

Steve Zippin's

Ten Real Estate Truths . . .

1.

Your first offer is almost always your best offer . . .

2. A bird in the hand is worth thousands in the bush . . .

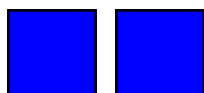
3. The longer a house is on the market, the less it will sell for . . .

4. The closer to market value a house is priced at, the quicker it will sell . . .

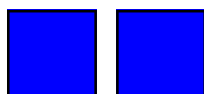
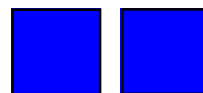
5. A house priced just below market value will often sell for over asking price . . .

6. Adding negotiating room to the price of a home only adds advantage to the **buyers** negotiating position . . .

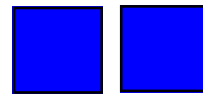
7. The longer a house is on the market, the more that buyers perceive it to have problems . . .



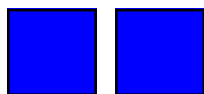
8. An over-priced home discourages offers . . .



9. The more you encourage lowball offers, the lower the offer you'll get, **if** you get one at all . . .



10. Real Estates' Self-Fulfilling



Prophecy . . . "If no else wants that house, there must be something wrong with it that I've missed-therefore, I'm not going to buy it either."

