

GET IT SOLD! **A PROVEN SYSTEM** **FOR SELLING YOUR** **HOME FOR TOP DOLLAR**

*How to Sell your Home for More Money
...and Have Fun Doing It!*



1ST EDITION
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First Edition: January 2017
Written and Edited in the United States of America
ISBN: 978-1-63587-236-1

**To My Wife Rocio
and My Two Boys
Aiden and Evan.
You Mean the World to Me.**

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Preface

I've written this book for California home owners. A lot of what you'll find herein doubtless applies to home sales in all 50 states, but I'm a California real estate broker; all my experience lies within the borders of the Golden state. Homeowners everywhere will benefit from reading this book, but it is especially pertinent for those thinking of selling a home in California.



If you're thinking about selling your home – and I'm guessing you are, since you're reading this book on how to get your home ***sold*** – you're probably going through a whole range of emotions. Selling a home is usually a major step in life, and it's one that most people take only a very few times in life. It's certainly not an everyday occurrence, and unfamiliarity with the process can lead to a lot of stress and anxiety.

If you're feeling unsure about how best to proceed with the sale of your home, you're in the right place. In this book, I've worked to include the most important things you need to understand about selling your home quickly, but for top dollar – with the least amount of hassle, risk, and uncertainty.

But why write another book about it? Aren't there hundreds of other books available on the subject?

Why yes there are! But many of these books are outdated, dull as toast, and are of limited use in the 21st Century real estate market.

The world is changing quickly, and the way real estate is bought and ***sold*** is changing even faster. I am herein offering a series of fresh ideas and an aggressive strategy and tactics for maximizing your net dollar upon sale in today's hyper-competitive market.

For most people, the idea of selling a home fills them with dread. There's so much uncertainty: how long will the home take to sell? Will it sell at all? What can I do to net the highest dollar? How much money will I walk away with? This book is designed to allay your concerns and show you how selling your home can be easy – even fun!

Not only can it be fun, selling your home can be predictable: you can know how much money you'll get, how much you'll walk away with at closing, and even how long it will take for the property to close - before you ever put your home on the market.

I truly believe home owners such as yourself should be rewarded for the time, money, effort, and love they've invested into their homes. You deserve every dollar of value you can get out of your house when you go to sell it - and still make your home's buyer feel like they're getting a great deal. That's my goal for every home sale I am a part of.

I call my method of selling homes the "SellForSure" way. Selling a home the SellForSure way can be all of those things – smooth, predictable, lucrative, enjoyable, and more. Sound too good to be true? It's not!

Have you ever wondered how and why some people are so happy and excited to be selling their home, while others are on the verge of despair? A lot of it has to do with the difference in *how* the

home is *sold*. With my *SellForSure Home Sale System*, you'll be on cloud nine throughout the whole sales process.

As you go through this book, you may have questions which the book doesn't answer. If that's the case, I invite you to log on to my special dedicated seller's web site, at SellForSure.com. You'll find a wealth of more detailed information there about the home sale process. And of course, you're always welcome to contact me directly to answer any real estate related questions you may have; my contact info is all over the web site.

Now, without further ado, let's get started!

1

The Beauty & Challenge of Real Estate

Home ownership is a two-sided coin: it provides an amazing vehicle for wealth preservation and creation, but at the same time, has significant drawbacks as an investment.



But your home is more than just an investment - it's the place you live, which is something everyone needs, regardless of any investments they own.

Selling a piece of real estate can be an exciting time in your life. It's usually accompanied by some big life event - getting married, having children, getting a new job, or moving to a new city or across town. When you're selling a house, you will have perhaps lived there for a long time, and have made a lot of cherished memories in it.

So your home means a lot to you. It means a lot more than a mere collection of boards and nails, shingles, plumbing, and wires heaped on a plot of dirt. Not only that, it's also (probably) your single biggest financial asset. What you do with your house - and how much you sell it for - is very important to you, in more ways than one.

You've chosen to invest quite a lot of money into your home. When you invest in the stock market, there's not a lot you can do to enhance the price of your shares. The price goes up or down, no matter what you do.

Real estate, however, is quite a different animal. Your home is an investment where what you do with it can dramatically affect its market price. This is a double-edged sword: improperly developed and cared for, your property can become devalued. However, with proper attention, good upkeep, and an eye toward the future, a smart homeowner can increase his home's value. You can do this over the time you own the property, or *just prior to putting it on the market*. Either way, the ability to significantly enhance a home's value is one of the things that can make real estate such an amazing investment for a family.

As an investment, real estate does have a significant drawback: it is not a liquid asset. You cannot turn it into cash with the click of a button on a computer screen. Selling real estate can take considerable time, and typically has a much higher transaction cost than say selling off some stocks.

Given the stakes and the costs involved, when it does come time to sell the investment you've made in your home, it's important to do it right. But don't sweat it! You're off to a strong start by reading this book ahead of time.