

## Sellers Panic and Clamor to Sell Homes as the Housing Market Plunges

By Jennifer Field

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*As people rush to sell their houses to make the most profit, buyers hesitate, waiting until the market hits bottom before they commit. eBook author Jennifer Field asserts that sellers must retreat from panic mode and act with intent when selling.*

As the bottom drops out of the real estate market, homeowners are rushing to unload their houses to make the most profit they can. Meanwhile, buyers are holding back, waiting until the market hits bottom before they commit. Jennifer Field, author of the eBook *I CAN Sell This House: Secrets to Selling Quickly in a Buyers' Market*, states that as hard as it might be, sellers must dial back from panic mode and understand that they must be objective and purposeful when selling.

Ms. Field asserts that sellers have to be serious about selling and that every move they make has to be backed by the intention to sell. "You have to stop thinking of the house as 'home' and start thinking of it as an asset to be liquidated as quickly and as profitably as possible," Jennifer states. Hard as it may be, sellers must assess their reasons for selling, emotionally disengage from the process, and know that their buyer is out there. Then, they need to act in a focused and logical manner, following a proactive action plan to get their house sold.

And Ms. Field should know. She sold her house in **27 days for 98% of her asking price** as prices were tanking in the battered Central Florida real estate market. A former educator and current pastry chef, Ms. Field is far from a real estate mogul, but she did a few things that set her apart from the panicking crowd and allowed her to focus on the goal so intently that a quick sale was inevitable. When the time came to sell, she completely disengaged from the house emotionally so she could objectively and rationally assess the house's strengths and weaknesses. She believed that her buyers were out there, and every move she made was made with the intent to bring them to their new home.

While she based her action plan on intention, she never forgot the "action" part. Jennifer systematically made the house show room-ready before listing, maintained that show room look throughout the time the house was on the market, used the Internet for marketing purposes and worked very closely with her Realtor to price the house correctly and negotiate from a position of power. When all was said and done, the journey from "Let's sell," all the way through to closing took only twelve weeks.

After the dust settled and Jennifer realized how stunning her results were in this market, especially in Central Florida, she committed to another action plan. She wrote an eBook outlining and explaining every step she took to sell her house. Written by a regular person for regular people, *I CAN Sell This House: Secrets to Selling Quickly in a Buyers' Market* is a tribute to positive thinking and positive action.

If you or anyone you know is interested in selling now or in the near future, please visit <http://www.icansellthishouse.com>. *I CAN Sell This House: Secrets to Selling Quickly in a Buyers' Market* might be just what they need to keep them focused and on track.

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About I Can Sell This House: [www.icansellthishouse.com](http://www.icansellthishouse.com) launched in October of 2008 as a platform for the eBook *I CAN Sell This House: Secrets to Selling Quickly in a Buyers' Market*. The book describes in detail the action plan the author used to sell her house in Florida quickly. Sold through ClickBank, there is

an available affiliate marketing program for I CAN Sell This House with 50% of the sale price going to the affiliates.

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