NANAIMO SELLER WORKSHEET

Unsold Listing Review Checklist

Find where interest drops off before deciding what to change.

Start with evidence, not a guess about price.

Review the same date window across your reports. Record the source, metric and any gaps. Different platforms may count views differently; avoid adding overlapping counts.

PROPERTY OR NOTES

DATE WINDOW AND DATA SOURCES

01 Locate the weak spot

Low reach or few views

Check that the listing is visible, with accurate details, an effective first photo and useful descriptions. Review the channels and the price brackets buyers may search.

Views but few showings

Check notice periods, available viewing times and cancellations. Ask whether photos, floor plan and property details answer the questions buyers bring to the listing.

Showings but no offers

Group recurring comments: condition, layout, presentation or perceived value. Record what is repeated, what is a one-off and what you can verify.

Offers but none acceptable

Compare price, conditions, dates and other terms. Note whether concerns repeat and which terms you could change without giving up what matters.

Check each stage, even if one seems obvious. Feedback is a clue to investigate, not proof of what a buyer will do.

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Check the competition, then choose a change you can measure.

02 Compare relevant Nanaimo properties

Use current active listings to see buyer alternatives, and recent closed sales to check achieved prices. Compare location, condition, size and features. Record date, status and asking or sold price, not a blend.

ACTIVE COMPETITION

Record the strongest current alternative and why a buyer might choose it.

RECENT CLOSED COMPARABLE SALES

Record a recent sale, sale date and any differences that matter.

PRICE BANDS AND BUYER ALTERNATIVES

Check adjacent price filters and what buyers see. A price change does not guarantee reach.

03 Agree on a change and how to judge it

Pick the most useful change first. Use the same metric and a comparable date window when you check the result. If several changes happen together, do not assume which one caused a shift.

CHANGE TO TEST

OWNER

REVIEW DATE

BASELINE / DATE WINDOW

SIGNAL TO CHECK AT REVIEW

NEXT DECISION IF SIGNAL DOES NOT IMPROVE

Agree which result would support keeping, adjusting or reversing the change. Set a review date that fits your listing; there is no universal cutoff.

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