A PLAIN-ENGLISH GUIDE FOR HOMEOWNERS

Why Didn't My Home Sell?

Five reasons a listing expires, and a 10 minute way to find out which one was yours.

Gabriel Ortiz, REALTOR®
eXp Realty LLC | FL License SL3664862

Minneola, Florida
English | Español

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It usually isn't the house.

If your home came off the market without selling, you've probably heard a few theories. The market. The season. The buyers. Sometimes those are true. More often, a listing expires for one or two of the five reasons in this guide, and every one of them can be fixed.

I wrote this so you can check each one yourself, without having to talk to anyone. If you want a second set of eyes when you're done, the last page tells you how to get one for free.

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1 The price was set against the wrong homes.

Most list prices get built from what the neighbors are asking. Buyers and their lenders only care what the neighbors were paid. A price that leans on homes still for sale starts too high, and every week that passes makes it harder to recover.

> **Check it yourself.** Find three homes like yours that sold in the six months before you listed. Not listed. Sold. Was your price within reach of those numbers?

The fix. Price from sold homes first, then adjust for condition and the updates you can document.

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2 The first two weeks were spent, not used.

A new listing gets its biggest wave of attention when it first appears. If the photos weren't ready, the home wasn't ready, or the price was a test, that wave went by. It doesn't come back at the same size.

> **Check it yourself.** Think back to the first 14 days. Were they busy or quiet? If they were quiet, the launch missed.

The fix. Don't go live until the home, the photos and the price are all ready on the same day.

3 The listing lost buyers before they ever visited.

Buyers choose which homes to tour from their phone. Dark photos, a weak first photo, or a description that lists features without saying why this home is different all make the decision easy: skip it.

> **Check it yourself.** Pull up your old listing next to two homes that sold nearby. Cover the prices. Which one would you tour first?

The fix. Professional photos, the strongest image first, and a description written for the buyer most likely to want this home.

4 It was hard to see.

Every showing you can't accommodate is a buyer who toured a different house instead. Limited hours, long notice, tenants or pets can quietly cost you showings you never hear about.

> **Check it yourself.** Could a buyer who asked in the morning see the home that same day?

The fix. Agree on showing rules you can actually live with before you list, and keep them as open as you can for the first two weeks.

5 Nobody adjusted when the market spoke.

Buyers tell you what's wrong through what they do. Plenty of online views and no showings points to price or photos. Showings and no offers points to price against condition. A listing expires when that feedback is never collected, or never acted on.

> **Check it yourself.** Did you hear feedback after showings? Did you and your agent sit down at 30 days and change something?

The fix. A written plan before you list that says what gets reviewed, when, and what happens if the numbers are quiet.

> **A home that didn't sell is not a home that can't sell.**

YOUR TURN

The 10 minute self-check

Check every statement that was true the last time your home was listed. Leave the rest empty. Be honest with yourself. Nobody sees this but you.

☐	My price was based on homes that sold, not homes still for sale.	REASON 1
☐	The home, the photos and the price were all ready on day one.	REASON 2
☐	The first two weeks on the market were busy.	REASON 2
☐	My first photo was the best photo of the home.	REASON 3
☐	My listing looked as good online as the homes that sold near me.	REASON 3
☐	Buyers could see the home on short notice.	REASON 4
☐	I heard feedback after showings.	REASON 5
☐	My agent and I changed something within the first 30 days.	REASON 5
☐	I heard from my agent at least once a week.	REASON 5

Count the boxes you left empty

0

The basics were covered. The answer is in the details, and that is where a review of the actual listing helps most.

1 or 2

That's most likely your answer. Go back to the reason next to each empty box. Fix those and the result changes.

3+

The home never got a fair shot. That's good news. It means the outcome had more to do with the listing than with your home.

IF YOU WANT A SECOND SET OF EYES

I'll review your old listing. Free.

The self-check tells you where to look. A review of your actual listing tells you what happened. Send me your address and I'll put together one page with three things:

1. Your old price next to what nearby homes actually sold for.
2. How your photos and description compared with the homes that sold.
3. The first three things I'd change, in order.

It takes me about a day. I can bring it by and walk you through it in 20 minutes, or email it if you'd rather read it on your own. There's no cost and no obligation. If the honest answer is "wait six months," that's what I'll tell you.

How to get yours

Reply to my text or email with the word **REVIEW** and your property address. Tell me a day that works and I'll bring it to you.

gabe.ortiz@exprealty.com

A little about me

I'm Gabriel Ortiz. I live in Minneola with my family, I'm a U.S. Army veteran, and I work in English and Spanish. I'd rather earn your trust with a straight answer than with a sales pitch.

Hablo español. Con gusto le explico todo en su idioma.

If your home is currently listed with another broker, this guide is not intended as a solicitation of that listing. This is general information, not legal, tax or financial advice. Equal Housing Opportunity.