

Expired Listing Guide

My house didn't sell! Now what?

2023





"My neighbor's house sold so fast..."

"My home has so much to offer, why didn't it sell?"

"My agent didn't keep their promises..."

"Should I just give up?..."

Why didn't my house sell?

After months of keeping your home in tip-top shape, multiple open houses, and multiple offers falling through, your listing expires and you need to start all over again. To make matters worse, the day your contract expires, you are bombarded with calls from real estate agents trying to list your home. YIKES! So what do you do now?

"MY REAL ESTATE AGENT ISN'T KEEP HIS/HER PROMISES"

"MY NEIGHBORS HOUSE SOLD AS SOON AS IT WENT UP FOR SALE"

"I DON'T CARE WHAT THE AGENT SAID, I KNOW MY HOUSE IS WORTH MORE"

"WHY SHOULD I KEEP THE HOUSE SO CLEAN WHEN WE AREN'T GETTING ANY OFFERS"

"AS SOON AS THE AGENT GOT THE LISTING THEY DISAPPEARED"

"THERE HASN'T BEEN AN OPEN HOUSE IN OVER A MONTH"

HI, I AM SHEILA

My home didn't sell...now what?

Listing your home for sale can be an overwhelming, exciting and emotional experience all at the same time. But what happens when your home doesn't sell? You can imagine all the positive emotions quickly turn to negatives - disappointment, anger, blame, wonder, and bewilderment.

These emotions are only natural when your house didn't sell. After all, this is your home. You've poured blood, sweat and possibly tears into your home. You've made forever memories inside this property. This house is perhaps the home where you brought your first child; purchased after a job promotion; relocated to and started a new life and made new best friends; or, raised your children.

The list of good feelings about your home is endless. You've accepted that it is time to move, for whatever reason. You've offered your home to the public, and nobody wanted it?!

A house that's seen minimal movement on the market for months is frustrating. In fact, frustrating might be an understatement. That's why, if you have yet to find a buyer, it's important to take a step back and assess exactly why your house isn't selling.

I am sure you're tired of all the calls and door knocks from agents, saying the same things, but most don't have 30+ years of experience and most have not sold over 1,750 homes.

I would love to speak more with you about how I can help you sell your home, my action plan to do that, and what you can expect from the process with me.

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ALL SHOW AND NO OFFERS

There are a few reasons that can lead homes to expire; let's look at the most common causes:

OVERPRICING

Setting the right price is absolutely crucial when you initially list your home. Although we love our homes, it is important to set the price on the market value rather than the emotional value. Setting the right price is crucial for getting high traffic early, and having a higher potential for offers. If your home is priced over market value, it is likely to be overlooked by potential buyers and their agents.

How can you tell if you've over priced? Often, your price is likely higher than similar properties in your neighborhood. While others are selling, you are not getting the same requests for showings or hits online.

QUALITY & CONDITION

The better the condition of your home, the better appeal. Condition commands attention and price! Maintained and well-staged homes sell faster on average. This is because the composition and appearance are more appealing to potential buyers. An organized and clean home helps visitors see their future selves in your space and it can also help them to form crucial emotional connections to your listing.

MARKETING CHOICES

Marketing makes sales, and your home is no exception. Good marketing is crucial in today's real estate world. It's more than just crossing your fingers and hoping it sells once it's posted to MLS. You need to engage social media, have a web presence, use 3rd party listing sites, and print so your home gets maximum exposure in a busy market. Professional photos are a MUST at the right time of day.

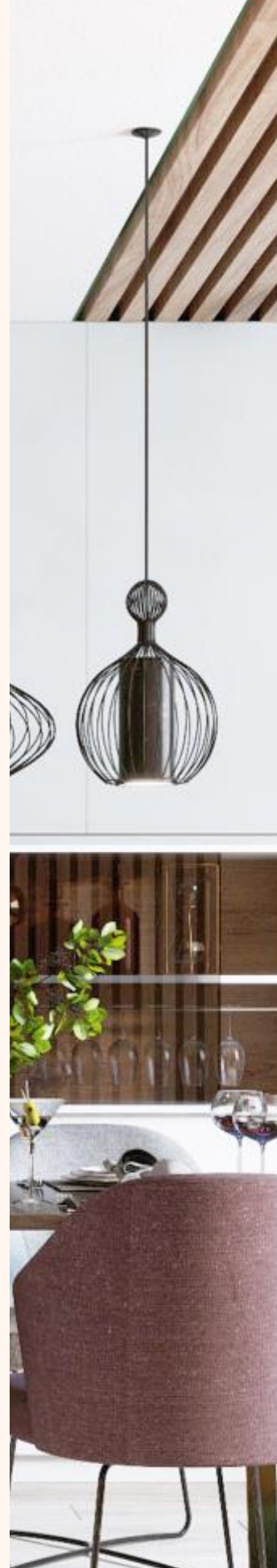
AGENT PARTNERSHIP

Not all agents are perfect for any situation. We all have areas we excel in more than others. Maybe your agent was a friend or relative, or someone a colleague recommended. Just because they're nice or they helped someone you know, doesn't mean they're the right agent for your listing. Real Estate is complicated. It can be very nuanced at times; you need someone who can navigate that with the right tools for your listing to get the best results!



