

Why Didn't My Home Sell?

An honest look at why good homes expire,
and what changes the result the second time.

Wesley Chapel • Pasco • South Tampa



Honest conversation first.
Then the game plan.



352-320-4466



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01

Price and how buyers search

Buyers search in price steps like \$300,000, \$325,000 and \$350,000. A home just above a step disappears for everyone who stopped below it. Most expired homes weren't wildly overpriced. They sat in the wrong place in the search.

02

Buyers never saw it the way they needed to

Photos, video, description and first impression online decide whether anyone books a showing.



“

“Visibility comes before persuasion.”



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03

It reached too few of the right people

Agents with buyers nearby weren't called. Neighbors weren't told. Matched buyers never got an alert.

04

Hard showings and ignored feedback

Limited showing times, slow responses, no follow-up.

05

No plan for when it didn't work

No day 21 review. No agreed adjustment at day 45. Price drops came late and small.



Launch

Day 21

Day 45



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06

Questions to ask before you relist

How many showings and what buyers said; days at each price; what sold nearby meanwhile; who it was compared to and why buyers chose the other home.



07

Myths

I'll wait for the market

(Waiting usually means more competition later.)

A small price cut will do it

(A cut that doesn't cross a search step changes little.)

Any agent can sell it

(The plan matters more than the sign.)



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08

What a better second listing looks like

Priced to where buyers search and what's selling.

New photos, video and a lifestyle description.

Agents, neighbors and matched buyers reached at launch.

Checkpoints agreed up front: first two weeks, day 21 review, day 45 adjustment.



09

A real example

A Wesley Chapel home sat twice with another company at \$429,900 and then \$375,000. Repositioned at \$350,000 against what buyers were actually paying, including new construction competing for the same buyers, it went under contract in one day and closed at \$345,000. Every home is different.

Under contract in one day • Closed at \$345,000

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Your next step

Ask for a written relist plan: price range, what we'd change, the checkpoints. Yours to keep.

“

Sometimes that means a tough conversation about price. We'd rather have it up front than watch your home sit again.



See real results at every price point and more guides at **SaavedraAndSons.com**.

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