

A two-story house with a mix of stone and light-colored siding. The house has a prominent front porch with a dark door and a large window. The windows are illuminated from within, casting a warm glow. The sky is a mix of blue and orange, suggesting dusk or dawn. The overall scene is a high-quality real estate photograph.

**MY HOME DIDN'T SELL!**

**NOW WHAT?**

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# You're Not Alone — And It's Fixable

You followed the process. You kept your home clean and show-ready. You trusted the advice you were given. Still, no offers came through. That's frustrating — and I completely understand why you're feeling discouraged right now.

But here's the truth that changes everything: **in most cases, the problem isn't the house... it's the strategy.** The home you worked so hard to present deserves a marketing approach that actually works in today's market.

You're not alone in this experience. Many sellers across Northeast San Antonio, Schertz, and Cibolo are facing the same challenge. This guide is your next step forward — built around what actually works in our local market so you can relaunch with clarity, confidence, and real results.



# The 8-Second Buyer Test

Buyers decide in 8 seconds — let's make every second count

Most buyers scroll fast through listings online. When they walk through your door, they make up their minds before they even reach the kitchen. The good news? You don't need a complete renovation — you just need to refocus on what matters most.



## Repaint Key Areas

Stick to warm neutrals — they instantly freshen up a space and help buyers imagine their own style fitting right in.



## Update Hardware

New knobs, pulls, and light switch covers show your home has been cared for, not ignored or forgotten.



## Clear Surfaces

Visual clutter makes rooms feel smaller. Remove extra items from counters, corners, and floors to open up the space.



## Improve Lighting

Buyers love bright spaces. Pull back curtains, swap in better bulbs, and add a lamp or two where needed.



## Edit the Layout

Take one piece out. Shift your rug. Small changes help buyers feel the flow — and the space — of each room.

📌 These updates don't require a contractor or weeks of work. They just require intention — and they absolutely work to transform how buyers perceive your home.

# Why Homes Like Yours Sit Unsold

Let's break down what likely went wrong — and what to do about it

If your listing expired, you've probably asked yourself more than once, *"What did we miss?"* After working with countless sellers in your exact situation, here's what I see most often holding great homes back from selling:

## Weak Visuals

Low-quality photos or dark lighting turn off buyers before they ever schedule a showing. First impressions online are everything in today's market.

## Poor Listing Description

Buyers don't just want to know what your home is — they want to know how it feels to live there. Generic descriptions don't create emotional connection.

## No Marketing Strategy

The MLS isn't enough anymore. If your listing wasn't being promoted on social media or retargeted to active buyers, it simply wasn't being seen by enough people.

## Pricing Confusion

Many homeowners are reluctant to drop their listing price. Causing them to be out of alignment with what buyers are actually willing to pay today — and what else they're seeing at that price point.

## No Communication

If your last agent disappeared the minute your sign went in the yard and you rarely heard updates... that's a major part of the problem, too.

# Ineffective Marketing

Did your home get a steady stream of showings when it was on the market? If not, you may need to try a new promotional strategy.

## ESSENTIAL ELEMENTS OF PROPERTY MARKETING

Take a look at the **listing description**. Did it entice buyers to visit your property? A well-written description should be clear and compelling while highlighting your home's most desirable features. Additionally, it should have utilized best practices for search engine optimization (SEO) to ensure that it was found by buyers who were looking for homes online.

And how well did the **listing photos** showcase your property? Many buyers use photos of a home to decide whether or not to visit it in person. In fact, 85% of buyers find photos "very useful" in their home search.\* Poor quality or a low quantity of listing photos could have kept potential buyers from stepping through your door.

Another factor to consider is whether your listing reached the **right audience**. This can be especially important if you have a unique or highly-customized home. The

Multiple Listing Service is a great place to start, but some properties require a more robust marketing approach.

## NOW WHAT?

If you suspect ineffective marketing, consider turning to a skilled professional with a proven approach. We employ a **Strategic Marketing Plan** that uses the latest technologies to seed the marketplace, optimize for search engine placement, and position your home for the best possible impression right out of the gate.



For example, we know what buyers in this market want and can craft a persuasive description to pique their interest. And since good listing photos are so crucial, we work with the top local photographers to ensure each shot is staged to your home's advantage.

We also know how to get your listing in front of the right audience—one that will appreciate its unique features. By utilizing online and social marketing platforms to connect with consumers and offline channels to connect with local real estate agents, your property gets maximum exposure to your target market.

# Poor Impression

If your property received a lot of foot traffic but no offers, you may need to examine the impression you made on buyers who visited your property.

## MAKING A GOOD IMPRESSION ON HOMEBUYERS

Start with your home's **structure and systems**. Are there large cracks in the foundation? How about doors and windows that don't properly close? Are there water stains on the walls or ceiling that could signal a leak? These can be major "red flags" that scare away buyers.

