



# *The* **72HOUR** **AGENT** *Referral Program*

**TAKE MORE LISTINGS NOW**

by offering the 72HOUR Home Selling System to local sellers.

**QUALIFY FOR  
LISTING REFERRALS**

from our planned **\$30 million national  
TV campaign** beginning in 2027.

**GET A MONTHLY  
FOREVER CHECK**

by receiving half of the **25% referral fee** we receive  
from agents you introduce to our program.

**Learn our program in a 10-minute audio each day for FREE.**

**No cost. No obligation. Check it out at [72SMART.com](https://72SMART.com).**

# *The 72SMART Opportunity* ONE PROGRAM. THREE OPPORTUNITIES.

## *01.* Take More Listings Now

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Complete the free audio training in 10 minutes a day for 30 days. The agents now using our program in 25 U.S. cities average 400% more listings than typical agents, and 200% more than the best agents in the market.

## *02.* National TV Seller Referrals

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After learning our program, you qualify to receive seller referrals from our \$30 million national TV campaign in 2027. There is a customary 25% referral fee on closings from the business we send you.

## *03.* Get a Monthly Forever Check

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Introduce quality agents to our training with your personal referral link. Whenever a referral we send them sells and closes, you receive 50% of the referral fee they pay us... forever.

## WHY DO WE NOW OFFER OUR 72HOUR HOME SELLING SYSTEM TRAINING FOR FREE?

During a previous 30-day national TV campaign, 23,570 sellers requested meetings with local agents offering our program. We simply did not have enough trained agents to serve them all.

This time, we're training 18,000 agents to service our listing referrals in the 18,000 U.S. ZIP codes with enough homes to matter.

# *The Proof* PROVEN. MLS STATISTICS.

A 2026 independent MLS study reviewed 12,642 homes sold across 25 U.S. cities by agents using our home-selling system.

On average, those agents:

- ✓ Took **400% more listings** than typical local agents.
- ✓ Took **200% more listings** than the best local agents.
- ✓ Sold their listings **41% faster** than the local MLS median.
- ✓ Sold at prices averaging **6.3% higher** than the local MLS median.

## A Few of the Hundreds of Agents Listing 400% More

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Each of these agents reported the following results after completing Greg's training:



### TRAVIS HINTON

110 listings and  
\$20 million in sales.



### MARTHA THOMPSON

60 listings and  
\$27 million in sales.



### SEAN O'CARROLL

61 listings and  
\$30 million in sales.



### JENNIFER MICHAELS

24 luxury listings and  
\$50 million in sales.

Learn in 10 minutes a day. The training is **FREE**.

# A Referral LIKE NO OTHER

Every home seller who responds to our TV advertising is sent to a website featuring animated videos and a brochure that explains how our home selling program works. You can see it today at **72HOUR.com**.

So the referrals we hand our agents are home sellers who have learned the program, love the program, and are excited to meet the one agent in their area who knows and offers it.



## YOUR EXCLUSIVE ZIP CODE & THE FIRST ADVERTISING COOPERATIVE IN REAL ESTATE

- Your exclusive area is a ZIP code. There are **18,000 U.S. ZIP codes** with enough homes to matter, and we intend to certify one agent in each before national advertising launches in 2027.
- To fund the advertising, we're forming the first advertising cooperative in real estate history. Each agent with an exclusive ZIP contributes **\$35 per thousand homes** in their ZIP, rounded down. A ZIP with 3,900 homes: **\$105 a month**. One with 7,500 homes: **\$245**. The national average: **about \$140**.
- Every nickel of those contributions funds the **\$2.5 million a month** in national TV.
- AI modeling projects that a typical \$140-a-month ZIP should receive **20 to 34 qualified home seller referrals a year**.
- Reserve your ZIP code now at no cost. Contributions to fund the January marketing will not be requested until late this fall, probably November. **If you decide not to move forward, simply cancel.** We anticipate there will be an agent wait list for every ZIP.
- Your projected **marketing cost per referral should range from \$49 to \$84**. This is not guaranteed but is based on sophisticated AI modeling.

