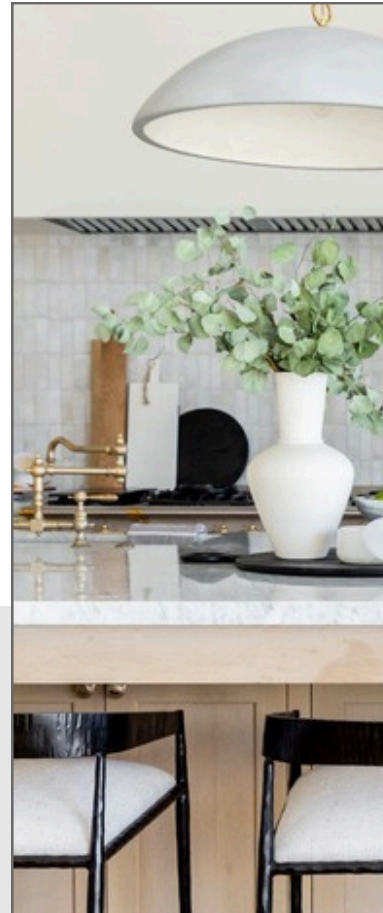


YOUR LISTING EXPIRED... NOW WHAT?



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DEAR HOMEOWNER—

We understand how frustrating and disappointing it can be when your home doesn't sell as expected. Many factors can contribute to an expired listing, but the good news is that there are proven strategies to turn this around. This guide will help you understand why your listing may have expired and what steps we can take together to successfully sell your home.



WHY LISTINGS EXPIRE

01

PRICING ISSUES

- **Overpricing:** One of the most common reasons homes don't sell is because they are priced too high for the market.
- **Market Conditions:** The real estate market fluctuates, and pricing strategies need to adapt accordingly.

02

INEFFECTIVE MARKETING

- **Poor Photos and Descriptions:** First impressions are crucial. High-quality photos and compelling descriptions are key.
- **Limited Exposure:** Simply listing a home on the MLS is not enough. Effective marketing requires a multi-channel approach.

03

CONDITION/STAGING

- **Home Condition:** Buyers are often turned off by homes that need significant repairs or updates.
- **Staging:** Properly staged homes help buyers envision themselves living in the space.

04

AGENT PERFORMANCE

- **Experience and Strategy:** An agent's experience and marketing strategy play a significant role in selling a home.
- **Communication:** Lack of communication and feedback from your agent can hinder the selling process.

OUR APPROACH TO SELLING YOUR HOME

01

STRATEGIC PRICING

We start by conducting a thorough market analysis to determine the most accurate and competitive pricing for your home. Our team examines recent sales data, current listings, and market trends to ensure your home is priced right to attract buyers while maximizing your return.

02

HOME PREPARATION AND STAGING

We work with you to ensure your home is in the best possible condition before it hits the market. This includes recommendations for repairs, updates, and professional staging services to create a welcoming and attractive environment that appeals to buyers.

03

CUSTOMIZED MARKETING PLAN

Our marketing strategy is designed to give your home maximum exposure across multiple channels. We utilize professional photography, social media, email campaigns, virtual tours, and engaging descriptions to highlight your home's best features.

04

EFFECTIVE COMMUNICATION

We keep you informed at every step of the selling process, providing regular updates and feedback from showings and open houses. Our team is always available to answer your questions, address concerns, and provide insights.

STEP ONE

STRATEGIC PRICING

THE POWER OF PRICING RIGHT FROM THE START

Strategic pricing is one of the most critical factors in selling your home quickly and for top dollar. Homes that are priced correctly from the beginning are more likely to attract serious buyers, generate more interest, and ultimately sell for a higher price.



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



ABOVE MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!

STRATEGIC PRICING IS ESSENTIAL FOR A SUCCESSFUL HOME SALE. BY SETTING THE RIGHT PRICE FROM THE START, YOU CAN ATTRACT SERIOUS BUYERS, GENERATE MORE INTEREST, AND ULTIMATELY ACHIEVE A HIGHER SALE PRICE.

STEP TWO

HOME PREPARATION & STAGING



Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home. In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones, but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

STEP THREE

CUSTOM MARKETING PLAN

Selling a home requires more than just listing it on the MLS and waiting for buyers to show interest. Our custom marketing plan is designed to showcase your home's unique features and attract the right buyers quickly. Here's how we do it:



PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY

First impressions matter. High-quality, professional photos and videos capture your home's best features, making it stand out in listings.

SOCIAL MEDIA ADVERTISING

We create and share high-quality content that highlights your home's unique features and tells its story.

TARGETED EMAIL MARKETING

Our targeted email marketing campaigns ensure your home is seen by a curated list of potential buyers and real estate professionals.

SEO DRIVEN STRATEGY

We employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

STEP FOUR

EFFECTIVE COMMUNICATION



REGULAR UPDATES AND FEEDBACK

Keeping you informed throughout the selling process is our top priority. We provide regular updates on the status of your listing, including feedback from showings and open houses.

ACCESSIBILITY AND RESPONSIVENESS

We understand that selling a home can be stressful, and having your questions answered promptly is crucial. Our team is always available to address any concerns or provide additional information as needed.

COMMUNICATION WITH POTENTIAL BUYERS AND OTHER AGENTS

Our communication strategy extends to engaging potential buyers and coordinating with other real estate agents. We promptly respond to buyer inquiries, provide detailed information about your home, and maintain their interest. While other agents might miss these opportunities, our proactive approach ensures no leads are lost, maximizing every chance to sell your home.

ABOUT ME

WHAT YOU CAN EXPECT WORKING WITH ME

I'M CURIOUS

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'M COMMITTED

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'M PROACTIVE

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'M PERSONAL

I believe in building relationships with my clients & treating them like family, because in the end, that's what leads to the best possible results.

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours. Getting your home sold is a huge deal and I am honored to be considered to get the job done.



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Schedule a 1:1 call to discuss
your options!

