

Red Mountain Press
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**Real
Estate
Luck**
sell faster®

by Anita Rosenberg

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Location, Location..... Feng Shui



Contents

Introduction.....	9
Selling the Wow Factor.....	11
Feng Shui Eyes.....	15
The Magic Combination.....	17
It's All in the Timing.....	25
BaZi Astrology for Realtors.....	29
Know Your Buyer.....	61
Setting the Stage.....	73
Light My Fire.....	79
5 Basic Types of Listings.....	85
Attracting Asian Buyers.....	91

Dazzle the Exterior.....	93
Inviting Interiors.....	107
Sell Faster.....	121
Tips for Sellers.....	137
House Whispering.....	153
I Don't Want To See Dead People.....	157
Final Thoughts.....	159
Brief Glossary.....	161
Suggested Reading.....	162

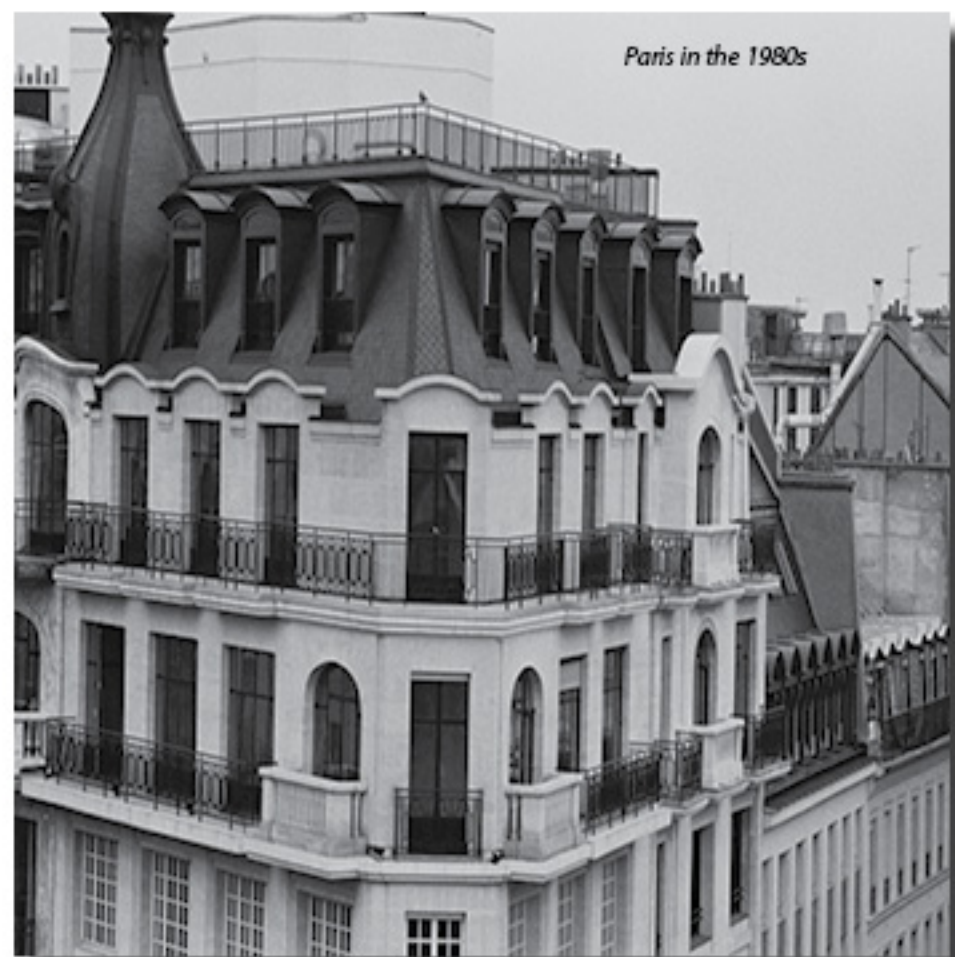




Introduction

Growing up in the Midwest, construction sites were my playground. My father was and still is a developer and every weekend he took us four little ones off my mother's hands for a few hours to show off his latest projects. We got to play in the construction of massive apartment complexes with tennis courts, clubhouses and swimming pools as well as swinging 70s condos built on stilts overlooking the Ohio River, a swanky yacht club on the Ohio River and even a suburban mall. My youngest brother expressed interest in building when he was ten and at thirteen he did in fact build his first house. Now this same brother builds shopping complexes, so as you can see I come from a Real Estate family and understand the game of Real Estate.

"Real Estate Luck - sell faster" is 10 years in the making. When I first got certified in Feng Shui sixteen years ago followed by an Advanced Degree in Feng Shui for Real Estate my focus was working with agents buying and selling property. It seemed a natural since Feng Shui deals with the environment and buildings and so do Realtors. I gained a vast amount of experience and knowledge on what makes a house sell faster and what makes it sit by working with agents from Los Angeles to Aspen and New York City. Tackling my first twelve million dollar home in Aspen I was reminded that large or small - the same rules apply. At the end of the day you are only attracting ONE buyer. One perfect fabulous buyer who loves the house as much as the seller. This book includes everything I know (well I can't give it all away) to empower you to sell your listing faster.



