



INDIANAPOLIS SELLER STRATEGY

Why Your Home Didn't Sell

(And How to Fix It)

The real reasons homes sit on the market, and the exact steps that work.

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If your home has been sitting on the market, or if you tried to sell and it didn't close, here's something worth knowing right now.

A home that doesn't sell almost always points to one thing: the strategy needs to change, not you.

Listing a home is stressful. It disrupts your daily life, and when it doesn't work, it can feel personal. After tracking sold and unsold homes across Indianapolis and the surrounding counties, one pattern shows up again and again:

Homes sit on the market because of specific, fixable problems. Once you know the problem, you can fix it.

You're Not Alone, and This Is Fixable

Most sellers who are thinking about listing, or relisting, carry the same worries:

- What if I price it wrong and leave money on the table?
- What if I spend money preparing it and it still doesn't sell?
- What if it sits for months and buyers think something is wrong?
- What if I have to lower the price and lose my negotiating power?

These worries make sense. They come from what you've seen happen to other sellers, or what already happened to you. Here's the pattern that matters most:

Homes that sell fast and homes that sit for months are rarely separated by the market. The real difference is preparation and pricing strategy.

What Really Happens When a Home Sits

When a home doesn't sell quickly, two costs start adding up.

1. The emotional cost. Your home stays on the market. Strangers walk through your space. You keep it show ready every day and wait on feedback. Every week without an offer feels discouraging, and if you have kids, they feel the stress too.

2. The financial cost. Here's what local market data shows across Indianapolis and Hendricks County:

PRICED RIGHT AT LAUNCH

Median days on market

6 days

Average negotiation

-1% below asking

Multiple showings, competitive offers, seller leverage

REQUIRED PRICE REDUCTION

Median days on market

60 days

Average negotiation

-3% below final asking

Buyer hesitation, perceived desperation, heavy negotiation

-\$10,023

Homes that need a price reduction after sitting lose an average of \$10,023 more than homes priced right from day one, even after the seller eventually drops to market value.

Time on the market changes buyer behavior. Once a home has been listed for 14 or more days, buyers start to wonder what's wrong. They negotiate harder, ask for more concessions, and lowball more often.

When a home sits, buyers stop seeing opportunity. They start seeing leverage.

The 5 Reasons Homes Don't Sell

1 Overpricing, the Silent Killer

THE #1 REASON HOMES SIT ON THE MARKET

Overpricing is the hardest thing for sellers to accept. It feels like leaving money on the table. Here's what actually happens when a home is priced too high:

- Buyers scroll past the listing online because it doesn't fit their budget filter
- Buyers who do see it compare it to similar homes priced lower, and skip the showing
- The few buyers who tour it leave thinking it's overpriced, so they don't make an offer
- After 30 days, the listing goes stale and new buyers assume something is wrong
- The price gets reduced, but now the negotiation starts from a weaker position

THE FIX

Price at market value from day one. It might mean leaving a small amount on the table, but the home sells in about 14 days instead of 120, often with multiple offers and more negotiating power.

14 DAYS

The First 14 Days Are Everything. Buyer demand is strongest when a home first hits the market. The first two weeks decide whether a seller negotiates from strength or plays catch up. Pricing right protects that window.

2 Lack of Preparation, First Impressions Happen Online

Modern buyers decide within 30 seconds of seeing photos whether they'll schedule a showing. Here's what kills showings:

- **Dated paint.** Beige or taupe from 2010 signals outdated.
- **Worn carpet.** Stains or fading read as neglected.
- **Clutter and personal items.** Buyers can't picture their own life there.
- **Visible deferred maintenance.** Small issues add up to feeling like the home needs work.
- **Overstuffed closets.** Buyers need to see storage space, not a packed closet.

THE FIX

Invest between \$1,000 and \$8,000 in cosmetic updates before listing. Fresh neutral paint, carpet replacement in key areas, and deep decluttering. This isn't renovation, it's marketing, and it almost always pays for itself. Professional staging and fresh paint can add \$4,000 or more in perceived value.

