A PRACTICAL SELLER GUIDE

WHY ISN'T YOUR HOME SELLING?

Five changes that can help you attract buyers and move forward with a stronger strategy

FOR HOMEOWNERS IN OREGON & SOUTHWEST WASHINGTON

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Residential & Commercial Real Estate | Real Broker LLC

A clearer diagnosis. A more intentional relaunch. A better-informed next step.

Your Home May Not Be the Problem

When a listing ends without a sale, the most useful question is not “What went wrong?” It is “Where did buyer interest break down?”

You prepared the property, allowed showings and expected the right buyer to come forward. When that does not happen, it can feel personal. Usually, it is not.

A home can be attractive, well maintained and located in a desirable area - yet still struggle when the price, presentation, access or marketing strategy does not align with the market.

The answer is rarely to relist immediately with the same price, photographs and plan. The first step is a structured review of what buyers saw, how they responded and where the process lost momentum.

The six areas to examine

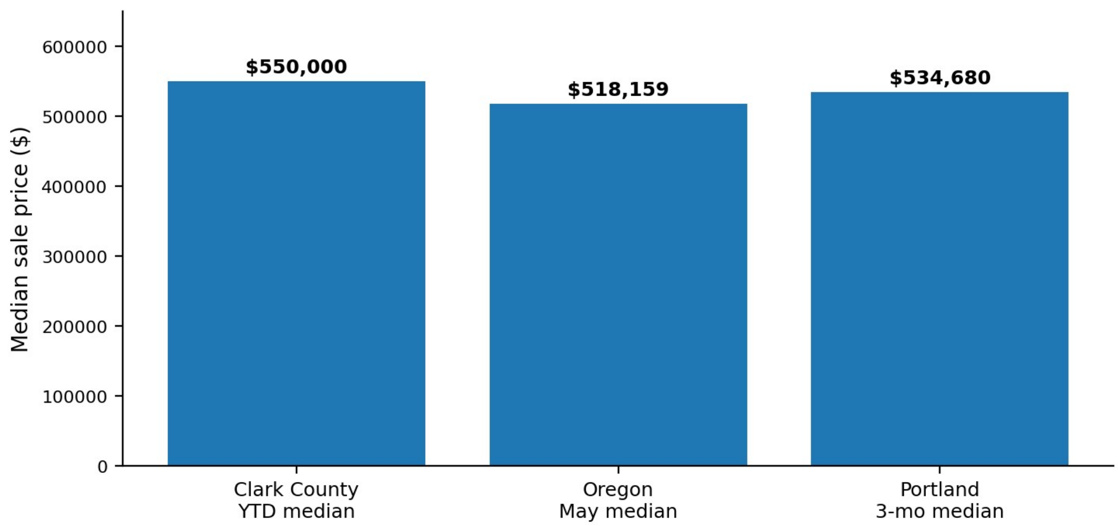
- Price and search-range positioning
- Photography, staging and first impression
- How clearly the listing communicates value
- Showing access and buyer experience
- Marketing reach and audience targeting
- How quickly the strategy responded to feedback

The objective is not to assign blame.

It is to separate assumptions from evidence, identify the highest-impact changes and relaunch only when the strategy is genuinely different.

What the Local Market Is Telling Sellers

Oregon and Southwest Washington remain active markets, but buyers have enough information and choice to compare homes carefully.



Selected May 2026 market indicators. Sources are listed at the end of this guide.

Market indicator	Recent figure	What it suggests for sellers
Clark County YTD median sale price	$550,000 (+1.1% YoY)	Values remained resilient, but pricing still needs local evidence.
Clark County inventory	3.3 months	Buyers have more alternatives than in an extremely tight market.
Clark County total market time	63 days	A home can sell, but sellers should watch the early response closely.
Oregon median sale price	$518,159 (-0.74% YoY)	Statewide results vary; broad averages should not replace neighborhood analysis.
Portland 3-month median	$534,680 (+1.8% YoY)	The metro remains active, with meaningful variation by area and property type.

