5 reasons some homes just won’t sell

YOUTUBE VIDEO · 5–8 MIN

A straight-talking video for sellers who are stuck, or worried about getting stuck. It attracts people close to a decision, and many of the viewers are on an expired or stale listing right now.

TITLE AND HOOK OPTIONS

5 reasons your home isn’t selling (and how to fix each one)

Your home has been on the market too long. Here’s why.

I looked at every stale listing in [Area]. These 5 things kept showing up.

The outline

Intro	Who this is for, and that every reason is fixable.
1–2	Price and presentation: the two that cause most of it.
3–4	Access and marketing: showings and where buyers saw it.
5	Timing and the listing’s story: why buyers passed.
Close	Offer a second opinion, then your call to action.

Make it local

Data	How many listings in your area are past 60 days
Examples	Patterns you've seen, never named listings
Fixes	What you'd do on day one of a relist
Proof	A relist you sold, with the client's OK

Example · Edmonton: the share of west-end listings sitting past 60 days, and what the ones that sold did differently.

DESCRIPTION · COPY AND ADAPT

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If your home has been on the market longer
than you hoped, it usually comes down to
one of five things. Every one of them can
be fixed. Want a second opinion on your
listing? Contact me through the link below.
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Post it

01 Never criticise another agent or a specific listing. Talk about patterns.

02 Put the five reasons in chapters so viewers can jump to theirs.

03 Make a thumbnail with the number 5 and one short phrase.

04 Share the video in your expired and withdrawn follow-up.

WHY IT WORKS

People search for this when they're frustrated, which makes it one of the strongest seller-lead videos you can make.

IMAGE PROMPT · PASTE INTO CLAUDE

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Use my brand guide. Design a 1280 × 720 px
YouTube thumbnail: a large number 5 and the
words “Why it won't sell”, with space for my
photo. Leave a clear space for my own photo;
don't invent one. Keep text large and readable
on a phone. Give me the finished files to
download.
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