

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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