

# Expired Listing that Failed to Sell: What Now...?

Real estate listings sometimes expire without selling, and it's frustrating for all. Here's what likely went wrong, and what you can do to make sure it still sells!



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## Chris Schultz

Realtor  
eXp Realty  
ChrisCloses.com  
Chris@Chriscloses.com  
Phone: 8506998891 , Office: 850.699.8891  
License: SL3471483, FL



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You planned everything right, you got help from an agent, and you eagerly awaited the day your home would finally sell. But weeks and months passed quickly, and now your listing is expired!

Maybe your listing agreement is coming to an end and you'll have to start over with the same agent (or find a new one).

Maybe you feel like giving up. Whatever the case, you can still sell! Here's how to handle an expired listing.

## READ ON FOR:

WHAT WENT WRONG? 02

WHAT TO DO NOW? 03

EXPERT REAL ESTATE LEADS 04

SELLING AN EXPIRED LISTING 05



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## WHAT WENT WRONG?

Your home didn't sell, which can feel like a shot to the ego. Don't take it personally. It takes a lot of work to sell a home, and many things can prevent a listing from getting sold at the price it deserves.

Several things can go wrong in the selling process, which eventually add up and lead to expired listings. These include:

- Not enough curb appeal.
- Poor marketing strategy.
- Low-quality photographs.
- Showing a home "as is"; avoiding full or partial staging.
- Insufficient real estate agent.
- Too many problems with the home.
- Difficult location.
- Wrong selling price.

If your home has one or more of these factors, it's likely the reason it didn't sell.

But don't worry! There are solutions that can help you sell, even after an expired listing.



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## WHAT TO DO NOW?

Now it's time to identify what went wrong and create a plan moving forward.

- If your home lacks curb appeal, spruce it up and frame the sale differently, highlighting the real unique value the home does have.
- If your home was set at the wrong price, get an evaluation– OR put work into the home to improve buyers' perception of value.
- If your marketing strategy failed, it's time to get serious about investing in some online listing tools to help you advertise.
- If your home was shown "as is", complete a full or partial staging so buyers can fully see the potential right in front of them.
- If your home is in a location that faces selling challenges, look into a new real estate agent who specializes in sales in your area.
- If your home needs significant repairs, talk to a real estate attorney about the best financing or selling options.

No matter what went wrong, now you can learn from common seller hurdles and make changes to stand out in this challenging market.



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## EXPERT REAL ESTATE LEADS

Getting the best leads means you need an expert real estate strategy and excellent marketing. After an expired listing, you can continue to work with an agent or choose to sell “For Sale By Owner”. Whichever option you choose, marketing is what drives potential buyers to consider your home.

If you stick with an agent, here are some things to consider:

- Do they have experience successfully closing difficult homes?
- Can they market your home across multiple online platforms?
- Will they make your home look as attractive as possible from the inside?
- Does the listing agreement need to be longer than the previous expired listing?
- Can they offer solutions? What will they do differently than your previous realtor?

If you want to take matters into your own hands and do an FSBO, you’ll still need to work hard at getting leads.

- You'll spend a lot of time managing online listings over various channels.
- Without an agent, the responsibilities of financial and legal paperwork is on you. This can be risky, and some buyers prefer buying from someone with an agent.



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## SELLING AN EXPIRED LISTING

If selling your home was more of a marketing issue than a property issue, there's hope! It's time to sell using the best practices in real estate marketing. You may even receive help from an agent who specializes in expired listings.

Some top-tier realtors take on expired listings to improve the leads that come in. Some agents make it their sole business to work with expireds, and generate massive success for their clients and themselves.

If your home is listed on a local MLS (Multiple Listing Service) website, there can sometimes be rules to let viewers know the listing is expired. Agents can reach out to these and offer support, so consider that as an option.

If you're selling your home, get the marketing tools you need to finally sell in a short timeframe. With the help of home marketing tools that represent your home's value review, you can turn your listing into quality leads and sell your home for what it's worth.



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Just because you have an expired listing doesn't mean your home is doomed to fail in the market. With the right representation, price, and marketing strategy, your home can sell— even in today's competitive market. Reach out to Chris Schultz today and get all the professional advice you need when it comes to closing your home!

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