



## Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling

By Brendon DeSimone

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Real Estate Expert and Zillow's top blogger Brendon DeSimone introduces *Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling*. DeSimone's new real estate book is the go-to guide for navigating and better understanding the complex and ever-evolving world of buying and selling a home.

\* **Markets move faster today.** Buying or selling at the wrong time can have huge financial consequences. Given the susceptibility of the real estate market the past few years, it's imperative to approach an investment differently today. Brendon's unique perspective will help you determine your best plan of action and assess when the timing is right, from advice on if you should buy or rent to why listing your home too early may result in a lower sale price.

\* **Information overload can cripple consumers today.** Buyers and sellers have access to more information than ever. Absent the appropriate context, certain data can cause confusion and lead to a financial disaster or missed opportunity. Brendon explains how the role of the agent has evolved, why the use of a strong, well-connected local agent in real estate is more important than ever, and how to best leverage their expertise along the way.

\* **Technology has changed the world and real estate forever.** No longer is it common to live in or close to your hometown. The Internet has allowed today's professional the ability to live anywhere and the fast-paced and competitive nature of the work place provides for people to be open to new job opportunities, in a new city, every few years. Brendon guides today's consumers down the sometimes-risky real estate road of our new reality.

\* **The real estate industry has evolved in the past ten years** and taking advice from your parents or using guidelines from the 1980's could land you in deep water. Conversely, knowing what still works today and applying some of the more traditional tactics can help save you time and money. Brendon will address how the perfect combination of traditional practices such as the open house, with modern tactics like pre-sale inspections, can get you the best results.

\* **Next Generation Real Estate helps speed up the learning curve** and guides prospective sellers and buyers through the process. Brendon's done the work for you and passes his informed expertise, along with insider tips, from how to get back a non-refundable deposit and what not to say to the listing agent, to how to use Google Street View in Real Estate

\* **3 implications govern all buyers, sellers and real estate transactions:** No matter the personality, generation, age of the client, or type of home being bought or sold, real estate will always have emotional, practical and financial considerations and implications. These are at the center of any real estate transaction and it's imperative to know how to navigate various situations keeping these three fundamentals in mind.

\* **New players and technology are introduced to the real estate industry every day,** but it's important to know how to use these services online to benefit your real-life transactions. In DeSimone's how-to real estate book, you'll learn how to access, apply and interpret the tools and information available to not only help you make the best choice, but also to save you money.

\* **There has been a major shift in sociological trends** including the introduction and acceptance of various family households, higher divorce rates, an increase in single living structures, and a more widespread tendency of Millennials and boomers to remain in and return to cities rather than suburbs. *Next Generation Real Estate* provides knowledge and advice to best navigate these changes as they apply to the real estate market, to help you sell faster and buy smarter.

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### Editorial Review

#### Review

*"In today's market, there's no room for confusion. Brendon DeSimone is an insightful real estate pro and the book is the first to gather all of the disjointed pieces of the new housing puzzle and offer a compendium chock-full of the new rules of next generation real estate."*

-Richard Florida, Senior Editor, *The Atlantic*

*"Next Generation Real Estate is quick and accessible. Anyone can find the chapters that most appeal or relate to their situation. Brendon's down-to-earth advice and contrarian tips with real stories bring to life, many times with humor, how to buy smarter and sell faster."*

-Amy Bohutinsky, Chief Marketing Officer, *Zillow.com*

*"Buying and selling a home will always be one of the biggest financial and emotional transactions of our lives. Brendon's wisdom, philosophies, and personal experience as a homebuyer and seller himself will help you navigate the ever-changing, and sometimes contradicting, waters of real estate in the next generation. You will go into your next transaction with confidence and security that you are handling your home as if a professional were standing right next to you."*

-Jonathan Miller CEO, *Miller Samuel Appraisers*

#### From the Author

Real Estate Expert Brendon DeSimone has more than a decade of varied residential real estate experience across the US. His practical advice is featured in his new book *Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling*, as well as in his weekly column on the Zillow Blog, seen by 70 million visitors per month.

Brendon is licensed to sell real estate in two states, owns property in the US and abroad, and recently opened DeSimone & Co, a New York City based independent real estate firm bringing a fresh and consumer focused approach to real estate in one of the world's most fascinating markets.

Brendon's advice is also syndicated to 250 daily newspapers and many high-traffic media sites, including Forbes, Yahoo! Homes, AOL and Fox Business, and his professional, approachable, can-do style has also landed him interview spots as a national real estate expert on Good Morning America, HGTV, FOX News, Bloomberg and FOX Business.

#### About the Author

Real Estate Expert Brendon DeSimone's practical advice is featured weekly in the Zillow Blog, seen by 50 million visitors per month. His column is syndicated to 250 daily newspapers and top media sites online including Forbes, CNBC, Yahoo Homes, AOL Real Estate and Fox Business. Brendon has appeared as a national real estate expert on FOX News, CNBC, Good Morning America, Bloomberg & FOX Business. His real estate expert advice and opinion is often sought out by reporters and journalists writing about the national market and consumer issues. Brendon has been a featured expert on multiple HGTV shows. Brendon is licensed to sell real estate in both California and New York and has sold over \$100 million in real estate in the past ten years. He owns real estate in the US and internationally.

## **Users Review**

### **From reader reviews:**

#### **Merry Springs:**

Book is to be different for every grade. Book for children till adult are different content. As it is known to us that book is very important normally. The book Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling seemed to be making you to know about other understanding and of course you can take more information. It is extremely advantages for you. The e-book Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling is not only giving you considerably more new information but also to be your friend when you feel bored. You can spend your own personal spend time to read your reserve. Try to make relationship with the book Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling. You never experience lose out for everything in the event you read some books.

#### **Ruth Westlund:**

People live in this new time of lifestyle always try and and must have the time or they will get wide range of stress from both day to day life and work. So , whenever we ask do people have extra time, we will say absolutely of course. People is human not really a huge robot. Then we ask again, what kind of activity do you have when the spare time coming to anyone of course your answer will probably unlimited right. Then do you ever try this one, reading publications. It can be your alternative throughout spending your spare time, typically the book you have read is definitely Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling.

#### **Edward Grimes:**

Your reading 6th sense will not betray a person, why because this Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling e-book written by well-known writer who really knows well how to make book which can be understand by anyone who have read the book. Written within good manner for you, leaking every ideas and producing skill only for eliminate your hunger then you still skepticism Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling as good book not only by the cover but also with the content. This is one reserve that can break don't ascertain book by its deal with, so do you still needing another sixth sense to pick this kind of!? Oh come on your looking at sixth sense already alerted you so why you have to listening to another sixth sense.

#### **Ruth Zimmer:**

Within this era which is the greater individual or who has ability to do something more are more important than other. Do you want to become one among it? It is just simple approach to have that. What you should do is just spending your time little but quite enough to get a look at some books. Among the books in the top listing in your reading list is actually Next Generation Real Estate: New Rules for Smarter Home Buying & Faster Selling. This book and that is qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking right up and review this book you can get many advantages.

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