

Before You Put Your Home On The Market...

Check Out Our Expert Home Selling Plan

Created to sell homes and help you keep more equity.



1% Listing
Program



Easy Exit
Listing



Powerful
Marketing



Keep More
Equity

Home Relaunch Strategy by *Ariel Dorrance*

Why Homes Sit Too Long or Don't Sell

Most homes that struggle on the market usually have one or more of these four issues.

1 Poor Condition



Deferred maintenance, clutter, repairs, and dated presentation can turn buyers away.

2 Bad Location



Busy roads, backing to commercial areas, or limited buyer demand can affect value and interest.

3 Wrong Price



Overpricing can kill momentum, reduce showings, and cause buyers to move on.

4 Weak Marketing Strategy



Poor photos, weak online exposure, and ineffective promotion can keep the right buyers from finding your home.

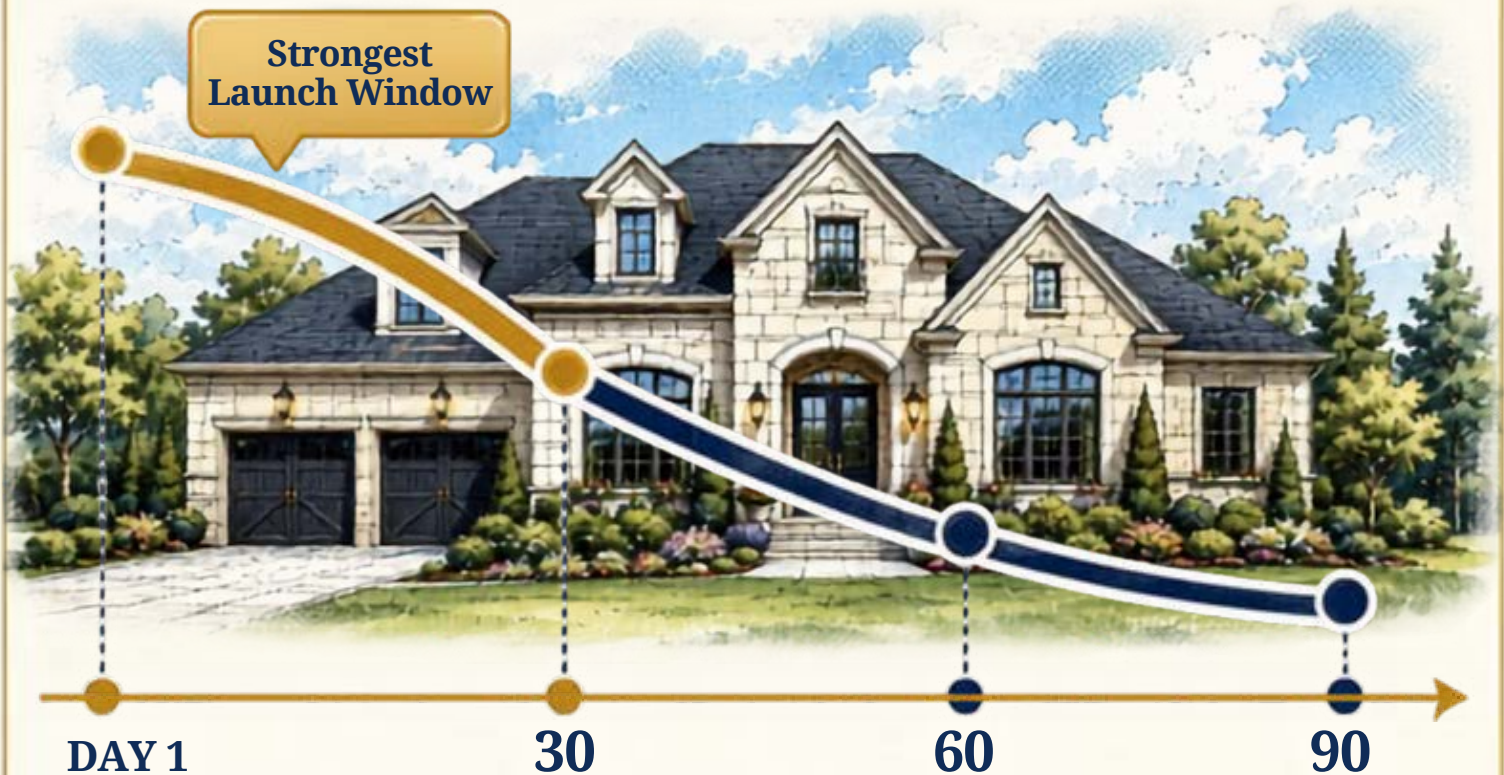


The right plan starts by identifying the real issue before you list.

