**[xxx] Getting started Part 1 of 2 (Email #1)**

Hi {name},

So you are looking to buy a home (with as little stress as possible) and need someone that knows the ropes to help you out, right?

Great, you are in good hands…

One of our home purchase experts will contact you in a short while to get a better understanding of your needs to determine exactly how we can help.

In the meantime, I’ll send you a few stories, tips and tricks to help you out along the way -- starting with this email.

In the next segment, I will reveal the 5 most expensive mistakes that you should avoid at all costs…

Selling or buying, these should be avoided like the plague.

Ready?

Ok, let’s start….

**The 5 Most Expensive Mistakes You Can Make When Selling Your Property**

***As a homebuyer, knowing these mistakes can help you better understand the mindset of sellers, and possibly negotiate a better deal, so read up!***

***#1 Trying To Sell On Your Own (FSBO = For Sale by Owner)***

Unless you have experience in the field of real estate sales -- which is unlikely since you’re here :) -- get a professional to help you out.

The amount of time and hassle you’ll save will be worth thousands of dollars, and the advice you get will be invaluable.

I know, I know: you’ve heard of people who ‘saved money’ by doing it themselves… but…

Being in the industry, I’ve been exposed to hundreds of people with *horror stories* that would give you the *chills.*

It’s not easy, and in most cases, you will end up losing money.

On the flip side, as a buyer, you can often negotiate a better deal with FSBOs trying to sell on their own, so for you, it can be an advantage -- keep your eye out for them!

Moving on.

***#2 Pricing***

This should go without saying: you have to get the price right.

Home values are relative and getting a professional to help you out (as per #1) is a smart idea.

There are also great online tools you can use like this one: ***{****INSERT HOME VALUES TOOL LINK HERE****}*** which will help get you the suggested price range of your home in just a few clicks.

When it comes to over or underpricing -- you will lose money either way, so get it right.

As always, we’re happy to connect you to the right agent -- ***{INSERT SCHEDULING TOOL HERE}***

***#3 Clutter***

The thing is, YOU know what your house could look like *“if that stuff wasn’t there”* but other people will not.

Fact.

Decluttering and a good tidy up is by far the single cheapest improvement you can make.

But so many people don’t do it…

Not because they are lazy, but they simply don’t see the clutter.

\*\*\***Here’s a tip:** get a friend to come over and point out the areas that need work. Make sure to have “clean” countertops, shelves and closets, because your potential buyers have their own clutter too... And they are trying to figure out if your property is big enough to house it all.\*\*\*

Help them out!

***#4 Empty House***

Empty rooms *feel* ‘empty’ and since you are selling a home, it should really feel like one.

Warm, welcoming, modern or colonial, just not *empty*.

Much like having too much stuff lying around, having empty rooms will ask just a little too much of your prospective buyer’s imagination.

Get some help from a “stager” or leave a few pieces of furniture and some plants around…

**Now for the #5**… which is actually shared with one of the biggest mistakes when buying new property, so I’ll reveal that in tomorrow’s email.

Speak soon,

**{EMAIL SIGNATURE GOES HERE}**

P.S.

By the way, if you’d like to jump to the front of the line and book your no-obligation consultation right away regarding buying and/or selling, you can do it here -- ***{INSERT SCHEDULING TOOL HERE}***