

[Here is the Zoom Recording.](#)

*****Step by Step Guide:**

1. Create your audience if you haven't done so: [Here is how.](#)

2. Load up template Email Blast: "5 Pitfalls to Avoid"

3. Send to Magic Million audience (if you haven't email much lately) or Chunky Middle if you have been consistent each week.

4. Wait 24 hours and see who opened and clicked on your email blast.

5. Phone Scripts:

"Hi Danielle, this is John Smith from XYZ Realty. Thank you so much for taking my call as I know you weren't expecting me to call you today. (Wait for the reply) The reason I am calling is that you are on our email list and I understand that we have never connected about your real estate plans. Out of curiosity, are you planning on making a move?"

6. Text Scripts:

Text 1: Hi Danielle, this is John Smith from XYZ Realty. I hope all is well! I am reaching out to people on our email list this week to see if they had any plans for the next 12 months.

Text 2: Are you happy with your current place or have you had thoughts of moving?

7. Video Script:

Selling your home can be challenging. Avoid these common pitfalls that can prevent a successful sale.

#1, poor pricing strategy and lacking patience: Set a realistic price and time on market. (Might not be overnight) and be open to adjustments. Communicate all of this with your agent so you are on the same page!

#2 ineffective marketing: Ensure your agent has a solid marketing plan to reach the right audience. Ask detailed questions about when, why, and how the property will be advertised.

#3, Property condition: Address any hidden flaws, lack of maintenance, or unresolved problems well in advance. Simple fixes like fresh paint or decluttering can make a difference.

#4 limited buyer interest. Understand the market and your property's uniqueness compared to similar homes. Discuss with your agent the number of recent sales and their duration on the market.

#5 seller inflexibility. Buyers may request repairs or compensation. Consider these requests and negotiate for a mutually beneficial outcome.

Finally, be realistic, communicate, and work with your agent to maximize your chances of a successful sale.

Email Blast: (This is also a template in the library)

1. Poor pricing strategy and lacking patience: When the price of a property is set too high, it can make potential buyers lose interest from the start. If this inflated price is then not quickly adjusted to match what buyers may want to pay, then buyers may think *"what's wrong with this home?"* 💡 **Pro-Tip:** Be upfront with your agent on what price you would like as well as the lowest price you'd be willing to accept. (For example, I'd love to get \$500k but would be okay with \$475k.) Also, ask your agent how long they expect it to take for compelling offers to come in based on different pricing strategies (slightly above market value, market value or below market value.)

2. Ineffective marketing: If the property isn't marketed well or advertised to reach the right audience, it can fail to attract enough buyers, leading to the listing expiring or getting a lower price than what the seller was aiming for. 💡 **Pro-Tip** Get a clear sense of how your agent's marketing plan for your home. Ask the "W" questions: when, why, what, how many people, etc. If the marketing is dialed in, you will know if the home has been slightly overpriced if it is looking great and shown to tens of thousands of people online.

3. Property condition: Issues like hidden flaws, lack of maintenance, or unresolved problems can discourage buyers from making offers, causing the listing to expire without a sale.

💡 **Pro-Tip** Plan 6-12 months in advance if possible. This extra time can help as there may be cheaper "fixes" than you realize that can go a long way. As "home condition" can also be something as simple as a fresh coat of paint, landscaping, decluttering or better organizing your

things and space.

4.Limited buyer interest: Even in a hot seller's market like today's, there may be fewer buyers looking for properties in a particular area or for a specific type of property for the price the seller is willing to accept. 💡 **Pro-Tip** It is important to understand the "unknowns vs. knowns" here. This is where communication with your agent and understanding the market is important. Good questions to ask include: *"How many comparable homes as mine have been sold in the last 3 to 6 months? How long were they on the market for? What was the sale price? Is there a particularly unique feature about your home compared to these previous ones that could turn off buyers?"*

5. Seller inflexibility: If there are known issues with your home, it wouldn't be unreasonable for a buyer to ask about repairs or compensation when they submit their offer. All different factors have to be taken into consideration and certain requests may need to be negotiated to get a deal done. 💡 **Pro-Tip:** Be honest with yourself about what your home is offering in terms of price, location and condition. On the flip side, what may it be lacking? If the home looks great and is located in a desirable area, that doesn't mean there is no limit to what someone would pay for it.