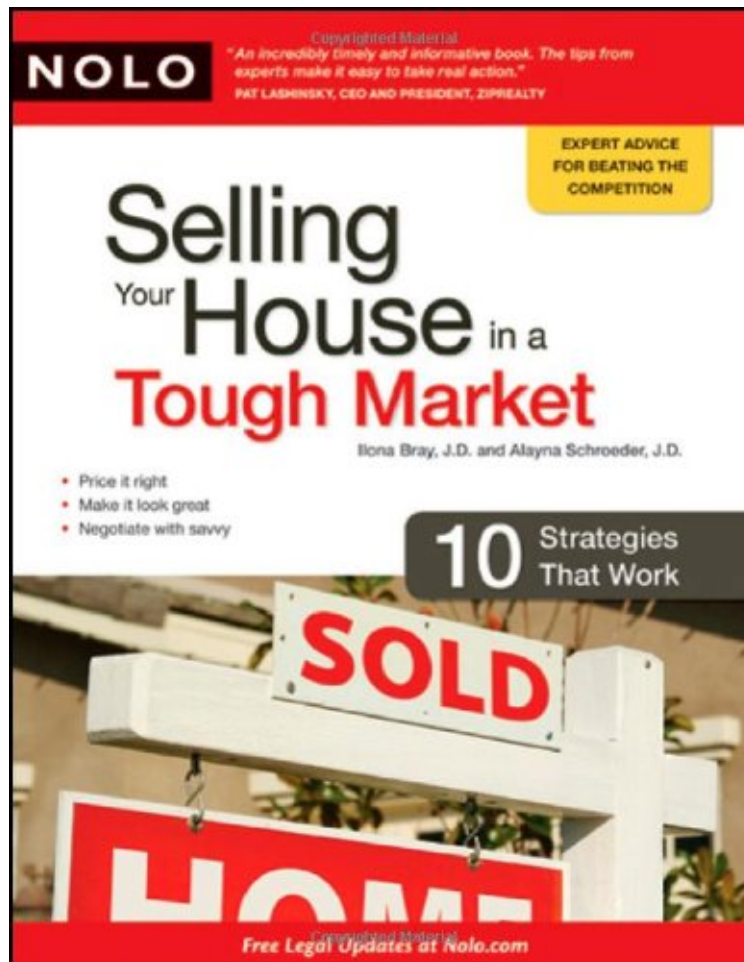


Selling Your House in a Tough Market: 10 Strategies That Work

From Brand: NOLO

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From Brand: NOLO : Selling Your House in a Tough Market: 10 Strategies That Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Your House in a Tough Market: 10 Strategies That Work:

0 of 0 people found the following review helpful. informative By K. Simpson Gives me the info i need to make the right decisions concerning the selling process, even though the market is on the upswing. 0 of 0 people found the following review helpful. Five Stars By BuzGuyok 5 of 5 people found the following review helpful. Sell it fast! 10 strategies to get the right buyer! By Will Everly Jr. An excellent and though provoking resource outlining a variety of strategies and considerations on how to selling your home in any market. Different market conditions determine the best strategy, but there are some basic rules to follow no matter the market. Although focused on various aspects of a down market, this is a good introduction to selling your house in any market. From the choice to sell to getting your house ready for market to choosing an agent or selling it yourself, buyer incentives, marketing, adjusting your strategy, renting, and