Your Quick Cheat-Sheet

1. Don't get emotional; price competitively.
2. Declutter and clean, clean, clean.
3. Put valuables and personal items safely away.
4. Have a staging plan you can maintain.
5. Professional photos during the right time.
6. Plan for your pets.
7. Be honest with yourself and your agent.
8. Respond to all requests in a timely fashion.
9. Be flexible with showings.
10. Take each step seriously.



Post Listing Assessment

Did you and your agent agree on a price that matched the competition and market?

Yes or No

Did you clean and organize your home before every showing according to a checklist you were given?

Yes or No

Were marketing materials left in your home for potential buyers?

Yes or No

Did you keep up with yard maintenance and general curb appeal while your home was for sale?

Yes or No

Did you complete any and all maintenance and repairs suggested before listing?

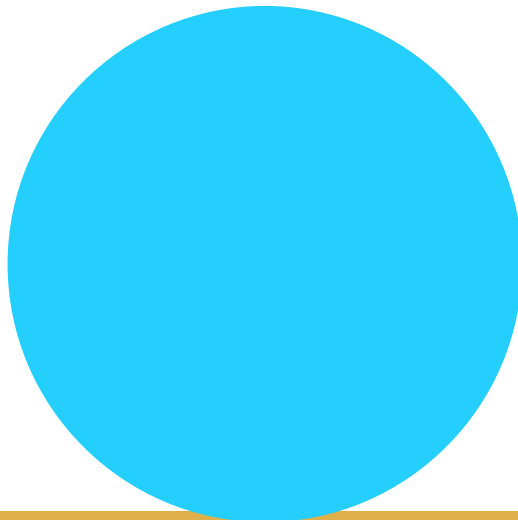
Yes or No

Was your home shot by a professional photographer during the right time?

Yes or No

Are you willing to make any changes to sell your home?

Yes or No



The truth is, if you honestly answered **yes** to those questions, it is likely that pricing was a big part in why your home didn't sell the first time. But if the majority of your answers were **no**... you need to consider preparing better, switching agents, and working with the new agent to devise a game plan to do things differently.

YOUR HOME IS over priced

The number one reason that a house doesn't sell is the price. When selling your house, it is important to price it objectively. That is hard for many sellers, because they have an emotional attachment to their home (which is perfectly understandable), and they tend to price it too high.

Remember, there is no better time to sell your home than the first few days or weeks on the market. This is what we refer to as the "golden time" in the real estate business. There will never be more excitement or interest in your listing than the first 30 days.

REAL DATA ISN'T LYING TO YOU

There is no conspiracy against you when your home doesn't sell. The market/public merely has said that your home is not worth paying what you are asking. As a seller, you must trust the experts and look at the comparable sold properties and data objectively. Buyers will. Any good agent should present you with solid numbers as hard evidence to why they suggest a specific list price for your home.

YOU'RE LYING TO YOURSELF

When your house isn't selling, you may be guilty of lying to yourself. Here's what I mean - you're not honest with yourself about the comparable properties. Your emotions have gotten the best of you, and you suddenly see your house as the equivalent of bigger, more beautiful homes.

If you price your home too high and you do not receive an offer, most sellers begin to reduce the price of their home until it sells which can create a free fall and downward spiral to where the seller starts to receive low-ball offers on their property.

Once you start reducing the price of your home, it invites low-ball offers because a buyer sees you as more "desperate" to get rid of your home. If you price the home reasonably, you may end up with more money in your pocket in the end than you would with a price too high followed by many subsequent price reductions.

01 Strategic Pricing



Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home.

Research shows that more buyers purchase their properties at market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on this peak interest period and may lead to a below market value sale price or, even worse, no sale at all. Therefore, your home has the highest chances for a sale when it is new on the market and the price is right.

I can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle. When setting your asking price, keep in mind that the objective is to generate a pool of interested buyers for your own home. If you price too high, you end up helping your competition sell faster.



02

Staging

Quality, quality, quality. Now is the time to maximize your home's full potential. Your prior agent may have provided a checklist of repairs, organizing, or updating for your home. Now's the time to complete those to-dos and get your home show-ready as soon as possible. You may not see the initial value in staging and maintaining your home throughout the selling process, but believe me, it pays off. Disrepair, and general clutter make it difficult for buyers to connect to your space. If they don't connect... they probably won't put in an offer.