3 The Turnkey Expectation

Today's buyers don't want to update light fixtures, repaint every room, or replace dated hardware. They want to move in and start living. If a home needs work, even cosmetic work, it competes in a different market. A buyer looking at needed repairs will quietly do the math on paint, fixtures, hardware, and the time and stress of contractors, then compare that to a home that's already move-in ready.

THE FIX

If updates cost under \$15,000, do them before listing. If they run over \$25,000, price the home accordingly and market it to investors or builders. Programs that let sellers complete updates and pay at closing can make a home turnkey without draining savings.

4 Home Energy and Vibe, the Thing You Can't Price

A home can check every box, right price, updated kitchen, fresh paint, and still feel like a place buyers don't want to be. Here's how to create the right feel, room by room:

- **Primary bedroom:** declutter completely, add fresh neutral bedding, and use soft lighting. Make it feel like a retreat.
- **Kitchen:** clear the counters except for a bowl of fresh fruit. Keep the lighting bright and everything clean.
- **Main bathroom:** fresh towels, clear counters, organized storage. It should feel like a small spa.
- **Living spaces:** arrange furniture to show good flow. Buyers should picture themselves relaxing here.
- **Lighting:** open every curtain and blind, and turn on every light during showings. Dark homes feel unwelcoming.

The Smell and Temperature Rule

A strong smell can send a buyer walking out within a minute. Before every showing:

- Open windows 15 to 30 minutes ahead of time
- Skip heavy cooking smells like garlic, fish, or strong spices
- Remove pet items: beds, toys, litter boxes, and food bowls
- Skip heavy air fresheners or candles, since buyers can get suspicious of what's being covered up
- Set the temperature between 68 and 72 degrees
- Never turn off the heat or air conditioning in an empty home

THE FIX

Stage the three key rooms: the primary bedroom, living room, and main bathroom. Declutter everywhere and maximize natural light. This costs almost nothing and changes everything.

5 Timing Your Listing Wrong

Most sellers don't think about timing, but launching at the wrong time can cost weeks of momentum. Here's what works:

- List on a Thursday so weekend buyers see it right away, while they're most active and ready to look
- Launch when the home looks its best for the season, since curb appeal and landscaping matter
- Avoid launching right before major holidays or in late November through early January

THE FIX

Work with an agent who understands the timing of the local market. The right week can mean the difference between a handful of showings and a full schedule.

IF YOUR HOME DIDN'T SELL

What to Do Now

Before relisting, it helps to get a clear, honest read on what happened. Work through this checklist:

Was it priced above market? Compare the list price to similar homes that sold in the last 30 days. If it was \$15,000 or more above that, price was likely the issue.

Does it show poorly? Ask someone with no emotional attachment to walk through and give an honest opinion. Does it look worth the price?

Is it truly turnkey? List every repair or update a buyer would need to make. If that list has more than two items, it's not turnkey at that price.

Does it feel inviting? Walk through at different times of day. Does it feel like somewhere you'd want to live? If not, buyers will feel the same way.

What did agent feedback say? If there was showing feedback, look for patterns. Too dark? Needs kitchen work? Priced high? The feedback usually tells the real story.

CRITICAL INSIGHT

A home rarely gets passed over for one reason alone. Price, condition, and presentation work together. Change the combination, and the outcome changes too.

You Don't Have to Do This Alone

Here's what I can help with:

- An honest assessment of why the home didn't sell, based on real market data
- A pricing strategy built for the market right now
- Guidance on which updates will actually help, and which ones to skip
- Pay at closing improvement options, so a home can become turnkey without upfront cost
- Staging support through a professional stager who knows what buyers notice most
- A timeline for relisting so the home shows its best self from day one

READY TO SELL YOUR HOME THE RIGHT WAY?

**Every home that sits has a story.
Let's write a different ending for yours.**

Schedule a free consultation to find out why the home didn't sell, and exactly how to fix it.

[Schedule Your Free Consultation](#)

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