Selling the WOW Factor!

The new saying in the trade is:
CLOSE MORE ESCROWS WITH FENG SHUI!

When you put a property on the market you are going for the WOW factor! From the moment potential buyers shout, "Honey, stop the car!" Your job as a Realtor or seller is to create a series of exclamation points - each one bigger than the next. Buyers are searching for the illusive "it" factor and they just might discover it around the next bend. They are looking for that unique and special piece of paradise and it is your job to give it to them.





We added a welcome mat and colorful flowers to the entrance.

Feng Shui Escrow Case Study

One of my favorite Hollywood agents called me for a vintage 1952 home designed by a famous Chinese architect and photographed by famed photographer Julius Schulman. The house was a mid-century masterpiece and getting a lot curious lookers but no offers. We walked through the house with the eyes of a buyer and made sure everything we saw gave us a gasp of excitement. If anything gave off a negative vibe I knew why buyers were not making offers. Starting with the Bright Hall aka Ming Tang entryway - everything had to be welcoming.

The house was basically empty and no one had lived in it for awhile. I did energy work lighting special incense and ringing my Balinese Bell to invite good Qi. The owner did not want to spend money to fix the cracked sliding glass door or the stained carpet, but I insisted. The agent paid for those repairs and was quickly repaid by a large commission. We also staged the back patio with vintage furniture so potential buyers could settle in and experience the ambiance. But the most powerful detail we added was to display photographs from a famous architectural book featuring vignettes of the rooms from the 50s. After all, this was a historic property and what was being sold was the fame aspect. After the tweaks, the agent received offers that first open house. It SOLD by Sunday.



We displayed famous photos by Julius Schulman around the house showing THEN and NOW. The house was still a vintage masterpiece.



Feng Shui Eyes

A new way of looking at the world

When walking through a listing with “Feng Shui Eyes” everything should say “yes.” The minute a potential buyer sees something that turns them off, they are out the door because they don’t have the vision of change. It could be the wrong color granite counter-top in the kitchen or family photographs of the owner. A wall of family portraits is distracting and no one wants to move in with someone else’s family. When I was house hunting six years ago in Beachwood Canyon, there was a listing I saw with a sweeping view of downtown. It was a modern house updated in the 1980s by an older couple ready to retire and downsize. The walls were filled with personal photographs and all their shelves were packed with their prized collection of owls. There was something about the owls mixed with the people pictures that creeped me out. I was out the door as fast as I walked in and barely got to enjoy the view.

Seeing a listing with Feng Shui eyes is:

- ✓ A new way of looking at everything
- ✓ Not about spending a lot of money
- ✓ About showing that less is more
- ✓ Something you don’t have to believe in it to work
- ✓ Not a religion, it’s an environmental science



The Magical Combination

Feng Shui & Real Estate

In the world of Real Estate, what makes you stand out? Even when the market is high and property seems to sell itself, how are you going to set yourself apart? When the market is low, how will you stay afloat? Will you be a *forward thinker*? In a competitive market that is constantly rising and falling, what is going to give you that *edge*?

Feng Shui is not a cult or a fad. It is a design philosophy based on harmony within the environment. Literally, *FENG* means *WIND* and *SHUI* means *WATER*. Feng Shui is a goal-oriented science. The goal when using Feng Shui to sell property is to *raise the value*.

風水

The more you bring to the table in any business, the more valuable you become. The Western Real Estate market is catching up to what the Far East has known for hundreds of years. Prosperous cities like Hong Kong, Singapore and Kuala Lumpur, were built on Feng Shui principals. It is a 3,000-year-old Ancient Chinese Art and the New York Times recognized it a few years ago as a successful tool.



this haunted Hollywood apartment has negatively affected my client's acting career - it's stuck but he won't move

I Don't Want to See Dead People

Neither should you

Lingering spirits can get in the way of an occupant's progress in life as well as a house sale. No one wants to share their space with ghosts. When a death happened on a property whether inside or out, it lowers its value. I have clients where the previous owner murdered her ex-husband in the yard and that spirit blocked construction until we sent him away. Newlyweds brought me in for Feng Shui only to discover that the previous owner who was sick and passed away in the bedroom would not let them complete their renovation. They could not move into their home for four years because they would not pay for the house to be cleansed. Another client bought a historic house in Silverlake across the street from a notoriously haunted mansion where spirits outnumbered the live residents. We brought in a paranormal expert because the children were already talking to ghosts on the staircase and I did not want them disturbed in their sleep. Sometimes you have to cough up the big bucks and deal with your paranormal issues. No one wants to admit they have ghost problems, but you would be surprised how often I come across haunted property that needs to be addressed immediately.