



# Choosing the right agent after your listing expires

If your home was listed and it didn't sell, that can feel frustrating and confusing. You put in the effort, you opened your doors to showings, and you expected results. You deserve real answers, not vague explanations.

Most of the time, an expired listing comes down to strategy. It is not that the home is "unsellable." It is usually that the approach was off. Selling isn't just putting a house online and hoping for the best. It is understanding the market, setting the right price, communicating clearly, and marketing in a way that reaches real buyers. That is where **the right agent matters**. Someone who listens, who educates, who has a plan, and who keeps you in the loop every step of the way. **That is how you get results.**

## Smart pricing comes from education



Pricing is not a guessing game. It is a strategy based on current market conditions, buyer expectations, comparable properties, and timing and competition. With the right guidance, pricing becomes a tool to move your home forward, not a barrier that holds it back.

## Communication keeps you in control



You should always know what feedback buyers are giving, what the next steps look like, how the market is responding, and what adjustments can help you succeed. When communication is strong, you feel confident and prepared, not left wondering.

## Marketing that creates real buyer interest



Selling a home today is not just putting a sign in the yard. Effective marketing should include professional photos and video, targeted digital exposure, social media visibility, network outreach, and clear messaging on what makes your home special. It is not about activity - it is about real results.

# Questions to ask any agent you interview

**Choosing the right agent requires asking the right questions.** These essential questions will help you identify an agent who brings strategy, transparency, and proven results to your home sale.



## 1 Pricing Strategy

How will you determine the ideal pricing strategy for my home?

## 2 Communication Plan

What is your communication plan and how often will we speak?

## 3 Marketing Approach

What marketing will you use beyond standard listing photos?

## 4 Proven Results

Can you share results from homes similar to mine?

## 5 Home Preparation

How will you help me prepare my home for success?

**The right agent brings more than experience - they bring a comprehensive strategy tailored to your unique situation.**

Your next agent should demonstrate clear expertise in all three critical areas: strategic pricing based on current market data, consistent communication that keeps you informed and empowered, and innovative marketing that showcases your home's best features to the widest possible audience of serious buyers.

### Key Takeaway

An expired listing is not a failure - it is an opportunity to partner with an agent who understands what it truly takes to sell your home successfully in today's market.

### Ready to get started?

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