



How to Sell Your Home in 5 Days: Second Edition

Bill G. Effros

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Now in its third edition and timed perfectly to address a challenging real estate market, *How to Sell Your Home in 5 Days* turns the conventional on its head to present an innovative, practical, and foolproof alternative that makes the market work for you, the seller. Based on the one basic truth of free enterprise—that your home is worth exactly what the highest bidder will pay for it—this step-by-step plan shows exactly how to price your home attractively; make a timetable; write an effective ad; use buyer psychology, price points, and magic numbers to get the best price; and conduct round-robin bidding. It includes new information on the Internet—including a supporting website, www.5-day.com—the most recent testimonials, and updates to every phase of the process, from whether or not to renovate a kitchen before selling to the ins and outs of transferring ownership. Homes sold through the five-day plan sell for an average of 5% more than through conventional sales, plus, the seller doesn't have to pay a broker's fee—making this book among the best deals of the century.

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