Next, examine your **curb appeal**. Does the yard need mowing or do the hedges need trimming? Are there oil stains on the driveway? Any peeling paint or rotted siding? If your home's exterior looks neglected, buyers may assume the entire house has been poorly maintained.

Now move on to the **interior of your home**. Is it clean? Is there a noticeable odor? Have you taken the time to depersonalize and declutter each room? Buyers need to be able to picture their items in your home, but that's difficult to do amongst your family photos and personal collections. And oversized furniture and packed closets can make a space seem small and cramped.



## NOW WHAT?

When we take on a new listing, we always walk through it with the homeowner and point out any repairs, updates, or decluttering that should be done to maximize its sales potential. We also share tips on how to prep the property before each showing.

In some cases, we will recommend that you utilize staging techniques to highlight your home's best features and help buyers envision themselves living in the space. Home staging is one of the hottest trends in real estate—because it works! According to the Real Estate Staging Association, professionally-staged homes sell, on average, 9 days faster and for \$40,000 over list price.\*

Some sellers choose to hire a professional home stager, while others opt to do it themselves, using guidance from their agent. We can help you determine the appropriate budget and effort required to get your home sold.



# Let Us Connect You!

We know the best vendors in San Antonio and surrounding areas to help you with your home's repairs, cleanliness, and staging prior to listing it for sale. Ask us about our **Trusted Partner Program** so we can ensure you get the VIP treatment.



# Price Is Too High

Many homeowners are reluctant to drop their listing price. But the reality is, buyers may not seriously consider your property if they think your home is overpriced.



## HOW MUCH ARE BUYERS WILLING TO PAY?

Attitudes have changed since the Federal Reserve started hiking interest rates. Many of today's homebuyers are no longer willing or able to pay as high a price on a new home as they might have when borrowing costs were lower.\* If your home's original asking price was set using sales data from the market's peak, then you may need to rethink your pricing strategy.

Economic factors aren't the only reasons, though, why a home's asking price might not match its market value. Pricing a home can be tricky, regardless of the economic climate, because so many factors can impact how much buyers are willing to pay. For example, unique, highly customized, and luxury properties are particularly difficult to price because there aren't a lot of comparable homes with which to compare them.

Regardless, if your home sat on the market for months without an offer, then chances are good that your asking price needs to be reevaluated.

## NOW WHAT?

If you aren't in a rush to sell your home, adjustments to timing or marketing may bring in a new pool of potential buyers. And repairs, upgrades, and staging can increase the perceived value of your home, which may be enough to bring a buyer to the table at your original list price.

However, if you need to sell quickly, or you've already exhausted those options, a price reduction may be necessary to get your home the attention it needs to sell.

We are local market experts and have access to the latest market data and comparable sales in your neighborhood. We can help you determine a realistic asking price for your home given today's market conditions. Just reach out for a free home value assessment!

### Most Relisted Homes Sold at a Lower Price

Expired, Cancelled, and Withdrawn Listings, January 1–7, 2024

Of the 38,723 relisted homes that have sold, **about 80% did so for lower than the expired price.**



KEEPING CURRENT MATTERS

Source: REDX

# You Hired The Wrong Agent



## THEY MEANT WELL, BUT MISSED

If you suspect that your previous real estate agent didn't do enough—or used the wrong approach—to sell your home, you're not alone. Many sellers whose listings languish until they expire or are withdrawn feel this way.

While most agents have the best of intentions, not all of them have the skills, experience, instincts, or local market expertise to devise a winning sales strategy in this challenging market.

## OR WORSE, NO AGENT AT ALL

Or, perhaps you chose not to hire a listing agent at all and have been trying to sell your home yourself. This can be an equally frustrating endeavor.

Although selling your home independently can help cut some costs, it can also be extremely risky and may even lose you money in the long run. For example, research by the National Association of Realtors suggests that **For Sale By Owner (or FSBO) homes tend to sell for less** than homes represented by an agent. In 2021, for example, the average FSBO home sold for \$105,000 less than the average home sold with the assistance of an agent.\*

## NOW WHAT?

If either of those scenarios sounds familiar, you need to ask yourself: "Would I still be interested in selling my home if I could get the right offer?"

If so, we should talk. We understand how frustrating it can be when you've put a lot of time, money, and effort into prepping your property for the market and it doesn't sell. We also empathize with how disruptive a delayed home sale can be to your life.



By now, don't you owe yourself more than the status quo when it comes to your real estate representation? Our multi-step Property Marketing Plan can help you sell your home for the most money possible, and in the process reconnect you with the excitement you originally felt upon first listing. It's time for a new agent, new marketing, new buyers, and most of all... new possibilities.

The The housing market has experienced a shift, and the waters may be choppy than usual for a while. But there's still plenty of opportunity in the current market: You just need a guide who knows where to look and how to find it.