REFLECT OUTWARD

1. Pressure wash the exterior of your home.
2. Refresh the paint on your front door and garage door.
3. Keep up with yard work and landscaping.
4. Weed and mulch your garden(s).
5. Keep trees and shrubs trimmed and free of debris.
6. Mend and maintain fencing and decks.
7. Clean your windows, inside and out.
8. Update your light fixtures.
9. Repair any cracks in the paving or patio stones.
10. Put away any children and/or pet's toys. Yes, even outside can look cluttered.

LOOK INWARD

1. Refresh paint on walls, ceilings, and trim (think neutral).
2. Clean or replace carpets and rugs (again, think neutral).
3. Declutter: remove excess furniture and knick-knacks.
4. De-personalize: reduce family photos and personal items.
5. Organize closets and storage space.
6. Store children and/or pet's toys.
7. Update or clean light fixtures and faucets.
8. Ensure light bulbs are working.
9. Check for leaks, missing flooring and other signs of disrepair.
10. Ensure all electrical and light switch plates are clean and complete.

WORK IS NEEDED

When people are selling their house, they loath putting too much money into it, because they feel they will never see the return on their investment. In some cases, that is true. If you renovate your kitchen before you sell, you may not get a full return. You will probably lose money. However, renovating the kitchen (or other improvements) do have significant benefits as well. The days on the market will decrease, and the sale's price to list price ratio will almost always be higher in the end. Improving your home will never hurt your value.



WHEN IT DOESN'T SELL, START LOOKING INWARD

On the other hand, a fresh coat of paint in specific areas may allow you to see excellent returns on your money. There are fixer-uppers out there that sell (generally at a wholesale price), but the type of people searching for fixer-uppers love finding a great deal, and they may not be willing to pay what you are wanting. If you are looking to maximize your profit, it is better to target people who are looking for the convenience of a "turn-key property" and are willing to spend a little bit of extra money to obtain it. As a general rule of thumb, buyers are lazy. With over 30+ years of experience in real estate, I can promise that buyers are generally beaten down by the end of a home transaction. So doing work on a home they purchase becomes less and less of a desirable option in their minds. Buyers want "turnkey," or as close to "turnkey" as possible. I would estimate that fewer than 10% of buyers I represent want to do much work on a home.

03

Professional Marketing

Having a robust marketing strategy is key in today's market. Marketing has to be a multi-prong effort that attracts buyers in a variety of ways.

WEB PRESENCE

Most home buying journeys these days begin - online! Your potential buyer wants you to come to where they are – the Internet. This is an opportunity to showcase features and special amenities and share beautiful photos and virtual tours. Your home will be listed through MLS, then shared on my website, my brokerage's website, as well as many other 3rd party listing sites.

SOCIAL MEDIA

So many buyers are actively engaging with social media for many of their interests. And that includes real estate. Your listing will be featured on sites like Facebook, Instagram, and YouTube for the greatest exposure.

POSTCARDS

I send out 500 postcards a few days before your house comes on the market. These are large, 4-color double sided postcards that are attention grabbing. The more people know that your home is for sale, the more buyers we can attract.

SIGNAGE

Tried, tested, and true! A classic sale sign in your yard will clearly show your home is for sale, and let people know about upcoming Open Houses. It stimulates interest and gets people talking.

FLYERS

Most buyers look at many homes before they buy, and flyers are a great way to make a lasting impression. A great reference for prospects viewing your home, these sheets ensure they have a fact and photo sheet to refer to when comparing your house with other properties. It also allows them to take notes on the elements they think are extra special.

LOCK BOX

It might not seem like marketing, but lockboxes are crucial for your home's successful and SAFE showing. Since it's best for you to leave the property for showings, lockboxes are a great way to let the viewing realtor into your home and protect the key after they leave. This is ideal for peace of mind while your home is on the market.

SHOWINGS

Your home's shining moment! When your home is listed, it is included in a showing service. This service notifies me of showing requests as soon as they're scheduled. It's also a great opportunity to get feedback, and if it isn't provided post-showing, I follow up with the agent for more info.

OPEN HOUSES

This is a great way to attract many potential buyers to your home at once. Additionally, I invite your neighbors to attend and solicit their help in telling people that there's a house in the neighborhood for sale.

LACK OF SOCIAL MEDIA

Social media has become a fantastic way to advertise listings. I build individual, advertising campaigns for my listings and they generally attract around 8,000 views per listing. Using this method, most of my listings are sold within just a few days.

Everywhere you look today; you will see people's faces almost lodged into their cell phones. Most of the people are checking out their social media and keeping up with friends. Why not place your home right in front of their eyes and where they're looking (social media)?

936,000,000 people per day log onto Facebook. Why in the world wouldn't you put your home front & center for that kind of audience? I already do this type of social media marketing for my listings, and I can attest that the results are nothing short of amazing!



