



Power Marketing for Luxury Real Estate

David Michonski

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Power Marketing for Luxury Real Estate is any real estate agent's "bible" for selling to the affluent. David Michonski reveals how to sell luxury real estate for sellers who do not have to sell to buyers who do not have to buy. He shows how he achieved some of the highest and most prestigious sales in the United States through power marketing. His real life stories illustrate not only how to get luxury listings but how to sell them and establish one's self in the rarified world of luxury property marketing. Starting with the tiny size of the luxury market, he cites five key differences between luxury marketing and mass marketing, presenting action steps to overcome the differences. He confronts head on the market's lack of urgency to act and demonstrates how agents can control the psychology of a sale and raise the comfort level of participants to achieve multiple buyers bidding simultaneously. Michonski also covers how to create credible and defensible pricing for properties that often have no comparables and then walks his readers through the tools to find buyers and most importantly how to orchestrate them to a successful sale. His compelling stories bring to life how competition magically unlocks true market prices and how agents can add value to the sales process that more than compensates for a premium commission. Practical and penetrating this is a must read for both the rookie and the pro on how to thrive in the elite world of luxury real estate sales.

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