Relaunch Questionnaire

& Relaunch Checklist — For homes whose listing expired or was withdrawn

Your home deserves a second chance. Let's make it count.

A relaunch is not starting over. It's a chance to fix what the market told us the first time. How to use this: type right into this PDF (or print it), save it, and email it to avaymaria.brown@evrealestate.com before our home tour. There are no wrong answers. The more I know, the better I can position your home.

Please note: if your home is currently listed with another brokerage, this questionnaire is not intended as a solicitation. It is for properties whose listing has expired or been withdrawn.

ABOUT YOU

OWNER NAME(S) AS SHOWN ON TITLE

PHONE

EMAIL

BEST TIME TO REACH YOU

PREFERRED CONTACT METHOD

☐ Call ☐ Text ☐ Email

THE PROPERTY

PROPERTY ADDRESS

ZIP

BEDROOMS

BATHROOMS

LIVING SQ. FT.

YEAR BUILT

LOT SIZE

GARAGE (# CARS)

HOA NAME

HOA FEE / FREQUENCY

FEATURES (CHECK ALL THAT APPLY)

☐ Pool / spa ☐ Waterfront ☐ Water view ☐ Dock / boat lift

☐ Gated community ☐ Impact windows ☐ Solar ☐ Generator

☐ Guest suite / ADU ☐ Outdoor kitchen ☐ Smart home ☐ 55+ community

CURRENT OCCUPANCY

☐ Owner-occupied ☐ Vacant ☐ Tenant-occupied ☐ Second home

THE PREVIOUS LISTING

Honest answers here are the fastest path to a different result.

ORIGINAL LIST DATE

ORIGINAL LIST PRICE

FINAL LIST PRICE

DATE EXPIRED / WITHDRAWN

DAYS ON MARKET

NUMBER OF PRICE REDUCTIONS

APPROX. NUMBER OF SHOWINGS

NUMBER OF OFFERS RECEIVED

MARKETING USED LAST TIME (CHECK ALL THAT APPLY)

- ☐ Professional photos
- ☐ Video / reel
- ☐ Drone / aerial
- ☐ 3D tour / Matterport
- ☐ Floor plan
- ☐ Staging
- ☐ Open houses
- ☐ Print / mailers
- ☐ Paid social ads
- ☐ Broker open / agent outreach
- ☐ Luxury / global portals
- ☐ Not sure

IF YOU RECEIVED OFFERS, WHY DIDN'T THEY CLOSE? (PRICE, INSPECTION, APPRAISAL, FINANCING, TERMS)

WHAT FEEDBACK DID YOU HEAR FROM BUYERS OR AGENTS?

IN YOUR OPINION, WHY DIDN'T THE HOME SELL?

WHAT WOULD YOU DO DIFFERENTLY THIS TIME?

YOUR GOALS NOW

DATE YOU'D LIKE TO BE CLOSED BY

PRICE YOU'D BE COMFORTABLE WITH (OPTIONAL)

HOW MOTIVATED ARE YOU TO SELL NOW?

☐ 1 – Just exploring ☐ 2 ☐ 3 ☐ 4 ☐ 5 – Must sell

IF THE RIGHT PLAN IS IN PLACE, YOU'D CONSIDER

- ☐ Price strategy adjustment
- ☐ Pre-listing repairs
- ☐ Professional staging
- ☐ Seller credits / concessions
- ☐ Lease option or rent-to-sell
- ☐ Taking time off-market

SINCE THE LISTING ENDED, HAVE YOU

☐ Made repairs / updates ☐ Rented the home ☐ Received direct offers ☐ Changed your plans

ANYTHING ELSE I SHOULD KNOW BEFORE I WALK THROUGH THE HOME?

UPGRADES & IMPROVEMENTS

Buyers pay for what they can see and trust. List major updates, roughly when, and the approximate cost.

