

## **5 Pitfalls to Avoid When Selling Your Home Again (And How to Fix Them)**

### **Pitfall #1: Relisting Without a Real Strategy.**

The Mistake: Many homes are simply listed and left to sit. No momentum. No urgency.

The Fix: We use a special 15-day plan to get buyers excited fast when your home goes back on the market. Your home should feel fresh to buyers, not like a do-over.

### **Pitfall #2: Pricing Based on Emotion (Not Market Data)**

The Mistake: If your price is too high or too low, buyers may skip your home or offer too little. We help you price it just right.

The Fix: We help you pick the right price, backed with data, so serious buyers can find your home and make good offers.

### **Pitfall #3: Weak Visual + Verbal Presentation**

The Mistake: Bad photos and general details about your home make buyers scroll past your home.

The Fix: Reposition your home like a premium product. We use strong photos and words that make buyers stop and want to see more. Using convincing storytelling, emotional buyer targeting, and stunning visuals make buyers stop scrolling.

### **Pitfall #4: Relying on MLS Alone for Advertising.**


The Mistake: Most agents just list on the MLS and wait. That's not a marketing plan—it's hope.

The Fix: We find real buyers using social media, open houses, and a custom webpage just for your home.

### **Pitfall #5: Working With an Agent Who Doesn't Specialize in Expireds.**

The Mistake: Most agents are generalists. Selling an expired listing takes a different mindset, system, and strategy.

The Fix: Work with someone who has a new plan to fix what went wrong, and do it right this time.

 Ready for a Better Outcome? If you don't want to make the same mistakes that caused your home not to sell, I'll show you what to do next—step by step. Free of pressure, cost, or obligation.