

Top 6 Things You Need to Know Before Selling Your Home in 2022

Campaign Overview

Who: Magic Million + Chunky Middle | **Goals:** Grow Your Audience + Build Your Influence

Announcement

Duration: 7 days | **Conversion Type:** Call To Action | **Announcement Style:** Banner

Headline: Selling in the new year?

Button Text: You need to know these 6 things

Headline: If you're selling your home in 2022...

Button Text: This is for you 🙌

Facebook – Business Page

Objective: Traffic | **Budget:** \$50-100 | **Duration:** 4-10 days

Audience: Magic Million + Chunky Middle

The real estate market looks different now than ever before, so if you're thinking of selling your home in 2022, there are six things you need to know 📌

✨ Resolving to get your home on the market in the new year? This is for you 📌

Email

Goal: Traffic | **List:** Magic Million

Subject line: What is your resolution? 🏠✨

Body: It's New Year's resolution season!

If you've spent 2021 listening to the news about the real estate market and you've been thinking about selling your home, you may have found your resolution!

It's no secret that the market has shifted to a strong seller's market.

As you consider selling your home in 2022, there are six things that you should know before you put your home on the market. Our most recent blog covers all six, along with how to move forward with the easiest next step, requesting your home's current value.

LINK

Subject line: What you need to know if you're selling in 2022

Body: The real estate market looks different going into 2022 than it has ever looked before.

Between rising prices, extremely limited inventory, and a strong seller's market that hasn't ended quite yet, if your New Year's resolution includes selling your home, chances are the market isn't the same as when you bought.

Our most recent blog highlights six things you should know before selling your home in 2022.

LINK

P.S. If you have questions about the market in our area, just **reply to this email**, and we can tell you all about what's currently going on.

Instagram

Goal: Engagement

✨ Resolving to get your home on the market in the new year?

The real estate market looks different now than ever before, so if you're thinking about selling, there are six things you should know before you list your home.

Tap the link in bio ➡️📱

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#homeseller #newyear #newyearresolution #homebuyer #homeforsale #morespace
#millennialhomebuyer #realestate #realtor #LOCATIONrealtor #LOCATIONrealestate
#LOCATION

🤔 What do world-class marketing, rising prices, and searching for more space have in common?

They are all trends in the real estate market... Important trends that you should know before selling your home in 2022.

Tap the link in our bio to read the full blog ➡️📱

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#homeseller #newyear #newyearresolution #homebuyer #homeforsale #morespace
#millennialhomebuyer #realestate #realtor #LOCATIONrealtor #LOCATIONrealestate
#LOCATION

Facebook – Personal Profile

Goal: Community Building

What's one thing you'd want to know before putting your home on the market?

Twitter

Goal: Traffic

✨ Resolving to get your home on the market in the new year? This is for you ➡ [LINK](#)

LinkedIn

Goal: Engagement

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[LINK](#)

Video Script (IG Story, Email Blast, Facebook Post)

It's New Year's resolution season!

If you've spent 2021 listening to the news and reading our blog posts about the real estate market and you've been thinking about selling your home, you may have found your resolution!

We're still working on ours here!

Hi, I'm [Name from Company], and it's no secret that the market has shifted.

As you consider selling your home in 2022, there are six things that you should know before you put your home on the market.

Our most recent blog covers all six, along with how to move forward with the easiest next step, requesting your home's current value. You can find the full blog at <URL/blog/6-things-to-know-before-selling>