

# 10 Interior Styling Mistakes to Avoid When Selling Your Home

**Video Headline:** 10 Interior Styling Mistakes to Avoid When Selling Your Home

**Video Summary:** To get your home ready for selling, it is important to mind your interior styling – after all, it can make or break your home selling journey. On the basic level, good interior design improves a space by making it functional. It can also affect mood and serve as an expression of its dwellers. While deciding on interiors sounds terribly easy, it actually requires extensive decision-making. In this video, I'll share 10 interior styling mistakes to avoid, so you can sell your home in a breeze.

## 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 10 Interior Styling Mistakes to Avoid When Selling Your Home.

If you know anyone to whom you think this may be of interest, 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

A home's interior styling can be considered a reflection of its dwellers. It should not only match taste and personality – it should also complement daily habits. However, we can't deny how costly interior design can be. So, it is essential to really make decisions that will last. This is the same, even when you're about to sell your home. You must be mindful of your potential buyers.

If you can't decide where to start, we're here to help. Here are ten interior styling mistakes to avoid when selling your home:

First, **insufficient lighting**. A well-lit space is an attractive and productive space. You can achieve this through multiple layers of lighting, installed at different heights.

Second, **low quality furniture**. Don't get carried away by style or price tag. Your potential buyers will appreciate sturdy and comfortable pieces that can easily be cleaned and maintained.

Third, **disproportionate furniture**. Always measure your space, and buy furniture that fits the size of your home. For example, it is best not to purchase bulky furniture for smaller spaces.

Fourth, **matching décor**. Playing it safe and choosing matching furnishings seem tempting, but you can get more out of your space by experimenting with colors, textures, and different fabrics.

Fifth, **following design trends**. Keeping your home classy is the key to curating an interior built to last.

Sixth, **ignoring function**. Your home should help accomplish daily tasks with ease. When decorating, give priority to function – choose necessary furniture and consider multifunctional pieces.

Seventh, **neglecting to declutter and de-personalize**. Potential buyers would normally visualize themselves living in the space, so it's important to create a well-organized space that's free of personal items.

Eighth, **ignoring wear and tear**. Buyers will notice cosmetic flaws, so these should be addressed before your house is shown.

Ninth, **not minding pops of color**. A little bit of color can go a long way in making a space feel livelier and more inviting.

Lastly, **buying all your furniture in one place**. Ideally, a space develops around meaningful pieces. While it sounds efficient, buying furniture from one place may limit the creativity you'll bring into your space.

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

Designing your perfect home is a process – your potential buyers feel the same. You can help them make their decision by keeping this list in mind.

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

Do you need more tips on how to build your home's interiors? I'm no designer but I definitely know a top-selling house when I see one!

You can reach me at [mobile number] or send me a message at [email address] to talk about how we can make your space buyer-ready.

# 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 favorite 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.