The First 30 Days Matter Most

The greatest chance of selling for the highest price is in the first 30 days.

After the first 30 days, buyers often start to wonder what is wrong. Showings can slow down, market momentum fades, and if offers come in, they are often lower.



Days 1-30:

Best chance for the strongest price and best buyer activity



Days 31-60:

Momentum begins to fade



Days 61+:

Price pressure increases and offers often come in lower

More Calls Won't Solve the Problem

1



When a home comes off the market, sellers are often frustrated. Then the phone calls and postcards start.

2

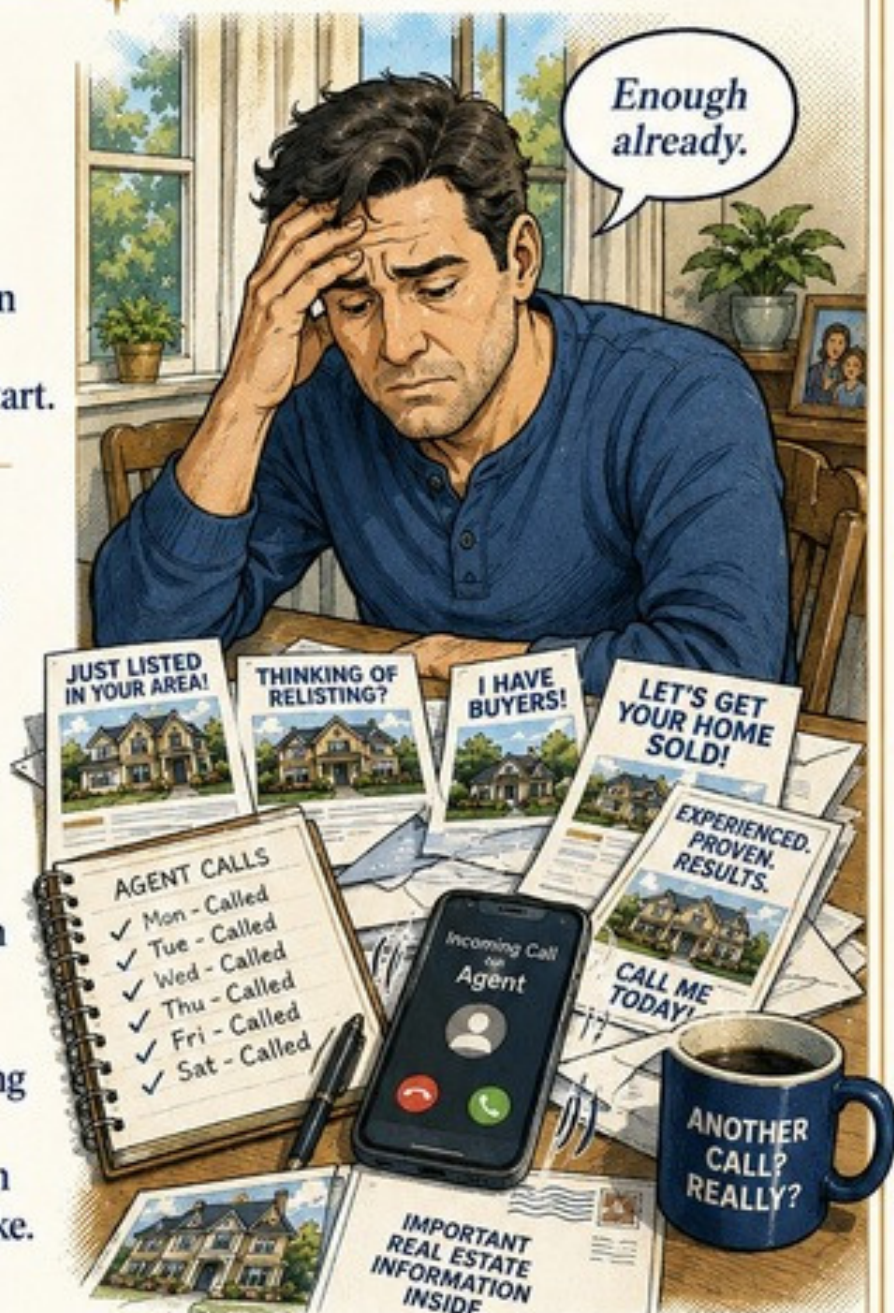


Most agents want one thing: to get you to relist immediately.

3



But if the reason your home did not sell is never addressed, putting it back on the market again can be a costly mistake.



**The smarter move is to
*fix the strategy first.***

Introducing the Home Relaunch Strategy

A smarter way to sell and keep more equity.

1 1% Listing Program



Save thousands compared to the typical 3% listing fee.

2 Unrepresented Buyer Savings



If I find the buyer directly, you only pay 1% on the buyer side, potentially saving about 2% more.

3 Easy Exit Listing



You can cancel at any time without penalties or fines.

4 25% Buyer Gift



If you buy your next home with me, I will gift you 25% of my buyer agent fee toward your closing costs.



This is how we help you gain more equity while still getting a serious marketing plan.

What Could You Save?

A lower listing fee can mean thousands more in your pocket.

Home Price	Typical 3% Listing Fee	My 1% Fee	Potential Savings
 \$400,000	\$12,000	\$4,000	\$8,000
 \$600,000	\$18,000	\$6,000	\$12,000
 \$700,000	\$21,000	\$7,000	\$14,000

1

That is

\$8,000 to \$14,000

in potential listing-fee savings alone.

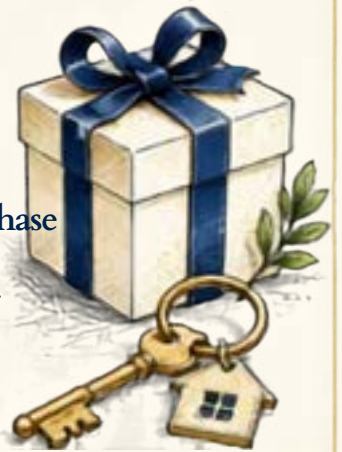


2

Then add the

25%

