

# Is Selling Your Condo The Same As Selling A Home?

**Video Headline:** Is Selling Your Condo The Same As Selling A Home?

**Video Summary:** Homeowners might already be familiar with the basics of selling a home. But selling a condo is a different story. It has different pros and cons and requires a different selling strategy. In this video, we are going to discuss if selling your condo is the same as selling a home.

## I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about Is Selling Your Condo The Same As Selling A Home?

If you know anyone whom you think this may be of interest to, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

## II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

**\*\*[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]\*\***

## III. Content

Living in a condo can be very convenient. With all its amenities and because of its accessibility, owning a condo is definitely a good investment. However, no matter how much you've fallen in love with your condo, there might come a time when you think that it's time for you to let go and sell it.

Do you think selling your condo is as easy as selling your home? It can be; but, selling your condo is definitely not the same as selling a home. Condos have their own unique selling points as well as challenges that you need to know prior to listing your condo in the market.

First, timing. **One of the advantages of condos is that they sell faster than single-family homes.** This is because they cost less and they are typically smaller which means lower

maintenance costs. Right timing is the key. Assess what time of the year is best to sell your condo. Usually, spring is the best season to sell a property and winter is not quite as busy but can be depending on your market. But other factors should also be taken into consideration. For instance, if your condo is near a vacation area, you might be able to set the best price when the tourist season gets nearer.

Pricing might really be the trickiest part of selling a property. If you set the price too high, there's a chance that it wouldn't attract potential buyers and if you set the price too low, you might not get a fair deal. For condos, you can **get ideas on how to set your price by taking a look at similar units within your area**. There are surely a lot of other properties that are identical to your unit so check and compare recent sale prices of those properties in your area.

**Another thing that you need to give attention to is the staging of your condo**, especially if there are other units for sale in the area. Unlike family homes, what makes the competition stronger for condos is that these properties most likely look similar and all might be offering the same amount of space. So you need to work harder to make your unit stand out. Clean it, declutter your possessions, and make necessary repairs.

Once you've already taken care of making your condo look its best, you can start marketing.

**Highlight your complex's unique selling points.** Emphasize the convenience and how it can improve the lifestyle of the person who will live in it. Most people who are looking for a condo are buying it because of the convenient lifestyle it offers.

#### **IV. Call to Action**

Hope I was able to let you understand that selling your condo is different from selling a home. If you need more tips or have other questions about selling your condo, feel free to reach me anytime at [\[your contact info\]](#).

#### **V. Conclusion [Time to wrap up]**

Different properties have different advantages and disadvantages. Hence, each type of property has a specific strategy that works best.

Thank you for joining me today and don't forget to tune into next week!

# FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

## **Promote It**

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

## **Write a Scroll Stopping Headline**

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

## **Set The Tone**

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

## **Connect**

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

## **Create a Few Practice Videos**

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

## **Ask Your Viewers to Interact**

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the

newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

### **Have an Actionable Sign Off**

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

### **Reach More People and Go Live More Often**

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- Hot topics or breaking news

- Go live with an industry leader such as a mortgage broker or home inspection

- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.

- Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

### **Promote It After It's Done**

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.