04

Teamwork Makes the Dream Work

It's corny, but true! A Realtor should be assertive, organized, flexible, available, knowledgeable, and consistent. You need an agent who can guide you through lengthy transactions and complicated negotiations.

HOW CAN YOU TELL IF YOU'RE WORKING WITH THE RIGHT AGENT?

They know your area. Good agents do their research, and they take their time to get to know their city and the neighborhoods within it. This is where they work!

They're timely. To reduce stress, a good agent will make you feel like your needs are being met. This means responding to all your questions and concerns on time.

They're proactive. Recognizing an issue before it even arises is the sign of a great agent. You want to be ready to deal with any issues, and your agent should be ready with creative solutions when you face a challenging situation.

They listen - and I mean, really listen. Your agent should be thoughtful and pay close attention to what you say, so that they can help you reach your goals. It's not about making your home selling journey into something suited to their wants.

They're transparent and honest. The truth hurts sometimes, and a good agent shouldn't sugar coat the truth. The best approach is for your agent to be open and honest, even when it's uncomfortable or not in their best interest.

05

Be Flexible



You know firsthand that selling your home is not going to be a walk in the park. It's not about convenience. Buyers will request showings at some of the most inconvenient times, and buyers may say some unkind things about your property. Don't take it personally, just accept it; this is part of the process that will help us reach success. My focus is selling your home, and when we list, you need to remember: you're ready for business!

When you aren't flexible, you make it hard on buyers, and you're suggesting that you don't care if it sells.

Rejected showings are frustrating for buyers, and most will not give your listing a second look. And if your house is not showing... it's not going to sell. So ask yourself: do you want your home to sell? Just going through the motions of listing isn't enough, and no one wants to waste their time.

next steps

TAKING EACH STEP SERIOUSLY WILL
ENSURE A SUCCESSFUL SALE

Check your ego at the door and price competitively

01

In your mind, your home be worth more than your realtor suggested listing it for, but your realtor is the pro. You are paying for their expertise and marketing connections. Sorry, but the comp prices don't lie. It is crucial to be realistic about your expectations.

Before officially placing your home on the market, have your realtor review comp listings with you and prepare yourself for best and worst cast scenarios. A prospective buyer may love your home, but if the price is not right, you aren't going to close the deal. Buyers need to feel like they are getting a bargain. Trust your realtor! A qualified realtor will know how to properly price your home.

Have a Plan for your pets

Being an avid animal lover, I cannot understand those who don't appreciate furry friends, but your prospective buyer may be, in fact, turned off by the thought of animals dwelling in their future residence.

This is where I had to get creative. While our home was on the market, my mother-in-law fostered our two cats and our dogs were evicted from the living areas of our home. At night, the dogs slept in the garage and during the day, we took them to doggy-daycare. When we showed the home, we made sure to take the dogs with us and we removed all signs of our pets (pet bowls, toys beds). This solution also made it much easier to keep the home clean.

02

Deep Clean and Pre-Pack

03

Before placing your home on the market or taking photos for your listing, do a thorough deep-clean of your home. Clean the carpets, scrub the baseboards, remove the cobwebs...you get the picture. Make sure your home is squeaky clean. Remove clutter from counter tops, closets and rooms.

We even removed some of the clutter from our garage. We actually payed for a storage unit and hauled all of the excess items off before we ever had our first showing.

Take Great Listing photos

This is another perk of listing your home with a realtor. Our realtor actually included beautiful, professional real estate photos in her fee. Make sure your realtor will provide professional quality photos for your listing during the right time of day.

If not, you may want to consider investing in a photographer experienced in real estate photography. With the prevalence of real estate sites like Realtor and Trulia, you must captivate your internet audience as this is the vast majority of buyers. You cannot afford to lose a buyer before they even step foot in your home.

04

OUR COMMITMENT

DEDICATED SERVICE

From the day you place your trust in us to sell your property, we pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from our team.

HANDLING HARD CONVERSATIONS

When repairs or changes in price need to be made, we will be your guide through that process. We handle negotiating repairs, scheduling needed repairs, and any price adjustments so you don't have to.

ON YOUR SIDE

A seller's agent will represent your best interests. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, we will make sure we calculate all benefits, and price accordingly .

SUSTAINED COMMUNICATION

We will discuss with you exactly how our team works and what you can expect. We will communicate regularly and you'll know everything that's going on as soon as we know it.

PROBLEM SOLVER

We will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. Hopefully making selling your home a fun and stress-free process.





Thank You!

I hope this guide was informative and helpful. There's still hope after a listing expires, and I strive for the success of my clients every day. Please don't hesitate to reach out if you have any questions or you're ready to interview me for the job. I'm certain I can help you through this process. I would be honored to represent your property and guide you through the next steps. You're closer to your next chapter than you think! Let's make it happen together.