negotiating a successful sale, Nolo's "Selling Your House in a Tough Market" is about as thorough as it can be considering its national audience. As someone who will soon be navigating these waters, I found some of the material here to be common sense (but presented objectively and well), but much of it was new, interesting, and matter-of-fact. I found the chapters on choosing agents, incentives, and marketing to be particularly useful. Each of these ten chapters is written with input from a real estate expert whose experience is particularly applicable to their chapter. There are many simple things you can do to get your house ready for sale, but have you considered how you (and your agent) will market your home? Have you ever negotiated a commission? Can you recognize "junk fees" and do you know the different kinds of inspections? Do you know what a title contingency is? Because of the book's general nature, this is the kind of book you want to read with your spouse/partner/parents/etc. and discuss what will work for you. As emphasized repeatedly, while relying on the expertise of a good agent is recommended, an informed seller will facilitate any sale. The format is easy to follow and straight forward, includes links to websites with further information for your research as well as highlighted tips and cautions, and the expert profiles are informative and often humorous such as "Strangest thing (s)he's seen a seller do:" The index is very useful, especially concerning more technical terms. Remember that real estate laws are different in every state. Although driven to explore the various aspects of a down market, this is a good introduction to selling your house in any market. From the choice to sell to getting your house ready for market to choosing an agent or selling it yourself, buyer incentives, marketing, adjusting your strategy, renting, and negotiating a successful sale, Nolo's "Selling Your House in a Tough Market" is about as thorough as it can be considering its national audience. As someone who will soon be navigating these waters, I found some of the material here to be common sense (but presented objectively and well), but much of it was new, interesting, and matter-of-fact. I found the chapters on choosing agents, incentives, and marketing to be particularly useful. Each of these ten chapters is written with input from a real estate expert whose experience is particularly applicable to their chapter. There are many simple things you can do to get your house ready for sale, but have you considered how you (and your agent) will market your home? Have you ever negotiated a commission? Can you recognize "junk fees" and do you know the different kinds of inspections? Do you know what a title contingency is? Because of the book's general nature, this is the kind of book you want to read with your spouse/partner/parents/etc. and discuss what will work for you. As emphasized repeatedly, while relying on the expertise of a good agent is recommended, an informed seller will facilitate any sale. The format is easy-to-read, includes links to websites with further information for your research as well as highlighted tips and cautions, and the expert profiles are informative and often humorous such as "Strangest thing (s)he's seen a seller do:" The index is very useful, especially concerning more technical terms. Remember that real estate laws are different in every state. If you are in a situation where you need to sell your home this is an excellent start. Highly recommended.--WE

Sell your house quickly at the best price in any market! National median home prices dropped 7.9% between 2005 and 2008, and the downward trend shows no signs of slowing. So what do you do if you want to sell your home now, when the getting a good price for your investment seems nearly impossible? If you want to maximize your return and close the deal quickly, Selling Your House in a Tough Market provides the practical and legal steps you'll need to take to reach your goal. Written with the current market and national economy in mind, this book goes over the specifics that homeowners need to know to make the sale. Whether you're selling your property because of a job change, growing family, or financial troubles, you'll get the information and guidance you need, including: knowing your local market picking the right price hiring the best professionals marketing and setting your house apart from the pack how and when to consider options other than a sale, such as renting negotiating the sale Selling Your House in a Tough Market is the only book available that gives you proven strategies to maximize the return on your investment in your home, no matter what the state of your local housing market.

This is an incredibly timely and informative book. The tips from experts make it easy to find and take real action. Everything you need to know from how to prepare for and start the process, to how to work with an agent, to selling strategies, and finally to sealing the deal. A real one-stop guide. In this day when sellers are struggling to sell homes that are no longer appropriate for them, along comes a book that tells the potential sellers exactly what they need to do to successfully compete with all the other homes that are available for sale. A real experts' perspective. (PAT LASHINSKY, Chief Executive Officer and President, ZipRealty 2009-04-22) "Nolo Press approaches housing issues with the consumer - and costs - in mind. Selling Your House in a Tough Market is another helpful offering from a company that goes out of its way to provide timely, accurate material. (TOM KELLY, Nationally syndicated columnist and author. 2009-04-22) This is an incredibly timely and informative book. The tips from experts make it easy to find and take real action. Everything you need to know from how to prepare for and start the process, to how to work with an agent, to selling strategies, and finally to sealing the deal. A real one-stop guide. In this day when sellers are struggling to sell homes that are no longer appropriate for them, along comes a book that tells the potential sellers exactly what they need to do to successfully compete with all the other homes that are available for sale. A real experts' perspective. About the Author Schroeder specializes in employment law and real estate and is co-author of

Nolo's Essential Guide to Buying Your First Home. Before joining Nolo, she worked as an associate in a large San Francisco law firm where she represented employers in litigation, drafted employee handbooks and policies and counseled employers on sound employment practices. Schroeder also has experience in employment consulting and human resources. She holds a law degree from the University of California, Hastings College of Law. Bray is an author and legal editor at Nolo, specializing in real estate, immigration law, and nonprofit fundraising. She is co-author of Nolo's Essential Guide to Buying Your First Home and also edits a number of Nolo's small business books. Bray's working background includes solo practice, nonprofit, and corporate stints, as well as long periods of volunteering, including an internship at Amnesty International's main legal office in London. She received her law degree and a Masters degree in East Asian (Chinese) Studies from the University of Washington.