The practical conclusion: the market is not simply “good” or “bad.” It is selective. Buyers compare monthly payment, condition, location, insurance, taxes, repair exposure and competing listings before committing.

Local numbers are context - not a pricing formula. Property-specific value depends on neighborhood, condition, lot, improvements, buyer pool and current competition.

Five Reasons a Home May Not Sell

1. The price created the wrong first impression

Pricing controls which buyers find the home, what they compare it with and whether they feel urgency. Active listings show seller expectations; closed sales show what buyers accepted.

2. The online presentation did not earn the showing

The primary photograph and first few images must quickly communicate space, condition and the strongest reason to visit. A weak first impression can prevent an otherwise suitable buyer from booking.

3. Buyers could not clearly see the value

Features alone are not positioning. Buyers need to understand who the home is for, how it supports their lifestyle and why it is a stronger choice than nearby alternatives.

4. The showing experience created friction

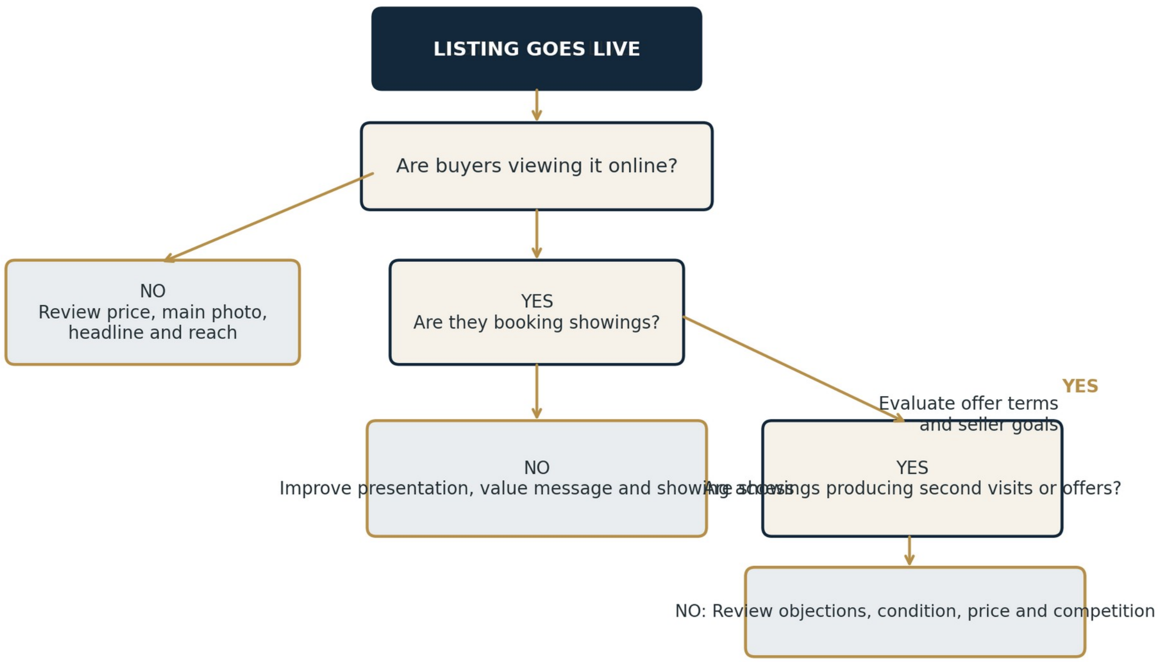
Long notice requirements, declined appointments, pets, clutter, temperature, odours or unclear access can reduce opportunities and weaken the experience promised online.

5. The strategy did not respond to the market

Views, saves, showings, second visits, feedback and competing sales are evidence. A listing plan should include scheduled review points and defined responses.

