



*costly!*

# 5 Mistakes to Avoid when Selling your Tampa Bay Home



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# You're **ready to sell your** Tampa Bay home.

You want to cash out and use that hard-earned equity towards your next adventure. But here's the thing:

## You already know that selling your home can be **stressful**.

You're worried about having to keep your home perfectly clean for all the open houses and showings. You might be wondering if you need to make repairs or updates in order to sell. And most importantly, you're stressing about **leaving money on the table**. But the good news is...

—————> **You're on the right track.** <—————

By downloading this guide, you've already taken the first step to selling your home the right way- meaning more money, less stress. *Who doesn't want that?* This guide will help you **avoid the costly mistakes** and pitfalls that can come from selling your home.





# Your next step? That's where I come in.



Hi, I'm Josh! I'm a:



**SOLD Top 3% Tampa Bay Realtor**



**2023 Brokerage Agent of the Year and Top Producer**



**Biggerpockets Featured Agent**

## I take a different approach than most Realtors out there:

### NO. 01

I use an innovative 12-Step Marketing Method to get your property **seen by more buyers**. This includes Youtube videos, paid Facebook ads and a custom website to **sell your property quicker** and for top dollar.

### NO. 02

*I don't* think the home sale process needs to be overwhelming, you just need as much taken off your plate as possible. I provide **deep cleaning for free** and will coordinate other services like handyman repairs and yard cleanup so that you can sell with less stress.

### NO. 03

I believe in strategically showcasing your home to attract more buyers and a higher price. This includes **complimentary staging and design**, stunning photography and professional videography.

In short, I'm OBSESSED with helping Tampa Bay sellers like you **sell for more money and less stress**.  
... and that's precisely what we'll do together.

**Get started with the guide** →

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## #1 NOT HIRING AN EXPERT REALTOR

You might already know a Realtor. Maybe they're a neighbor or a friend-of-a-friend. But you're worried that maybe they're not the best specialist for the job. Choosing the wrong professional will cost you more money in so many ways: 1) your home isn't marketed correctly, 2) the agent comes up short in negotiation, and 3) it ultimately results in your home taking longer to sell (*costs you money!*) and for a lower overall price. **No one wants that.**

One of the biggest mistakes you can make when selling your home is hiring a Realtor who doesn't prepare and market your home properly. Gone are the days of taking cell phone pictures and putting a for sale sign in the front yard. *That doesn't cut it anymore.* You need a Realtor who is going to help you navigate the selling process stress-free, while marketing your home properly through modern technology to **get you more money at closing.**

Choosing the wrong professional is the single biggest mistake you can make in the selling process and something you can avoid to help set yourself up for the best results.

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## #2 NOT SHOWCASING YOUR HOME EFFECTIVELY

They say don't judge a book by its cover, but when it comes to selling your home, buyers *are* going to judge your home based on looks! The buyer's first impression of the home, whether that's through photo & video or in person- can be the difference between them submitting an offer or passing.

A major mistake a home seller can make is skipping simple things that increase the visual appeal of the home and attract more buyers. These money-making tips typically fall into 3 categories: decluttering, minor updates, and staging.

### **Decluttering**

Even quick decluttering can make the home look and feel more spacious and open! This is one of the easiest ways to make your home stand out in photos. Decluttering doesn't just include the interior of the home- cleaning up yard waste, tools, or children's toys can greatly increase your curb appeal!

### **Minor Updates**

There may be some minor fixes or updating that will help better showcase your home. This might be things such as a quick coat of paint, or minor landscaping to up the curb appeal. Even small updates can go a long way in creating a gorgeous home that the new buyer will fall in love with.

### **Staging and Design**

Staging is often one of the most overlooked marketing strategies for your home, and yet it can be so important in helping your home sell quickly and for more! According to the National Association of Realtors, homes that are staged generally spend 73% less time on the market than homes that aren't staged. Even if your home still has your furniture in it, I bring a designer in to help rearrange your furniture and add some design elements of their own to best showcase your home!

Lastly, once your home is looking its best, we now need to capture that beauty effectively in photos, which leads me to mistake #3...

