FREE GUIDE · FOR SELLERS WHOSE HOME CAME OFF THE MARKET

Why Your Home Didn’t Sell

And what actually fixes it

It’s almost never the house. In nearly every case it comes down to one of four things, and you can usually tell which one from what already happened.

Four pages. No pitch attached.

28

days on the market for a typical home that sold

154

days for a typical home that expired without selling

GLVAR, single family, past 12 months. 22,418 sales and 5,917 expired listings.

Dimple Kaur

Always a resource, never a sales agent.

It's almost never the house.

Your home came off the market and nobody gave you a straight answer about why. You probably heard it was the market, or the rates, or that buyers are picky. Those are explanations that let everyone off the hook.

In nearly every case it comes down to one of four things. Here they are, and what fixes each one.

01

97.6%

what a sold home got, measured against its first asking price

79%

of sold homes never cut their price once

The homes that expired? Only 28% ever cut at all, and the cut was about 3%. Too little, too late.

The price was wrong on day one

WHAT IT LOOKS LIKE

Lots of showings in the first week, then it goes quiet. Or almost no showings at all. Then a price drop that doesn't move anything.

WHY IT HAPPENS

The price gets set to win the listing appointment, not to sell the house. A bigger number is always easier to say yes to. Then the market corrects you slowly, and in public.

WHAT FIXES IT

Pricing to where buyers are actually buying today, and treating the first two weeks as the only ones that really count.

02

The marketing reached the wrong buyer

WHAT IT LOOKS LIKE

Showings happen, feedback is polite, nobody comes back. The people walking through don't seem like they were ever going to buy it.

WHY IT HAPPENS

The listing was written for everyone. Photos, description and ad spend all aimed at a generic buyer instead of the person this home is actually right for.

WHAT FIXES IT

Naming that buyer before the home goes live. A guard-gated golf course home and a 55+ single story a mile away sell to two different people. The marketing has to know which one it's talking to.

03 The presentation undersold the home

WHAT IT LOOKS LIKE

The house shows better in person than it does online, and you keep hearing some version of that.

WHY IT HAPPENS

Photos taken at the wrong time of day, rooms shot from the doorway, clutter left in, no floor plan, no video. Buyers scroll past in about two seconds. Online is the showing now. The visit is only confirmation.

WHAT FIXES IT

Treating the photos as the listing itself. Right light, right angles, cleared where it matters, and enough of them that a buyer can walk the house in their head before they get in the car.

04 The story never got told

WHAT IT LOOKS LIKE

Your home has something genuinely good about it that never got mentioned. The lot, the view, the renovation, the street.

WHY IT HAPPENS

Most listings just list facts. Beds, baths, square feet, upgrades. Facts don't make anyone drive across town on a Saturday.

WHAT FIXES IT

Leading with the one thing that makes this home worth choosing over the four others in the same price range, and making every photo and every line back it up.

Which one was yours?

Tick the one that sounds like what happened. Usually you can tell.

- ☐ **Price** — Lots of early activity that stopped, or almost none at all
- ☐ **Buyer** — Steady showings, polite feedback, no second visits
- ☐ **Presentation** — It looked better in person than it did online
- ☐ **Story** — A home that quietly deserved more attention than it got

> **Sometimes it's two of them. It's rarely all four.**
> **And it's almost never the house.**

The one thing that reliably doesn't work is putting it straight back on with the same plan and hoping for a different market.

If you want a second read on yours

Here's what that actually means. I'll pull the listing history on your home and look at what these four levers leave behind. When the showings started and when they stopped. What the price did and when. How the photos and the description sold it, and who they were selling it to. Then I'll tell you which one I think went wrong, and what I'd do differently.

Most of the time the answer is already sitting in the listing history. You just haven't had anyone read it back to you. Nineteen years doing this, and homes that came off the market are pretty much all I work on now, so it's the conversation I have most days.

No charge, and I'm not going to ask you for the listing.

And if you read this and decided your situation is different, that's useful too. Genuinely.

It takes about fifteen minutes on the phone.

LasVegasHouseFinder.com/meeting
Or just call me, 725.999.0061

Book the fifteen minutes

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GLVAR, single family. Expired listings and closed sales, 12 months to September 2026.