

Simple and SOLD is the #1 FSBO (For Sale By Owner) guide offering a step-by-step action plan for harnessing today's technology to price, market and sell your own house. You'll understand what buyers want and how to let them know your home is what they want. The 1st Edition, downloaded over 15,800 times, is now updated with the latest strategies, giving sellers even more tools, easy-to-follow guides, and insightful information leading you to selling your home. Simple and SOLD, 2nd Edition is a pioneering guide to the future of how to sell your house. Whether you've sold a house before or this is your first time, there's no shortage of advice on topics that will position you for a top-dollar sale and to save money. Simple and SOLD solves the problem of selling your house by distilling decades of Sissy Lappin's prowess as a top broker in the real estate world. She has been featured in The Wall Street Journal, USA Today, Forbes, Time, and Money. Sissy understands the seismic changes in the real estate business over the last few years. Many of the obstacles that were once in the way of FSBO sellers have been eliminated, making real estate more democratic. The real estate industry's once-invulnerable business model is being challenged. The Internet now makes it easy for any American to take control of the home-selling process and save money. The ultimate goal in selling your home is to get top dollar. This book will help make that happen. First to go is the agent. For every \$100,000 at which your house is valued, you pay an agent \$6,000 in commission. That's a lot of money for something you can easily do without – a key theme in this how-to book. Sissy's gems of selling wisdom and her down-to-earth, engaging style in Simple and SOLD are extracted from her 20-plus years of real estate talent and over a half a billion dollars in homes sold. Sissy understands what it takes to complete a real estate transaction. Now she's helping homeowners have that same opportunity – to sell like a pro, save money, and come away with more in your pocket.

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