Diagnose the Buyer Journey

Do not make random changes. Find the exact stage at which buyers stop moving forward.



How to read the signals

Observed pattern	Likely area to review first
Very few online views	Main image, price bracket, distribution and headline
Views but few showing requests	Perceived value, presentation and listing story
Showings but no second visits	Condition, layout expectations, access, price and competition
Second visits but no offers	Unresolved objections, value gap or uncertainty
Offers consistently below asking	Market perception, repair exposure or negotiation position

One pattern is not proof. Repeated patterns are useful evidence. The purpose of tracking is to understand what the market is saying before time on market becomes the dominant story.

What Should Change Before You Relist?

A refreshed date is not a refreshed strategy.

Start with the previous listing file

- Original price and every price change
- Days on market and showing history
- Photographs, description and feature order
- Buyer and agent feedback
- Offers, inspection findings and common objections
- Nearby active, pending and recently sold properties

Separate symptoms from causes

Symptom	Possible cause	Potential response
Few showings	Price, images, reach or perceived value	Reassess positioning before reducing price automatically
High traffic, low conversion	Weak first impression or unclear benefit	Rebuild photo order, copy and presentation
Repeated condition concerns	Visible maintenance or repair uncertainty	Address priority issues or price transparently
Nearby homes go pending first	Competition offers stronger value	Compare condition, terms, presentation and price
Price reductions do not renew interest	The issue may extend beyond price	Review the entire buyer experience

The second listing should look and feel meaningfully different.

Changes may include pricing, preparation, photography, property story, showing access, buyer targeting, launch sequence and follow-up.

The First 14 Days Matter

The opening period gives sellers the cleanest read on how the market sees the property.

Timing	Priority actions
7-14 days before launch	Complete repairs, confirm price, prepare staging, photography, copy, showing instructions and launch marketing.
Launch day	Publish a complete and accurate listing; activate outreach; confirm that every link, image and property detail works.
Days 3-7	Review views, inquiries, showing requests, buyer questions, competing listings and early objections.
Days 8-14	Compare actual response with the plan. Decide whether access, presentation, messaging, terms or price requires adjustment.

A strong relaunch has three qualities

Complete: The listing launches with its best materials - not unfinished photos or “more details coming.”

Measurable: The seller and agent agree on which signals will be monitored and when they will be reviewed.

Responsive: The plan defines what action will follow if the expected response does not appear.

Seller Readiness Scorecard

Give yourself one point for every “yes.”

Question	Yes	No
Is the proposed price supported by recent comparable sales?	☐	☐
Have current competing listings been reviewed in person or in detail?	☐	☐
Does the primary photo create immediate interest?	☐	☐
Are the strongest features shown within the first images?	☐	☐
Is every room presented with a clear purpose?	☐	☐
Have obvious repair concerns been addressed or priced transparently?	☐	☐
Is the property easy for qualified buyers to view?	☐	☐
Does the description explain benefits rather than only features?	☐	☐
Is there a clear system for collecting and interpreting feedback?	☐	☐
Is a strategy review scheduled before the listing goes live?	☐	☐

How to interpret your score

8-10 points: The property may be well prepared, but price and market position should still be independently verified.

5-7 points: Several improvements may be needed before relaunching.

0-4 points: Relisting immediately may repeat the prior result. Begin with a full strategy review.

This scorecard is educational and is not a valuation, appraisal or guarantee of sale.

Questions to Ask the Next Listing Agent

Choose the next plan for its evidence and execution - not simply the highest suggested price.

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1. What specifically do you believe prevented the property from selling?
2. Which closed sales support your recommended price?
3. How does the property compare with current competition?
4. Who is the most likely buyer, and why?
5. What will change in the photographs, presentation and property story?
6. How will the home be marketed beyond entry in the MLS?
7. How will online activity, showings and feedback be measured?
8. What is the plan for the first 14 days?
9. What action will you recommend if the response is weaker than expected?
10. Which improvements should I avoid spending money on?