buyer-fee gift on your next home purchase and you may keep even more of your equity.



Top 25 Marketing Plan

Part 2: Active promotion, follow-up, and optimization

- 14 Instagram ad campaigns



- 20 Promote open houses online



- 15 Drive traffic to the property website



- 21 Digital open house sign-ins



- 16 Capture buyer leads from online ads



- 22 Follow up with buyers who show interest



- 17 Create video content to showcase the home



- 23 Send the listing to my buyer database



- 18 Promote the home on YouTube



- 24 Track buyer activity, showing feedback, and online engagement



- 19 Use short-form video for social media exposure



- 25 Adjust the marketing strategy when needed for the best possible result



We do not just list homes.
We actively market them.

We Go Find the Right Buyers

Additional outreach most agents never do

1 Direct Mail to Renters Near Lease-End

We target renters who may be ready to buy and invite them to your listing.



2 MLS Matching Strategy

We identify homeowners who may be a strong fit for your property and invite them and their agent to schedule a showing.



3 Smart Relaunch Process

We diagnose the problem, improve the presentation, set the right price, and relaunch with a stronger strategy.



*We do not wait for buyers to appear.
We go after the right audience.*

Before You Put Your Home On The Market...

Check Out the Plan Built to Sell and Help You Keep More Equity

- ✓ Identify the real reason a home did not sell
- ✓ Protect your first 30 days with a stronger launch
- ✓ Save thousands with a 1% listing program
- ✓ Keep flexibility with an Easy Exit Listing
- ✓ Add powerful marketing and proactive buyer outreach
- ✓ Receive a 25% buyer's fee gift if you buy your next home with me



Ready to talk about your Home Relaunch plan?

Call Ariel Dorrance
720.200.9047
home@arieldorrance.com

Scan to
Learn More



Let's sell smart and help you keep more of your equity.