



Zillow Talk: Rewriting the Rules of Real Estate

Spencer Rascoff, Stan Humphries

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How do you spot an area poised for gentrification? Is spring or winter the best time to put your house on the market? Will a house on Swamp Road sell for less than one on Gingerbread Lane? The fact is that the rules of real estate have changed drastically over the past five years. To understand real estate in our fast-paced, technology-driven world, we need to toss out all of the outdated truisms and embrace today's brand new information. But how?

Enter Zillow, the nation's #1 real estate website and mobile app. Thanks to its treasure trove of proprietary data and army of statisticians and data scientists, led by chief economist Stan Humphries, Zillow has been able to spot the trends and truths of today's housing market while acknowledging that a home is more than an economic asset. In **ZILLOW TALK**, Humphries and CEO Spencer Rascoff explain the science behind where and how we live now and reveal practical, data-driven insights about buying, selling, renting and financing real estate. Read this book to find out why:

- It's better to remodel your bathroom than your kitchen
- Putting the word "cute" in your listing could cost you thousands of dollars
- You shouldn't buy the worst house in the best neighborhood
- You should never list your house for \$444,000
- You shouldn't list your house for sale before March Madness or after the Masters

Densely packed with entertaining anecdotes and invaluable how-to advice, **ZILLOW TALK** is poised to be the real estate almanac for the next generation.



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The event that you get from Zillow Talk: Rewriting the Rules of Real Estate is the more deep you digging the information that hide into the words the more you get thinking about reading it. It does not mean that this book is hard to understand but Zillow Talk: Rewriting the Rules of Real Estate giving you excitement feeling of reading. The article writer conveys their point in a number of way that can be understood by means of anyone who read this because the author of this publication is well-known enough. This kind of book also makes your current vocabulary increase well. So it is easy to understand then can go together with you, both in printed or e-book style are available. We highly recommend you for having this kind of Zillow Talk: Rewriting the Rules of Real Estate instantly.

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Playing with family in the park, coming to see the coastal world or hanging out with close friends is thing that usually you will have done when you have spare time, then why you don't try point that really opposite from that. 1 activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love Zillow Talk: Rewriting the Rules of Real Estate, it is possible to enjoy both. It is very good combination right, you still need to miss it? What kind of hang-out type is it? Oh occur its mind hangout guys. What? Still don't buy it, oh come on its called reading friends.

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