A thoughtful agent should be able to explain the plan.

The discussion should include evidence, trade-offs, communication expectations and what will happen when the market response differs from the forecast.

Spend Where Buyers Will Notice

The most expensive improvement is not automatically the most useful one.

Category	Examples	Decision rule
Required	Active leak, broken system, safety concern	Address first or disclose and price accordingly.
Buyer resistance	Odour, damaged flooring, visible neglect, poor lighting	Evaluate based on likely buyer reaction and cost.
Cosmetic preference	Trend-led remodel, luxury finish, highly personal design	Avoid unless local evidence supports the expense.

High-impact preparation is often simpler

- Improve lighting and remove visual clutter
- Clarify the purpose of each room
- Complete minor visible repairs
- Refresh the entry and exterior first impression
- Use professional photography and a strategic image order
- Price the property within the correct competitive set

The goal is not to make the home perfect. It is to reduce uncertainty, improve buyer perception and prevent manageable issues from becoming reasons to walk away.

Ramona's Second-Listing Approach

Review. Diagnose. Reposition. Relaunch.

REVIEW	DIAGNOSE	REPOSITION	RELAUNCH
Examine the previous listing, pricing history, photography, showing activity, feedback and local competition.	Identify where the buyer journey broke down and which evidence supports that conclusion.	Refine price, preparation, story, target buyer, presentation, access and marketing sequence.	Return to market with a complete launch plan, personal follow-up and scheduled strategy reviews.

This approach is designed to replace repetition with diagnosis. It does not blame the homeowner or the previous agent. It uses the listing history as evidence for a more intentional next decision.

Commercial property owners

Commercial and light-industrial properties require a separate review of occupancy, lease terms, zoning, access, loading, building condition, comparable transactions and investor or owner-user demand. Ramona also serves commercial real estate clients across Oregon and Southwest Washington.

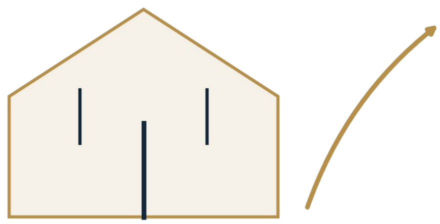
Your previous listing is information - not a verdict.

A fresh review can help determine what buyers may have missed, what should change and whether the property is ready for a stronger relaunch.

YOUR NEXT STEP

YOUR HOME DESERVES MORE THAN THE SAME PLAN

Before reducing the price, making expensive improvements or relisting with the same approach, begin with a fresh property strategy review.



Request a Complimentary Property Strategy Review

Discuss what may have held the sale back, how the property compares with today's market and which changes may create a stronger second launch.

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Serving Oregon & Southwest Washington

No pressure. No obligation. A clearer understanding of your property and your options.

Sources & Important Notes

Market and consumer research

Clark County Association of REALTORS - Historical Market Stats

Clark County figures through May 2026, including median sale price, inventory and market time.

https://ccrealtors.com/blog/clark-county-wa-area-statistics/

Redfin - Oregon Housing Market

May 2026 statewide median sale price, year-over-year change, sales volume and days on market.

https://www.redfin.com/state/Oregon/housing-market

Redfin - Portland Housing Market

Three-month period ending May 2026, median sale price, sales and market time.

https://www.redfin.com/city/30772/OR/Portland/housing-market

National Association of REALTORS - 2025 Profile of Home Staging

Consumer and agent findings related to photographs, staging, video and virtual tours.

https://www.nar.realtor/research-and-statistics/research-reports/profile-of-home-staging

Important notes

Market statistics are snapshots and can change. City, neighborhood, property type and condition may perform differently from broad regional figures. This guide is educational and does not constitute an appraisal, legal advice, tax advice, lending advice or a guarantee of sale. A property-specific analysis should be completed before making pricing, repair or listing decisions.

Prepared July 2026.