THE SCOTT BUNN DIVISION

POWERED BY real

Seller Guide

1. Review & Reflect

- ▪ Review your old listing: How were the photos, description, and price presented?
- ▪ Ask yourself: Was it easy for buyers to see the value of your home?
- ▪ Gather feedback: Did your agent share buyer feedback? Look for common themes.

2. Price & Market Position

- ▪ Re-evaluate pricing: Homes don't sell if buyers don't see the value. Compare with active and recently sold homes.
- ▪ Understand the market: Is it a buyers' market, sellers' market, or balanced? This impacts your pricing strategy.

3. Presentation & Staging

- ▪ Professional photos & video: First impressions happen online. Quality visuals are a must.
- ▪ Declutter & stage: A clean, inviting space helps buyers connect emotionally with your home.
- ▪ Highlight upgrades: Make sure improvements and unique features are front-and-center.

4. Marketing Strategy

- ▪ Online exposure: Was your home widely advertised (MLS, Zillow, Realtor.com, social media)?
- ▪ Targeted outreach: Was there effort to reach buyers in your price range or relocation prospects?
- ▪ Open houses & showings: Were there enough opportunities for buyers to see your home?

5. Communication & Representation

- ■Agent accessibility: Did buyers and agents get quick responses to inquiries?
- ■Negotiation readiness: Was your agent proactive in following up and pushing offers forward?
- ■Strategy sessions: Did you get regular updates on what was working (and what wasn't)?

6. Moving Forward

- ■Set clear goals: Why do you need/want to sell now? Motivation drives decisions.
- ■Choose the right partner: Interview agents who specialize in re-listing expired homes.
- ■Fresh start: Re-launch your home with new energy, new marketing, and a new plan.

■ **Pro Tip:** Homes that didn't sell the first time often sell quickly once they're priced right, staged well, and marketed effectively.

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