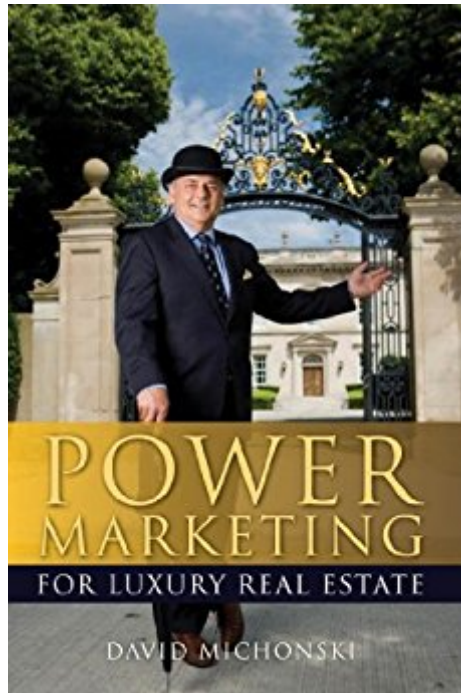




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# Power Marketing For Luxury Real Estate



## Synopsis

AWARDED FIVE STARS (out of 5) by Clarion Forward Reviews and WINNER of a Pinnacle Book Achievement Award, this is the real estate agent's 'bible' for how to sell luxury homes in a market where sellers do not have to sell and buyers do not have to buy. With amazing clarity and through numerous personal stories, David Michonski illustrates exactly how to create an urgency to act in a market that usually lacks it. He starts by acknowledging that the sellers and buyers who make up this elite market are the smartest sellers and buyers in the world. Gimmicks or trying to pull the wool over their eyes will not work. Instead, without financial necessity to prompt action, he substitutes power marketing expertise and approaches his clients with what they ultimately respect most, others like themselves, to create the necessary competition that prompts action. He shows how frighteningly small the luxury market is and why different strategies and techniques are needed. Drawing upon his 30+ years of selling on behalf of some of the first families of America and Europe, he explains how to price difficult and often incomparable luxury homes in 7 easy steps, how to raise buyers' comfort levels to bid, sometimes aggressively, how to keep the fear of loss ever-present and unleash the competitive instincts of those who always want to win. He also explains the 13 business essentials that should be covered in every listing contract, gives advice to FSBOs (For Sale by Owners) and even suggests why you might want to pay more in commission. Perhaps most importantly, the lessons learned here apply not just to luxury real estate, but to selling any property, anywhere, in any price range, making this book an instant classic that belongs in the hands of any serious real estate agent. Moreover, the timeless advice found here allows any agent, whether rookie or pro, to save shave years off the learning curve on how to own the luxury market and provide the savvy players in this market the expertise they demand.

## Book Information

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## Customer Reviews

The author shares real life, memorable experiences that seasoned agents can relate to and new agents will encounter. It's easy to read, engaging and very informative. I highly recommend to any agent in (or looking to be in) luxury real estate.

Easy reading and entertaining.

At my first steps in real estate industry, back in 2003, i was privileged enough to have a course with David Michonski which changed my life! He was teaching the Certified International Property Specialist (CIPS) course of NAR. This course gave solid knowledge in order to start an international real estate business in Greece with amazing results! Having moved to Dubai, which is the place for truly luxury real estate in a global scale, David's book, "Power Marketing For Luxury Real Estate", is the epitome of luxury property business. David is changing my life again! His thirty-year experience is totally reflected in this book, systems and techniques included. David would never have a book published should he not feel 100% certain that this would be a priceless contribution in real estate business. He is one of the most influential people i have met in my life. He has proved that he deserves to be called a teacher! Thank you David...Pascal Partner in Rafia Estates, Dubai.

An excellent effort in saying the exact same thing over and over except in 100 different ways. Perhaps I should have guessed by the cover - the bowler hat and umbrella being so cliched as to be not even amusing. Try another book.

This author actually had some really good ideas which I am able to implement. Good book if you are

interested in selling high end properties.

This book is a masterpiece. David puts it all there for the reader. Filled with great content and backed up with compelling stories to drive his points home. This is a must read for any one in marketing, especially real estate agents and brokers. Five stars are an understatement.

This book helps you understand that you must create value for high end clients. The author uses the analogy of an auction to illustrate how even the bidding of competitors makes the item more desirable for all involved. The same has to be true with a luxury property. This does not necessarily mean starting with a really low asking price and trying to get multiple offers. It's about creating excitement. The author did a great job of displaying his methods with 2 stories in the book about luxury properties he represented. I would recommend this book to any realtor wanting to enter the luxury real estate arena. I would also recommend "selling luxury real estate" by Jack Cotton. Together these 2 books have everything you would need to feel you have a grip on the luxury market and can help hit the ground running.

After reading and studying hundreds of books and courses on real estate I don't expect to learn more than a few points which is worth the money I spent and the time invested reading it. That being said every agent could learn things from this book to help them become a better agent no matter what end of the market you deal with. In fact there are a few lines David uses that will definitely come out of my mouth in the future when dealing with prospects.

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