

The 5 Most Common Home Selling Mistakes and How to Avoid Them

Video Headline: THE 5 MOST COMMON HOME SELLING MISTAKES AND HOW TO AVOID THEM

Video Summary: A home is one of the most expensive items that one could sell. Hence, its selling process can be complex as it involves a lot of steps and aspects. It's not as simple as selling something and getting money in return. It requires the right strategy for a successful sale and some home sellers tend to overlook this. In this video, we'll talk about the 5 most common home selling mistakes and how to avoid them.

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 The 5 Most Common Home Selling Mistakes and How to Avoid Them.

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

If you think that selling a house won't cost you anything, you are wrong. The first mistake that home sellers do is **underestimating home selling costs**. I can't blame them. The common knowledge when selling something is that you get to earn, not the other way around. But before you achieve a successful sale especially in real estate, you need to shell out some money for you to market the property right. Take into account the following expenses - agent commissions, closing costs, staging costs, and repairs. Plus the cost of renting a temporary place while your home is currently on listing.

Another tricky aspect of selling a home is pricing and some home sellers tend to **set the wrong selling price**. This is something that you need to avoid. If you set your price too low, you could

miss out on potential profit. If you set it too high, it could turn away buyers and your property listing can stay in the market for too long before you receive an offer. If it takes too long before you reduce the price, it can turn off buyers as it will negatively impact the image of your property. Being listed for weeks or months might make potential buyers think that there is something wrong with the property. To set the right price, ask your agent to check out competitors and conduct market analysis. Knowing how much a similar property in your area has been sold can give you an idea on how much your property should be worth. Setting the right price can help you sell your home faster and provide you with a reasonable profit.

When listing a home, many sellers **use bad photos for their listing** and this can make it harder for you to sell your home. Use photos with good lighting, always choose a good angle, and make sure to remove any clutter from the photos. Before uploading the photos, ask for feedback from your friends if they think you'll be interested in your home from the photos. Don't be afraid to ask for help when taking photos, especially if you know someone who's good at it.

After listing your home and getting the attention of potential home buyers, make sure to prepare your home for sale. Many home sellers make the mistake of **not making the necessary preparations of putting their home on sale**. It's important to check your home for necessary repairs. People who declutter and stage their homes also sell 80% faster than people who don't. And this just makes sense. Cluttered homes can make it difficult for home buyers to imagine themselves living in the home. Meanwhile, curb appeal is another important thing that you need to prepare for when selling your home because first glance can make a huge impact.

Lastly, many home sellers make the mistake of **trying to sell their homes by themselves**. Of course, this can be done but it will be a more difficult and stressful selling process if you don't have enough knowledge and experience. When you hire a real estate agent, you are saving yourself time, money, and stress. They'll take care of all the showings, find you a good buyer, negotiate the selling price to your advantage, and make sure that everything flows smoothly until closing.

IV. Call to Action

If you need help with selling your home or would like to know more tips about real estate, feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with you!

V. Conclusion [Time to wrap up]

Selling a home can be a daunting task. It pays to know the right strategy and the things that you need to avoid in order to have a successful sale.

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

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.