May 6, 2026

To whom it may concern:

Phoenix Metro MLS Study (ARMLS), 2020–2025

I work for an Arizona-based title company that serves thousands of real estate agents across the state. Over the past six years, on behalf of my firm, I've conducted several MLS studies comparing sales results of agents trained in the 72SOLD home selling program to those of other agents working the same markets.

The question we set out to answer was straightforward: does the 72SOLD methodology actually produce better results for sellers and listing agents than conventional approaches?

Our motivation was simple curiosity. Greg Hague, 72SOLD's founder, has been a visible advocate for his approach on Arizona television, and his claims about higher sale prices and faster sales have generated ongoing debate within the local agent community. We wanted to see what the data showed.

Methodology

We pulled ARMLS sales data from January 2020 through December 2025. Agents were identified as 72SOLD-trained based on the program's certification records. The comparison group included every ARMLS agent who listed and sold a home during the study period, with no exclusions for team status, transaction volume, or agent type. In other words, every agent in the market who took and sold a listing was part of the comparison. Data is based on all closings with a sales price between $100,000 and $1,000,000, which encompasses 92% of the total market. This ensured that luxury home sales did not bias the findings.

Findings (January 2020 to December 2025)

Seller outcomes:

- 12,642 Phoenix metro homes sold by 72SOLD-trained agents
- Median sale price: 6.33% higher than other ARMLS sales
- 2025 median days on market: 33 days for 72SOLD-trained agents vs. 56 days for other ARMLS-listed homes

The data also showed a substantial difference in agent productivity:

- 72SOLD-trained agents averaged roughly 400% more listings than the average ARMLS agent
- 72SOLD-trained agents averaged 200% more listings than agents at the next three highest-producing firms

Across the six-year window, homes listed by 72SOLD-trained agents sold in nearly half the time of other ARMLS-listed homes while achieving meaningfully higher median prices.

The results have held steady despite shifting market conditions. A prior study I conducted last year, covering 2020 through 2024, showed a 5.8% median sale price premium for 72SOLD-trained agents. Adding the 2025 data widened that premium to 6.33%, which suggests the performance gap grew rather than narrowed in the most recent year.

Please let me know if you have any questions about the data or methodology.

Sincerely,

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