



**MY HOME DIDN'T SELL!**

*Now What?*



# YOUR GUIDE TO GETTING YOUR HOME SOLD

When it comes to listing their home, most home sellers want three things:

- To make a lot of money
- To put in minimal time and effort
- To sell quickly

But the reality is, selling a home is rarely that simple; a variety of factors impact the success of your listing. The more you understand about what led to your home not selling the first time, the better you can ensure a favorable outcome the next time around.

How can you gain this understanding? Read on for insights into three of the most common reasons a home doesn't sell. Then, make an appointment with me to go through a comprehensive assessment for a deep dive into *why your home didn't sell*, giving you the knowledge to make an informed choice on how to best move forward.

*Cynthia*

# 1. 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 AI and 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? Most 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 starting point, but your home should be marketed through multiple channels locally, regionally, and nationally.



\*National Association of Realtors

# CUSTOMIZED MARKETING

Effective marketing requires a plan combining proven methods with an adaptable strategy.



## NOW WHAT?

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

Understanding who the likely buyers for your home are helps me target my marketing toward that audience, highlighting your home's unique features which will appeal to them. I gain maximum exposure for your home through multi-channel marketing such as digital ad campaigns, mailings, emails to thousands of agents who may have a buyer for it, and featuring it on our weekly **TV show**, which reaches a wide regional audience.

And since good listing photos are so crucial, I hire the best local professional photographers to ensure each shot is staged to your home's advantage.



## PROPERTY MARKETING PLAN

My multi-step marketing strategy ensures your home will reach prospective buyers far and wide, stand out against competing homes in your area, and receive the best offers possible. Want to see how? Reach out for a copy of my Property Marketing Plan!

## 2. 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.

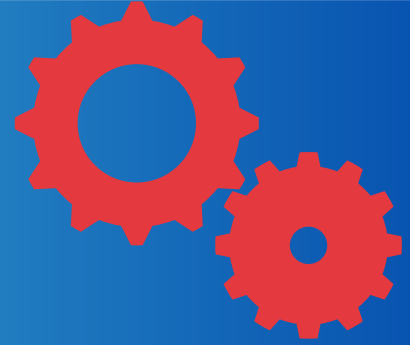
Next, examine your **curb appeal**. Does the yard need mowing or do the hedges need trimming? Are there oil stains on the driveway? Any peeling paint or rotted siding? If your home's exterior looks neglected, buyers may assume the entire house has been poorly maintained.

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.



# MAKE A GOOD IMPRESSION

I can share tips on how to keep your home showing-ready to maximize its sales potential.

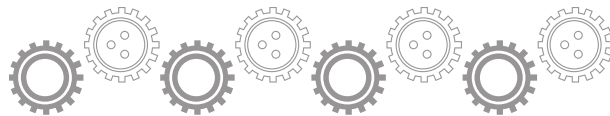


## NOW WHAT?

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

In some cases, I 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 vs vacant homes sell, on average, 9 days faster and for \$40,000 over list price.\*

You might choose to hire a professional home stager, or opt to do it yourself, but either way I can help you determine the appropriate budget and effort required to get your home sold.



## LET ME CONNECT YOU

I will help you find the right professionals to help you with your home's repairs, cleanliness, and staging to help you maximize your sales potential.

\*Real Estate Staging Association

# 3. PRICE IS TOO HIGH

Many homeowners are reluctant to drop their listing price. But the reality is, buyers may never even look at your property if they think it is overpriced.

## HOW MUCH ARE BUYERS WILLING TO PAY?

Most buyers take mortgage interest rates into account when home shopping, since it affects their monthly budget. During times of high rates, homebuyers might require some assistance in terms of rate buy-downs or closing cost credits. These are strategies to discuss when market conditions warrant it.

But economic factors aren't all that affect list price. Your home's state of repair is one of the biggest considerations in buyers' minds when they are shopping. Neglected maintenance and extremely outdated elements really knock the value down in their eyes. On the other hand, a well-maintained home, especially one with curb appeal, can help you fetch maximum price.

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.



\*Marketplace

# SET A REALISTIC PRICE

I can help you determine a realistic asking price for your home given today's market conditions.



## 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.

I have access to the latest market data and comparable sales in your area, to help you effectively position your home against the competition and find the most effective list price to bring buyers - and offers - through the door. Just reach out for a free home value assessment!



## FREE HOME VALUE REPORT

Your home's market value includes its features, condition, location, and level of competition in your neighborhood. Ask me for a Comparative Market Analysis (CMA) to see how your home stacks up and find out exactly how much your home is worth to buyers today.

