



The Art of Real Estate in the Digital Age: Beyond Staging, Pricing and Open Houses

Norka Parodi

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The Art of Real Estate in the Digital Age is an illuminating read, which looks at the changing face of the Real Estate industry and what impact it has on today's housing market.

With 11 in-depth and compelling chapters, Norka Parodi lifts the lid on everything you should know about the buying and selling of property in a fast moving industry and how new technology make its impact on it too.

With a look at marketing, the key players in the process, as well as the journey from start to finish, this book delves deep into the minds of buyers, sellers, lenders and agents alike. And with its pages peppered with real-life and entertaining stories of the market, you will get not only valuable insights but also a human side of the industry as well.

So if you are a buyer or a seller, an estate agent or just someone who holds a passing interest in the housing market and what it does, or might do in the future, this enjoyable read is sure to inform and entertain in equal measure.

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