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## #3 SKIPPING PROFESSIONAL PHOTOS & VIDEO

Did you know that homes with professional photos sell 32% faster than homes without it? Getting high quality photos of the home is one of the easiest things we can do to sell your home quicker! However, not all professional photographers are created equally, so I recommend looking at samples of their work to find a photographer who is going to showcase your home beautifully. For my clients, I do this step for them- I've vetted dozens of photographers and have selected a couple that produce gorgeous photos and videos of the home.

If a picture is worth a thousand words, what's a video worth, ten thousand? In today's age of Tiktok and Instagram, a professional video of your home is more important than ever! Buyers do most of their shopping from their couch, and home buying is no different. Professional videos are essential to help the buyer visualize themselves in the home.

Remember when we talked about effectively marketing the home? Well a video, when posted to Youtube and across social media, and in paid ads, can be a game changer in attracting buyers to your home.

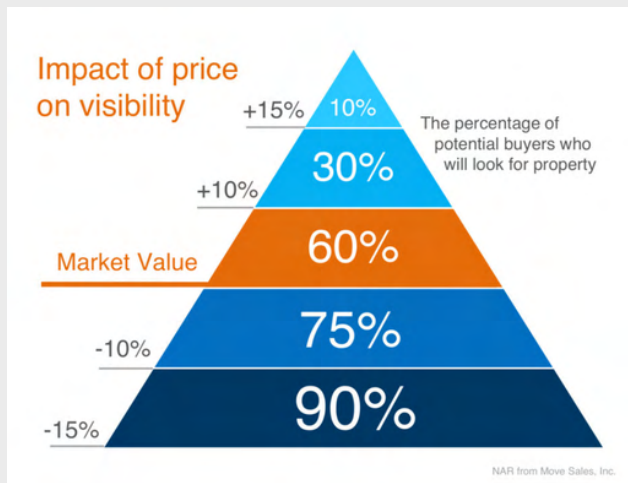


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## #4 PRICING INCORRECTLY

If you want to sell your property for **top dollar**, it makes sense to price it really high, right? *WRONG!* Pricing your home too high greatly hinders its' ability to sell for top market value. Overpricing a home, even by just 10% can cut the amount of interested buyers in half! The **key** to a top dollar sale is to generate as much buyer interest as possible, then collect as many offers as possible, and create an auction for the highest bidder. We do this by marketing your property better than anyone else, but no amount of marketing can overcompensate for an inflated listing price.

**more buyers = more offers = higher price**



You want to price your home **strategically** to attract as many buyers as possible, while still maximizing your profit. In some cases, this can create a *bidding war* and help your property sell quickly!

Wondering what your property might sell for?

CLICK HERE TO GET AN INSTANT HOME VALUE ESTIMATE

**What's my home worth today?**



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## #5 LETTING EMOTIONS GET IN THE WAY OF YOUR GOALS

I've heard of a home sale falling apart because the buyer and the seller could not agree on who was keeping the plants in the front flower bed. I totally get how this could happen! When I sold my own home last year, I saw how easy it is to get frustrated or take it personally when there are bumps in the selling process.

My best advice is to try to remove emotion from the equation and see the sale process as a transaction. Although you have loved this home, you are moving on and passing it on to a new buyer that will love it too! Always remember that your ultimate goal is to sell the home so you can move on to your next chapter.

There may be unexpected things that come up in the inspection, or the buyer may want to ask for concessions. It's okay, these things happen! It's easy to get overwhelmed when selling your home. But if you've hired the right agent, their job is to make this process as easy for you as possible and **handle all the headaches for you**. So sit back and enjoy the process of ending this chapter and moving on to your next!





# READY TO SELL?

*Phew.* If you've made it this far,  
you're serious about **selling your  
home the right way.**

If you're ready to take the next step  
in selling your home quickly & for  
top dollar, book a call with me!

**CLICK TO BOOK A 15 MIN  
CONSULTATION CALL**



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**“Confidence & Clarity  
from Start to *SOLD*.”**