



Power Marketing for Luxury Real Estate

David Michonski

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AWARDED FIVE STARS (out of 5) by Clarion Forward Reviews and WINNER of a Pinnacle Book Achievement Award, this is the real estate agent's 'bible' for how to sell luxury homes in a market where sellers do not have to sell and buyers do not have to buy. With amazing clarity and through numerous personal stories, David Michonski illustrates exactly how to create an urgency to act in a market that usually lacks it. He starts by acknowledging that the sellers and buyers who make up this elite market are the smartest sellers and buyers in the world. Gimmicks or trying to pull the wool over their eyes will not work. Instead, without financial necessity to prompt action, he substitutes power marketing expertise and approaches his clients with what they ultimately respect most, others like themselves, to create the necessary competition that prompts action. He shows how frighteningly small the luxury market is and why different strategies and techniques are needed. Drawing upon his 30+ years of selling on behalf of some of the first families of America and Europe, he explains how to price difficult and often incomparable luxury homes in 7 easy steps, how to raise buyers' comfort levels to bid, sometimes aggressively, how to keep the fear of loss ever-present and unleash the competitive instincts of those who always want to win. He also explains the 13 business essentials that should be covered in every listing contract, gives advice to FSBOs (For Sale by Owners) and even suggests why you might want to pay more in commission. Perhaps most importantly, the lessons learned here apply not just to luxury real estate, but to selling any property, anywhere, in any price range, making this book an instant classic that belongs in the hands of any serious real estate agent. Moreover, the timeless advice found here allows any agent, whether rookie or pro, to save shave years off the learning curve on how to own the luxury market and provide the savvy players in this market the expertise they demand.

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