ITEM (ROOF, HVAC, KITCHEN, ETC.)	YEAR	APPROX. COST	NOTES / WARRANTY

Were permits pulled for all work that required them? ☐ Yes ☐ No

Do you have receipts, warranties, or manuals you can share? ☐ Yes ☐ No

YOUR HOME'S STORY

This is where the marketing begins. Tell me what a photo can't.

WHAT DO YOU LOVE MOST ABOUT LIVING HERE?

FAVORITE NEIGHBORHOOD SPOTS (RESTAURANTS, PARKS, SCHOOLS, WATER ACCESS)

WHAT SHOULD THE RIGHT BUYER KNOW THAT'S EASY TO MISS?

SHOWINGS & ACCESS

Are there pets in the home during showings?	☐ Yes	☐ No
Is a lockbox acceptable?	☐ Yes	☐ No
Are there security cameras or recording devices on the property?	☐ Yes	☐ No

SHOWING RESTRICTIONS OR PREFERRED DAYS/TIMES

DISCLOSURES & CONDITION

Florida requires sellers to disclose known facts that materially affect value. Being upfront protects you.

Any known roof leaks, water intrusion, mold, or past flooding?	☐ Yes	☐ No
Any insurance claims filed on the property (wind, water, etc.)?	☐ Yes	☐ No
Any open or expired permits?	☐ Yes	☐ No
Any foundation, sinkhole, or settlement issues?	☐ Yes	☐ No
Is the home in a flood zone or does it carry flood insurance?	☐ Yes	☐ No
Any pending HOA assessments, special assessments, or violations?	☐ Yes	☐ No
Do you have a recent survey, appraisal, or inspection report?	☐ Yes	☐ No
Is any equipment leased (solar panels, water softener, alarm)?	☐ Yes	☐ No

PLEASE EXPLAIN ANY 'YES' ANSWERS ABOVE

RELAUNCH CHECKLIST

What we'll review together, and what you can start now.

RELAUNCH AUDIT (WE REVIEW TOGETHER)

- ☐ Price vs. current competition & recent sales
- ☐ Where the listing appeared (and where it didn't)
- ☐ Condition items buyers flagged
- ☐ Previous photos, video & description
- ☐ Showing feedback & objections
- ☐ Days-on-market strategy for a fresh launch

DOCUMENTS TO GATHER

- ☐ Previous listing details & MLS printout (if available)
- ☐ Most recent survey
- ☐ Permits & receipts for upgrades
- ☐ Mortgage payoff info
- ☐ Any offers, inspection or appraisal reports
- ☐ HOA docs & contact info
- ☐ Wind mitigation / 4-point reports
- ☐ Keys, remotes, gate & mailbox codes

REFRESH THE HOME BEFORE RE-PHOTOGRAPHING

- ☐ Address any repairs from buyer feedback
- ☐ Declutter & depersonalize
- ☐ Refresh landscaping & curb appeal
- ☐ Service HVAC, pool & major systems
- ☐ Neutral touch-up paint
- ☐ Deep clean inside & out
- ☐ Update lighting & replace bulbs
- ☐ Staging consultation

RELAUNCH PLAN

- ☐ New professional photos, video & aerials
- ☐ Engel & Völkers global exposure & EDGE marketing
- ☐ Agent-to-agent launch outreach
- ☐ Weekly market & feedback updates
- ☐ Rewritten listing story & headline
- ☐ Targeted digital campaign to likely buyers
- ☐ Ask about the Cinch home warranty seller perk
- ☐ Clear plan for the first 14 days

NEXT STEPS

1. Review my Expired Listing Resources: avaymaria.com/avaymaria-expired-listing-resources
2. Email this completed questionnaire to avaymaria.brown@evrealestate.com
3. Book your home tour so I can show you exactly how I'd relaunch your home for top dollar:

BOOK MY RELAUNCH TOUR https://calendar.app.google/6ErAC65dahTDYNmn8

I look forward to representing your vision with intention and excellence.

Avaymaria Brown
Luxury Real Estate Advisor | Lifestyle Curator · Live Your Luxury.