

# Your Listing Expired... *Now What?*



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# Dear homeowner—

I 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.

## PERSONALIZED APPROACH

# My Approach to *Selling Your Home*

01

### Strategic Pricing

I start by conducting a thorough market analysis to determine the most accurate and competitive pricing for your home. I examine 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

I 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

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

04

### Effective Communication

I keep you informed at every step of the selling process, providing regular updates and feedback from showings and open houses. I am 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. My custom marketing plan is designed to showcase your home's unique features and attract the right buyers quickly. Here's how I 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 Marketing

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

### Targeted Email Marketing

I run targeted email campaigns to show your home to a curated list of potential buyers and real estate professionals.

### Exclusive Property Previews

I invite agents, brokers, and neighbors to spread the word about your listing, who then source friends, family, clients, and colleagues searching for a home in the area.

## STEP FOUR

# Effective Communication



### Regular Updates and Feedback

Keeping you informed throughout the selling process is my top priority. I provide regular updates on your listing's status, including feedback from showings and open houses.

### Accessibility and Responsiveness

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

### Communication with Potential Buyers and Other Agents

I engage potential buyers and coordinate with other real estate agents. I promptly respond to buyer inquiries, provide detailed information about your home, and maintain their interest. While other agents may overlook these opportunities, my proactive approach ensures no leads are missed, giving you the best chance to sell your home.

## TESTIMONIALS

# What Clients Are Saying



Leah is amazing! She set up viewings for us last minute when we were in town visiting, and went herself and did Zoom calls and sent us videos when we were back home in Florida. Her help with everything made the whole process much less stressful.

Leah is a suburb agent, efficient, accessible, thorough, and very patient. Her years in Athens real estate have given her great knowledge of the city and its real estate market so she was a wonderful help to us as newcomers. She was not in the least "pushy," but supported decisions we made and showed us countless homes without making us feel we were wasting her time. She is also a lovely person, and fun to be around! You could not pick a better agent!



Working with Leah Leggett is a pleasure, and she is exceptional in so many ways. Leah took the time to meet with me and show me several houses in Athens before I officially moved to Georgia. When I got here, we met to discuss exactly what I needed and wanted in a new home, and she found the right one for me! Leah's extensive market knowledge, attention to detail, and delightful personality made working with her a very positive experience.

## 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!