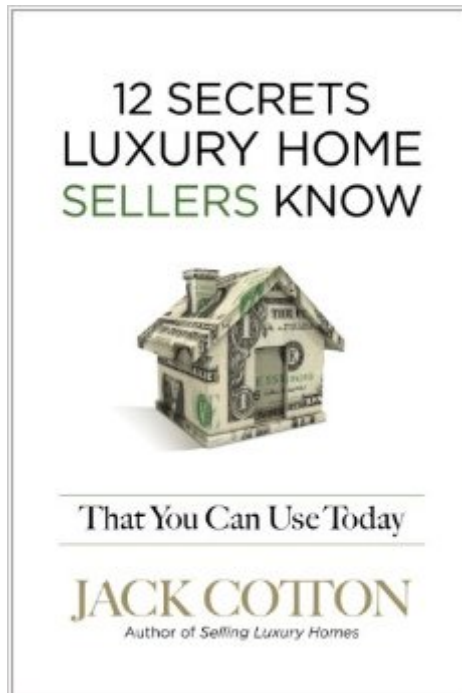


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# 12 Secrets Luxury Home Sellers Know That YOU Can Use Today



## Synopsis

What do the people selling that mansion know, that you don't know? Whether you're selling a primary or a vacation home, you can apply what wealthy homeowners know to sell your home in the shortest time, for the highest price, with the least aggravation. Take an inside look at the personal and financial habits of the people who buy and sell the kind of upscale homes that we all look at and long for. You can now systematically sell your home using the 12 secrets that work for luxury home sellers. Like its companion book *12 Secrets Luxury Home Buyers Know That You Can Use Today*, this book shares the knowledge of those who have made their money the old-fashioned way with the good luck that comes through working hard and recognizing opportunity. Based on three decades of working with luxury home sellers, America's top luxury home expert Jack Cotton tells you how to: Prepare yourself mentally to sell the way luxury home sellers do; Ask the right questions, to hire the right agent, for the right reasons; Ask for marketing that will sell your home faster and for the highest price; Respect the time value of money, and understand why selling sooner rather than later can be more profitable; Create and use a staging checklist to present your home in the best possible light; Price your home to attract the buyers who will actually buy your home; Apply the three rules of luxury home seller negotiation and close the sale. *12 Secrets Luxury Home Sellers Know That You Can Use Today* gives you 12 common-sense strategies to put into action immediately. Each chapter ends with specific steps you can take to reap the rewards of faster, smoother, and more profitable selling!

## Book Information

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## Customer Reviews

If you want to sell your house, no matter what kind of home you own, buy this book. No illusions or

promises--just solid facts and practices to get your home sold fast and for the right price. Highly recommend.

Jack KNOWS what he is talking about, and he has a gift for just saying what needs to be said without a whole bunch of filler to make his book appear more weighty. Every tip is explained in enough detail to be worth your valuable time. If you are working Luxury Market, you'll love this book. Our Maryland Home Team (Annapolis) thanks Jack for his insight & expertise.

Bought the Kindle version and am pleased with the advice. This is a short book, but I find myself returning to it over and over again to make sure we haven't overlooked something important.

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