

# WHY YOUR HOME DIDN'T SELL

*And what we can do differently to get it sold now!*

**01.**

## Pricing

Pricing in line with what the market will bear is key. Pricing correctly from the start—or adjusting early—almost always results in a faster sale and stronger net outcome. When a home is priced higher than the market supports, buyers may simply focus their attention on other options.



**02.**

## Promotion

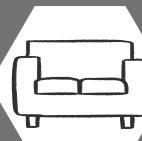
Was your home poorly marketed? If its online presence was lacking—such as poor photos, vague descriptions, or incomplete/inaccurate information—buyers may have simply overlooked it. I make sure your home is marketed clearly & strategically so it stands out from the rest.



**03.**

## Condition

The condition of the home matters. Long gone are the days when most buyers were comfortable taking on repairs or fixer-uppers. Today, many buyers are looking for something move-in ready, and if condition is the issue, I can offer clear, practical advice to help get your home in tip-top shape.



**04.**

## Professionalism

If inquiries weren't responded to promptly, or if buyers didn't feel they had the information needed to make a decision, it could have resulted in a missed opportunity. I respond quickly to all inquiries and make sure no potential buyer is left without a response.



**05.**

## Feedback Analysis

Did you receive feedback from the showings that occurred, & more importantly, were you helped to understand what that feedback meant? Listening to buyer feedback & monitoring the market is crucial. I stay on top of shifts & carefully analyze feedback to adjust our strategy as needed.



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