

# E-X-P-I-R-E-D

## *How to sell a House that Didn't Sell*

### **Hot Tip: Boost Your Property's Exposure.**

1. Make your house easy to show by installing a lock box and allowing showing times convenient to buyers.
2. Use a "For Sale" sign where permitted.
3. Create a good *first impression* by:
  - Depersonalizing furnishings and décor so prospects can visualize themselves in your home;
  - Emphasizing curb appeal;
  - Keeping pets at a distance.

Don't be discouraged if your home has just come off the market and hasn't sold. The reason it didn't sell may have nothing to do with your home or the market. If your listing has expired and you still want results, take a step back and review your situation before you put your home back on the market.

Where should you begin? Why didn't your home sell? Review your previous selling plan and you'll discover that an expired listing usually reflects a problem in one or more of these **four** major areas:

**\*Teamwork      \*Pricing      \*Condition of Home      \*Marketing**

### **1. Teamwork**

Your home is a major financial investment and your relationship with your Realtor should be a full partnership. Your needs and wishes should be heard and you should receive detailed and dependable feedback on the progress of the sale. How well did this occur last time you had your home up for sale?

### **2. Pricing**

Did pricing work for or against you? The "*right*" price depends on market conditions, competition, and the condition of your home. If your home doesn't compare favorably with others in the price range you've set, prospects or agents won't take you seriously.

Check out the statistics. Ask your agent to provide you with an up-to-date competitive market analysis. This will give you:

- a review of comparable homes recently sold or currently for sale,
- an idea of how long other homes have been listed
- a review of homes whose listings have expired

### **3. Condition of Your Home**

Is your house show case quality? When buyers enter, are they inspired? The decision to buy a home is based on emotion, not logic.

You need to consider:

- keeping your house clean for all showings
- fixing all the little cracks and squeaks
- making it uncluttered
- brightening it up
- concentrating on outside curb appeal

Consider taking care of major items yourself instead of offering an allowance to prospective buyers to have it done themselves. Remember, a house that presents well, sells for the best price because it outshines the competition.

### **4. Marketing**

One of the first steps in your marketing plan is finding an agent who will best represent you. When you interview agents, test and compare their knowledge and ask each to demonstrate how they will market your home. Also, compare how much money each spends on advertising homes he/she lists, in what media, and the effectiveness of one medium over the other. Remember, it's not just how much they spend, but how they spend it. Not all agents are the same. The relationship between you and your agent can make the difference between selling your home fast and not selling it at all.

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