

INTRODUCTION

Selling your home is **not** a matter of “luck.” When buying or selling a home, “*timing*” is everything (what happened to location, location, location?). However, possessing “*knowledge or know-how*” is just as important as “*timing*.” The “*know-how*” is the inner workings that can effectuate the “*timing*.” Without the know-how the effort in capturing timing, in a given situation, may be futile (there are numerous examples throughout this book to illustrate this point). There is no doubt that these **two key ingredients** can lead to success in any selling situation.

This book is **not** one of those predictable or generic, “*I’ve read this and seen this before*” or “*something is missing*” how-to information guides. Often you don’t recognize what’s missing in a how-to-sell book until you reach a crucial point during your selling experience only to discover that you need answers to serious questions and there’s no one to turn to for help.

“*Sell It By Owner and Save II*” is written in simple layman’s terms yet with as much detail as necessary for each reader to gain a thorough understanding of the home selling process. My intention is to de-mystify the entire selling process and instruct the reader. This way anyone, regardless of any real estate knowledge or selling skills, will be able to use this valuable information to sell their home, anywhere, now or in the future.

The reward for your efforts will be:

- Thousands of dollars in saved commissions \$\$\$.
- A feeling of great accomplishment, where you are in charge, similar to selling your car for a fair price rather than trading it in at a dealership and taking a beating.
- The mere satisfaction that you have overcome the “system”; the system that says you can’t do it without “them”; the system that teaches people, when buying or selling, to become dependent on “them”.

Your success in selling depends on many factors such as asking price (in relation to its true market value), condition, location, competition, time of year, exposure to the market, buyer’s motivation, your motivation, interest rates, the economy, including your patience and willingness to negotiate or compromise. This book creates a healthy balance of these dynamics and, coupled with many illustrations and explanations, will walk you through the entire selling process. Also included are many true case examples that will be instructive and useful. **If you are motivated to succeed at selling your home, with or without a real estate agent, but lack the “know-how” then you came to the right place to learn.**

I created this book for the serious minded seller. The details are unmatched. All the information is from first hand experience including over 30 years of experience. Everything is discussed including Trade Secrets, Little Known Secrets, everything there is to know about how to sell your home step by step, so you can sell your own home, save money doing so, and earn the pride of accomplishment.

The Author

p.s. The term, by-owner used throughout this book may also imply a seller/owner who has employed the services of a flat fee service broker or a fee for service broker.