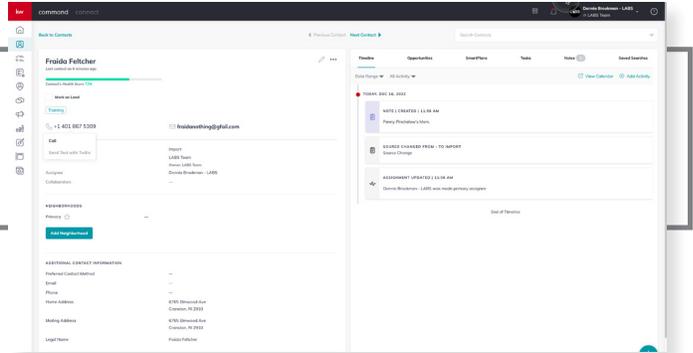
#1 MAKE CALLS SINGLE

Command offers two ways to make single phone calls to contacts. Agents can use the click to call option on desktop that initiates a call on connected cell phone/device. Agents can initiate calls on the Command App through their device or WhatsApp (common for international calls). All calls end with prompts to log interactions to contact timeline.



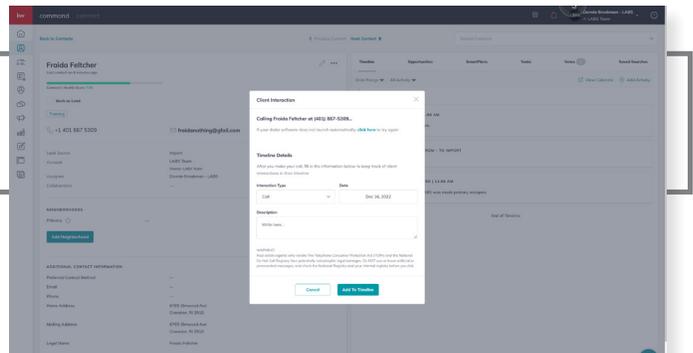
CLICK TO CALL

1. Open contact record
2. Click on phone number
3. Choose "Call"



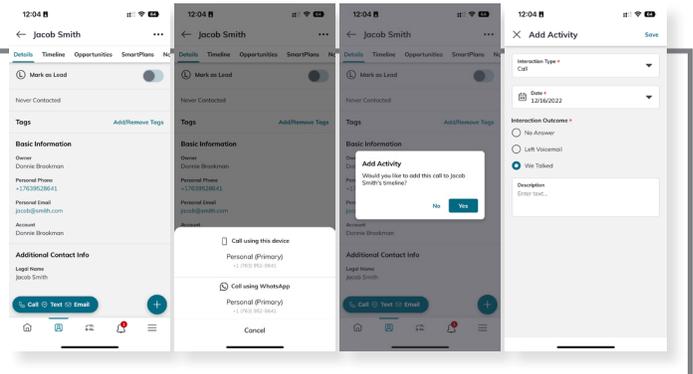
LOG CLIENT INTERACTION

1. Log client interaction notes
2. Confirm "Add to timeline"



CLICK TO CALL (COMMAND APP)

1. Open contact
2. Click "Call"
3. Choose call via cell phone or Whatsapp (common for international calls)
4. Confirm "Yes" to add activity
5. Log notes from interaction
6. Save interaction



WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.