

Facts about Expired Listings

Nearly 15% to 25% of all listings **do not sell**. The market **rejects** them.

In other words, the market did not accept the Marketing Effort, the Price, the Condition, the Location, or a combination of these areas—perhaps all four of them!

The good thing is that you control two of these areas: Price and Condition. We control one: Marketing Efforts.

Marketing Effort

Staging and Pricing Strategies	For Sale Signs, Rider Signs, Directional Signs	Tube or Box with Flyers and Distribution of Flyers in Neighborhood
Flyers in House/Comment Cards	Multiple Listing Service	Web Listings with Virtual Tour
Open House Program	Track Showings/Collect Feedback	Weekly Seller Updates
Property Caravans	And more!	

Condition

A hundred dollar bill is a great metaphor: they all look good, but people will always choose the nice, clean, crisp one over a dirty wrinkled one. How does your house look to others? This is the crucial important difference between Showing condition and Living condition.

Price

Being overpriced is usually the reason a home did not sell, but condition will help determine what the market is willing to pay. Remember that **YOU** control price and condition. The wrong price attracts the wrong buyers. It creates a bad reputation for the house in the market place and makes properly priced homes look even better. Would anyone intentionally put their home on the market to help sell the competition?

Location

Nobody can do a thing about their location except to accent the positives and minimize the negatives.