# SUCCESS STORIES

If your listing is expired or cancelled and you're not already working with another agent, give me a call! I'd be happy to offer a free, no-obligation assessment and create a personalized action plan to get your home **SOLD**, just like I did for these sellers.



## **61855 Ochala Dr Jones MI 49061**

- Original Days on Market: 90 & 107
- Our Days on Market: 45
- % of Sold to List Price: 96.5%
- Notes: Lakefront home had been for sale unsuccessfully twice in the past 2 years. Needed a new marketing approach. Multiple offers received.

*"Cynthia is everything a realtor should be. She is kind, understanding of your time and needs, generous with her time and abilities, and capable in that way that seems to make everything easier. Cynthia's ability, knowledge and willingness to do what it takes to properly assist the client and transaction are evident whether she's on the listing or buying side. If all agents were like Cynthia, the real estate world would be a better place!"*

-Elizabeth D.



## **36659 49th Ave Paw Paw MI 49079**

- Original Days on Market: 90
- Our Days on Market: 7
- % of Sold to List Price: 98
- Notes: This client had to sell in order to purchase, and we were able to close on both smoothly, plus negotiate extra time after closing for possession.

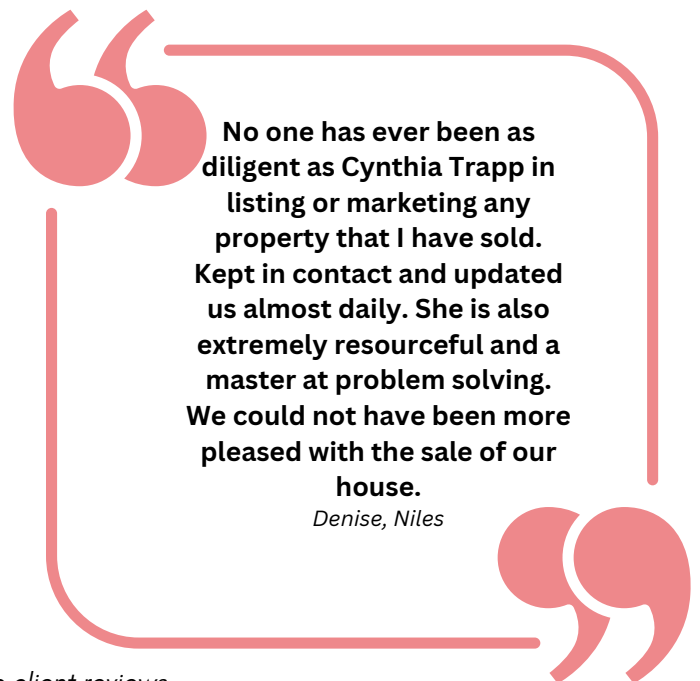
*"Cynthia was great to work with and really figured out what I was looking for in a new home...and she was always correct about what my dealbreakers were for consideration. She was able to sell my home in less than a week with multiple offers on the table."*

-Cassandra T.

# NEXT STEPS

While this report lays out the most common causes of failed listings, there are plenty more factors which impact your home sale. Understanding what went wrong the first time is crucial to adopting a new strategy which meets the current market conditions and boosts your chances of success.

I have helped many homeowners finally achieve their goals despite previous unsuccessful attempts. How did I do it? By analyzing what happened in the past, listening to their concerns, and finding a new approach that works.



*Please visit my website for more client reviews.*

Through this experience, I have developed a **custom 30-point assessment** which helps me pinpoint the problems of the past so we can create a better plan to move forward.

Let's schedule a time to review your unique situation and your options. **I am here to help you reach your goals!**





## ***THANK YOU!***

Serving all of Southwest Michigan plus the South Bend and Elkhart areas of Indiana, with a special emphasis on rural, waterfront, second homes, and homes which did not sell the first time around but should have. I love sharing the unique aspects of a property through creative marketing and professional photography, implemented into my MARKETING PLAN. I also offer insight on various real estate topics in my blog articles: [At Home in Southwest Michigan](#).

Each REVIEW my clients have written represents the shared experience of a journey taken together. I'm here with guidance and support, frequent communication and my network of professional resources to help you throughout the sales process and beyond.

Contact me for **YOUR** free consultation!

**269-849-5947**

[cynthiatrapp@cressyeverett.com](mailto:cynthiatrapp@cressyeverett.com)

## **MORE RESOURCES**

Click the links below for more information to guide your home selling journey.

- [Timeline to Prep Your Home for Sale](#)
- [Selling One Home to Purchase Another](#)
- [9 Projects Home Buyers Do NOT Want to Tackle](#)
- [10 Pro Tips for a Smooth Home Move](#)
- [We've Accepted an Offer! What Happens Next?](#)

