

$$a^2 - b^2 = (a+b)(a-b)$$

$$\begin{aligned}x^2 - (2x-1)^2 &= [(x+(2x-1))][x-(2x-1)] \\&= (x+2x-1)(x-2x+1) \\&= (3x-1)(-x+1)\end{aligned}$$