

# 4 Mistakes Every Seller Needs to Avoid in a Hot Market

**Video Headline:** 4 Mistakes Every Seller Needs to Avoid in a Hot Market

**Video Summary:** Are you planning to sell your house soon? Don't make the same mistakes most sellers do! Here are four mistakes you need to avoid in a hot market.

## 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 4 Mistakes Every Seller Needs to Avoid in a Hot Market.

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

The first mistake to avoid is **putting up your house for sale before it's ready**. Don't get overexcited to list your house because the market is hot. Take your time to prepare your house for sale which means getting rid of your clutter, planning your next steps (have you found a new house to move to?), fixing and repairing any damages, staging your home, and looking for the right real estate agent. Just because you're confident that buyers will come lining up to buy your home, doesn't mean that you should skip these steps. You'll get a better and higher offer when you prepare your house for sale.

The second mistake we'll be talking about is **not setting the price right**. You might be tempted to sell your home lower or higher than its actual listing price because of competition or similar listings in the area. However, in a hot market, inventory is usually low and buyers snag up houses quickly. It's important to start with a strong opening price, attract interest in your listing, bid your way up, and then accept the best offer.

Third is **selling to an unqualified buyer**. I know you all want to get that sale but you need to make sure that the buyers go through the right process and that they are qualified. You wouldn't want to spend time working with a buyer and only end up not finishing the sale because the buyer isn't qualified for a mortgage loan. However, if your buyer isn't qualified, that doesn't mean that you have to push them away. You shouldn't lose this business completely just because they aren't qualified now. Ask your real estate to work with them to get their finances in shape for pre-approval. Through this, your property would be the first one that they will consider when they are finally qualified to purchase a home.

The last but definitely not the least mistake to avoid is **hiring an inexperienced agent**. Your real estate agent will be the one who will connect a prospective buyer to you. He/She will serve as your and the buyer's guide throughout the whole home buying and selling process. The success of the sale is highly dependent on the competence of the agent. Hence, without an experienced agent, you might find the home selling process difficult.

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

Selling your home can be successful when you avoid these four mistakes. Although it is a hot market, don't rush. Make sure to still be mindful of the do's and don't's of selling a property. You'll be able to sell your property at the right time with the best deal. Thank you for joining me today and don't forget to tune into next week's show!

#### **V. Call to Action**

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

# 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.