

# Jason McBride

## real estate **blog writing**

**Subject:** Marin County California Real Estate  
**Type:** Blog Post for [marin.com](http://marin.com)  
**Objective:** SEO & Authority Building

This 700 word post was written to build trust, demonstrate authority, and improve the website's visibility. This post was one of several that I wrote to give buyers high quality information. Like all content marketing, the idea was to attract ideal customers with great content so that when it came time to choose a real estate broker they would choose the one who they already knew from these blog posts.



This title is designed to get attention. Two things that people have a hard time resisting are lists and posts about making mistakes. This headline uses both tactics to attract clicks. It is also targeted with the key word "home sellers". Anyone considering selling their home will be tempted to click on the article and at least scan it.

### **The Three Biggest Mistakes Home Sellers Make**

Selling a home can be exciting and overwhelming. Many times sellers make a classic mistake that costs them significant amounts of time and money. Getting the most value out of your home requires excellent preparation and the help of experts familiar with not just the housing market, but also recent home sales in your neighborhood. The first step to a smooth selling process is to avoid these three big mistakes.

This post is longer than a typical blog post, but uses the list format to make it easy to read. People tend to read all the way through this article because each section is short, interesting, and gives valuable tips.

#### **Mistake One: Failing to Properly Stage Your Home**

Remember going out on a first date? You took extra care to pick out your best outfit, make sure your hair was perfect, and to present your best self. Selling a home works much the same way. The first time a potential buyer walks through your front door they are making an instant impression that will affect the rest of the sales process.

It isn't enough that your house is clean. It must also be setup to make the home look as appealing as possible.

#### **Mistake Three: Bad Pricing Decisions**

This is the most common mistake sellers make. They price their home too low or too high. Home prices are different from the way most things are priced. The price you set for your home communicates things to potential buyers. You need to set a price that seems fair, but also leaves you room to negotiate and still make a profit. Too many homeowners start the pricing discussion with how much they need to get out of the property. Instead, you should start by seeing what the house is worth in the current market.

The first paragraph of each section gives key information so that readers do not get frustrated feeling like they are being misled. Even if someone only skims the post, they will still come away with excellent information and they will learn to trust the broker giving them the information

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