# *Why National TV?*

## LOW COST PLUS HIGH CREDIBILITY

You reaching 1,000 homes with postcards costs about **\$500**.

National TV reaches the same 1,000 homes for approximately **\$20 to \$25**.

National TV has the lowest cost per thousand homes of any medium, along with the highest consumer credibility.

## *How to Start*

# TODAY

- ✓ Sign up free at **72SMART.com** and reserve your exclusive ZIP code.
- ✓ If an agent recommends 72SMART to you and gives you their referral link, please use it when you sign up. **It costs you nothing**, and it entitles them to half the referral fees you send in, exactly as your link will do for you.
- ✓ Then grab your own **personal referral link** at the top of your audio library.
- ✓ Call agents you know, then agents locally and around the country inside your own real estate firm, where you have **built-in credibility**.
- ✓ Make sure they sign up using your link, so **50% of their referral fees** go to you.
- ✓ Send them to **72HOUR.com** to see how we present our program to consumers. This is the same website that will introduce the home sellers we refer to our program.
- ✓ Tell them the **72SMART training is free** and is currently helping our members list **400% more** homes than the average agent in their market.
- ✓ Let the agents you recruit know that completing this training **qualifies them for referrals** generated by our national TV advertising beginning in 2027.
- ✓ Watch your dashboard track every agent you've signed, every audio they hear, and your rebate from the referral fees they send us.

# *Help Us Add* QUALITY AGENTS

Receive half of the referral fees agents send us if they use your link.  
(In your audio library.)

**Check out the projection if you sign up 25 agents.**

## YOUR SCALE. YOUR CHECK. MONTHLY

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**10 agents** → \$11,250

**25 agents** → **\$28,125**

**50 agents** → \$56,250

**100 agents** → \$112,500

### ***It's happening right now:***

*one member signed up 111 agents in a week. Another signed 47 in four days.*

## THE MATH BEHIND THE **\$28,125 AVERAGE**

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- Sophisticated AI modeling predicts each agent with an exclusive area should send **6 to 12 referral fees a year**. Call it 9.
- The typical referral fee is \$3,000. **Your half is \$1,500**. That's  $9 \times \$1,500 = \$13,500$  a year to you, per agent.
- Sign up 25 agents over the next 60 days: \$337,500 a year. **\$28,125 a month**. For life.

*These are projections based on validated modeling.  
Results may vary. They are not guaranteed.*

# *Different,* NOT BETTER

- Our founder and CEO is Greg Hague. AI search him.
- He has been a **real estate broker and attorney for 50 years**, and scored number one on the bar exam.
- *REALTOR Magazine* ranked him the **#1 top-producing agent** in his state, among the top 20 in the nation.
- His home sales strategy company ranked in the prestigious Inc. 5000, among the **top 250 fastest-growing companies** in the United States.
- For decades he has taught agents that trying to be a better version of every other agent **is a red ocean**, and it's hard.
- He teaches agents to stop trying to be a better version of every other agent. Offer something so different, so much better than traditional, that **consumers see you in a category of one...** an Uber in an industry of taxis.
- His motto says it all: **Better is boring. Different is smart.**



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

# *The* BOTTOM LINE

- ✓ Learn this home-selling system free and begin listing 400% more homes now.
- ✓ Recommend it to agents you know and receive a check every month for life.
- ✓ Get your own exclusive ZIP code and receive our national referrals in 2027.
- ✓ Take your place among 18,000 agents positioned to capture a major share of this country's business.

Sign up for the free training, get certified, and qualify for referrals.

**72SMART.com**

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Want an overview of our home-selling program in two short videos?

**72HOUR.com**

*All figures are projections, not guarantees,  
based on sophisticated AI modeling.*