We are home sales experts in the Northeast and Far Northeast San Antonio, and we are confident in our ability to handle your transaction and any surprises that may pop up along the way to the closing table. But don't just take our word for it! Here's what some of our past clients have said about their experience working with us:



### "My house sold within 4 days"

Tracey Luna did an amazing job as my Realtor. Went above and beyond representing me as a seller. Because of her preparation my house sold within 4 days. Thank you Tracey! - **Scott B.**



### "She had my best interest at hand"

She was quick to respond to my questions and she had my best interest at hand in the negotiations. - **Natalie R.**

# Your Next Step — Free & No Obligation

Ready to relaunch smarter? Start with the tools that put you back in control

This guide is just the beginning of your journey back to a successful sale. I've created additional free resources designed specifically for sellers like you — homeowners who've already tried once, and want a significantly better experience this time around.

Visit [www.TheUnsoldTruth.com](http://www.TheUnsoldTruth.com) to access:

- 📅 **30 Days to Market Ready** — A step-by-step prep guide with real, actionable strategies
- 📦 **The Carefree Move Guide** — For a smooth, low-stress transition to your next home
- 📈 **Request Your Home Value Report** — Get expert insight on what your home is worth in today's market
- 👤 **Video resources, expert insights and more** made specifically for relisting success



📄 No pressure. No obligation. Just support, proven strategy, and a fresh start that actually works for you and your timeline.

# Meet Tracey Luna

Your real estate guide in this crazy market



Hi, I'm Tracey — a local REALTOR® who specializes in helping homeowners relist with confidence and sell with real, measurable results. I know firsthand the frustration of doing everything right... and still not getting the offer you deserve.

That's exactly why I focus on expired listings — homes that didn't sell the first time, but absolutely should have with the right strategy and execution. With over a decade of experience, advanced certifications, and a proven approach that's worked consistently across Northeast San Antonio, Cibolo, and Schertz, I'm here to guide you forward — smarter, faster, and with significantly less stress.

**You deserve a plan that works — and a committed partner who's dedicated to getting you to the finish line.**

## Professional Certifications

- Seller Representative Specialist (SRS)
- Certified Negotiation Expert (CNE)
- Pricing Strategy Advisor (PSA)

## Serving Your Community

Northeast San Antonio • Schertz • Cibolo

[tluna@kw.com](mailto:tluna@kw.com) | 210-960-8630 | [www.ForSaleByLuna.com](http://www.ForSaleByLuna.com)

# The SellSmart Advantage Program — a strategic move

If your home didn't sell the first time, you don't need just another relist with the same approach. You need a comprehensive strategy that goes beyond the MLS, beyond basic photos, and into how today's buyers actually search, evaluate, and decide to make offers.

That's where my **SellSmart Advantage Program** comes in — a proven, multi-layered approach built specifically to tackle the real reasons homes linger on the market and buyers scroll past without a second look.



**SELLSMART  
ADVANTAGE**

# What's Included in the SellSmart Advantage



## Professional Photography + Matterport 3D Tour

Your home will look like the best house in the neighborhood online, with quality visuals that keep buyers engaged longer and increase showings.



## Advanced Digital Marketing

We don't rely on the MLS alone. Your home reaches buyers on Facebook, Instagram, YouTube, and other platforms using targeted campaigns.



## Retargeting Ads

Buyers don't always act on first look. Retargeting reminds them about your home, dramatically increasing inquiries and offers.



## Neighborhood Prospecting

We reach qualified buyers specifically looking in your area — including neighbors and local prospects who fit your home perfectly.



## Pre-Sale Inspection

Uncover and address issues before they slow down offers or derail negotiations, boosting buyer confidence significantly.



## Thoughtful Staging

Staged homes sell faster and for more money. We highlight what buyers care about most — the feel, flow, and lifestyle your home offers.



## Strategic Pricing

Pricing isn't guesswork — it's part science, part experience, and all strategy. We look at your active competition, recent sold data, current market conditions, and your goals to position your home to stand out, attract offers, and appraise with confidence.



## Weekly Strategy Updates

You'll never wonder what's happening. You'll know what buyers are saying, what's working, and our next moves to keep momentum strong.

- ❑ What makes the SellSmart Advantage Program different isn't just the tools — it's the comprehensive strategy behind them. We don't just list — we launch. Our **Listing Premiere Launch Calendar** is designed to generate buzz before your home even hits the market. There's more to the program than we can fit here — and I can't wait to walk you through every detail in person.



# Real Story, Real Results

**920**

## Days on Market

With 2 different brokers  
before working with  
Tracey

**45**

## Days to Sold

After implementing the  
right strategy

**100%**

## Of Asking Price

Full price offer accepted  
with strong terms

"...[I] wanted a Realtor that understood that particular market, as well as knew how to pair buyers with property that fit, and worked for them. I feel you did an excellent job on both counts, with professional progress throughout the process, in a timely manner that put the other two companies to shame! I've been happy to recommend you to several people and will continue to do so."

— Rhonda S.

This isn't just one success story — it's the result of a proven system that works for homes that deserve a second chance with the right approach. Your home could be next.