



Get Your Highest Price: Power Marketing for Luxury Homeowners

David Michonski, Linda Michonski

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Want insider secrets on how to get the highest price for your luxury home? This Pinnacle Book Achievement Award-Winner also received FIVE STARS (out of 5) from Clarion Independent Reviews. With powerful clarity, David and Linda Michonski get to the heart of what is needed to achieve the highest price, the quickest sale, or both. The authors demonstrate how luxury homeowners can get 5% to 25% more with easy to use, simple and proven techniques that don't rely on pulling the wool over anyone's eyes. They start by showing how small the luxury market is with a fascinating new definition of 'luxury real estate' and how the market's tiny size requires a totally different, yet proven approach. Then they focus on how smart and sophisticated luxury buyers only listen to what others like them in the market say, and not to real estate hype. Delving into how to arrive at compelling pricing, they show you and your agent how to attract smart buyer interest by creating a sound-bite or 'elevator speech' for your property. This easy-to-read guide covers everything from how to price, how to choose an agent, find buyers and most importantly how to create the competition necessary to get buyers bidding willingly, gladly and even enthusiastically to buy your luxury real estate. With years of experience marketing premiere properties for some of America's first families, this book is illustrated with stories from real life experiences and actual sales and provides practical tips that virtually guarantee a luxury homeowner will leave no money on the table. A must read for any luxury homeowner that could bring tens of thousands to hundreds of thousands of dollars more to the sale.

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