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Zillow Talk: Rewriting the Rules of Real Estate

Spencer Rascoff, Stan Humphries

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Zillow Talk: Rewriting the Rules of Real Estate Spencer Rascoff, Stan Humphries
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 To understand real estate in our fast-paced, technology-driven world, we need to toss out all of the outdated truisms and embrace today's brand new information.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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