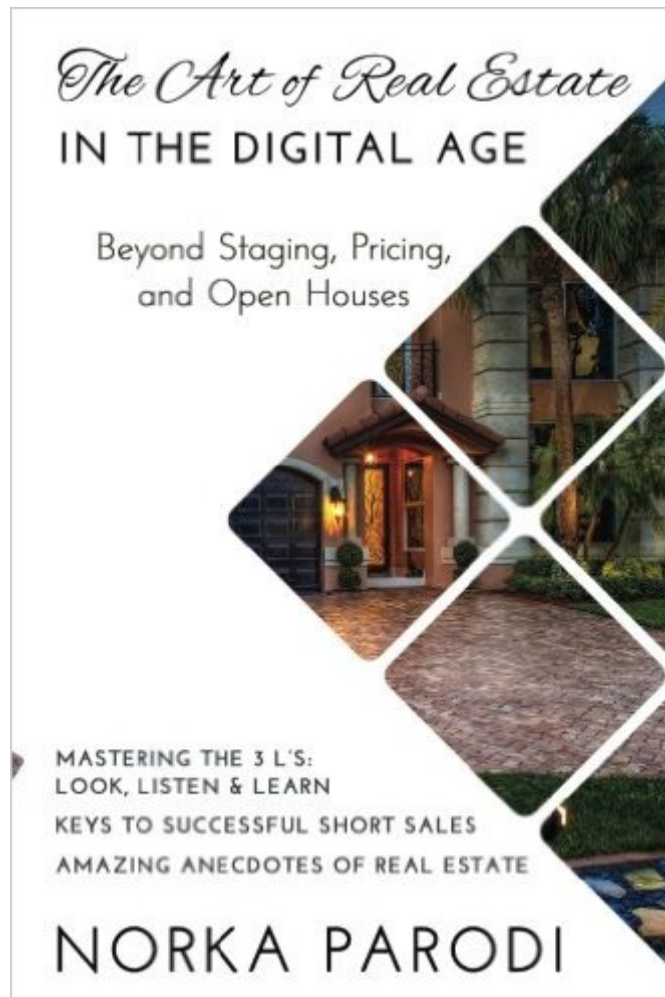


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# The Art Of Real Estate In The Digital Age: Beyond Staging, Pricing And Open Houses



## Synopsis

The Art of Real Estate in the Digital Age is an illuminating read, which looks at the changing face of the Real Estate industry and what impact it has on today's housing market. With 11 in-depth and compelling chapters, Norka Parodi lifts the lid on everything you should know about the buying and selling of property in a fast moving industry and how new technology make its impact on it too. With a look at marketing, the key players in the process, as well as the journey from start to finish, this book delves deep into the minds of buyers, sellers, lenders and agents alike. And with its pages peppered with real-life and entertaining stories of the market, you will get not only valuable insights but also a human side of the industry as well. So if you are a buyer or a seller, an estate agent or just someone who holds a passing interest in the housing market and what it does, or might do in the future, this enjoyable read is sure to inform and entertain in equal measure.

## Book Information

Paperback: 200 pages

Publisher: Copia Publishing (July 20, 2016)

Language: English

ISBN-10: 0997775009

ISBN-13: 978-0997775006

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 11.4 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (9 customer reviews)

Best Sellers Rank: #821,269 in Books (See Top 100 in Books) #79 in Books > Business & Money > Finance > Financial Risk Management #168 in Books > Business & Money > Finance > Wealth Management #925 in Books > Business & Money > Investing > Real Estate

## Customer Reviews

Fantastic read! The world of real estate has changed and this book will help you adapt to that change. "The Art of Real Estate in the Digital Age" has everything you need to know about traditional buying and selling, and also what you need to know about buying and selling real estate in the digital age. Along with presenting great information, the book is easy to read through, and because of how the information is delivered, it wasn't a boring read. I learned a lot and very quickly.

This book is such a great source of knowledge. The author had been through both buying and selling a home and she had immense experience and helpful tips when it comes to real estate. This

book explains in details how to buy a home and what the best options are, how to sell a home and the different options that are available. Because knowing is half the battle. The more we know and understand about all the different options that are available to us, and learn which one is the best fit, the more relief we feel when making a decision. Short sell, buying, selling, mortgage, and all of the real estate lingo that we get confused with are thoroughly explained in this book.

A book which is much more than it seems as it unlocks the secrets of real estate and looks at it from every angle. Norca Parodi really knows her stuff when it comes to selling property and it's no wonder that she's become a well-known face in the business. From buyers to sellers, lenders and agents, you will find every aspect of the industry to help you get the most from whatever it is you want. And with real-life stories threaded through it, the book takes on an interesting and more human side, full of humour and appeal, rather than just another dull and dreary 'buying a house' book.

As a reader, I always look for books which are easy to read and understand, at the same time written in an engaging, interesting and catchy style. And, this book is one of them. It's clear, straightforward and written in simple words so that anyone can understand it. The first thing I have noticed about this book is the excellent organization of its contents. It is divided into chapters, each of them additionally divided into sub-chapters related to a particular element of the real estate business. The style of writing, the emotions intertwined between the pages of this book draw your attention to the content, make you want to read it, even awaken your interest in the real estate business. This book is a guide which breaks down the entire science behind the success in the real estate business into small pieces, with the intention to make it easier and simpler to understand. I would describe it as a step-by-step, detailed guide which starts by explaining the basic things related to this business and continues by explaining the more complex ones. What I liked the most about this book is the unique approach of the author regarding the topic. She uses the approach of real estate as art which can be mastered and tries to teach that through her book. She gives a personal touch by sharing her emotions regarding the art of real estate, her experience in the business and the things she has learned over the years as a successful real estate agent. All this makes this book original and different from the other guides. It is a must-have for all those who are in the real estate business and want to learn more about its elements. It is also a great reading for those who are interested in this business or are rookies eager to learn all the important things related to it. I highly recommend it.

I've always been interested in real estate but never fully understood how to really make it work as a business. There is buying a house, renting it out which is the long way of doing real estate, or you can buy and flip houses. It looks so easy to do on HDTV or other TV shows, but I know in reality it is a lot tougher. Like how do you find financing, how much do you invest in remodeling or fixing it up. So when I saw this book, I figured I'd give it a try and see what more I could learn. I was pleasantly surprised at both how informative it was, but more importantly, how easy it was to read. It wasn't some boring text book or just some rambling story of someone who has made a few bucks in real estate and now thinks they know it all. This was from a real practitioner who understands the business. Someone who has been at it for a while and has seen the ups and downs in the market and through it all, has managed to make money through it. It's easy to make money when the market is red hot, but how do you do it when the market is cold. I thought Norka explained that well in her book and really gives you a lot of great ideas on how to carve out your own little real estate empire.

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