

Expired Listings / FSBO

WHEN YOUR HOME HASN'T

Sold



BROKERED BY WE BUILD REALTY  
*Specializing in your real estate needs*



# WE'RE HERE TO HELP!

*We know how frustrating it can be*

when your home doesn't sell. We've created this guide to help you find solutions to get your home sold!

## START WITH AN ASSESMENT

It's essential to carefully assess the factors that could be keeping your home from selling. First we'll go over the most common reasons a home doesn't sell.

## CONSULT A PROFESSIONAL

Working with a knowledgeable and experienced Real Estate Professionals like our team is key to discovering issues that may be hindering the sale of your home.

## TAKE ACTION

In this guide we've included proven methods for increasing the chances of selling your home. Making the right adjustments can significantly impact the success of your home sale.



# WHY DIDN'T IT SELL?

*There are many factors that can keep*

a home from selling. Here are some of the most common things that can contribute to a property not selling:

## *Price*

One of the most common reasons is setting an asking price that is too high for the market. Buyers may be deterred if they perceive that property as overpriced compared to similar homes in the area.

## *Market Conditions*

Economic conditions, interest rates, and local real estate market trends can impact the overall demand for homes. In a buyer's market, where there is an abundance of properties for sale, it may be more challenging to sell a house.

## *Unrealistic Expectations*

Sellers might have unrealistic expectations about the value of their property or the speed at which it will sell. It's important to set realistic goals based on the current market conditions and to be flexible during the negotiation process.

## *Presentation*

First impressions matter. If the property is not well-maintained, is cluttered or in need of repairs, it may not attract potential buyers. Staging and proper presentation can significantly improve the chances of selling.

## *Unresolved Problems*

Legal problems, such as title issues or property boundary disputes can scare off potential buyers. Structural issues like foundation problems or signs of water damage or mold may also discourage buyers from making an offer.

## *Ineffective Real Estate Agent*

The choice of a real estate agent can significantly impact the selling process. An inexperienced or unresponsive agent may not effectively market the property or communicate effectively with potential buyers.

# TIPS FOR SUCCESSFUL SELLING

*Here are some tried and true techniques for helping your home sell*

## 1 START WITH THE RIGHT PRICE

You may have already learned this the hard way. Homes that are priced strategically from the beginning are much more ready to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

## 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize your personal belongings if possible. Having no clutter around the house allows buyers to focus on your house and not your things. Buyers need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

## 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before. Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. Buyers are sure to appreciate your efforts.

## 4 COMPLETE NECESSARY REPAIRS

Selling your home often requires putting some work and money into the property in order to appeal to buyers and look its best. When buyers see repairs that need to be done, they start looking for other things that could be wrong with the house. This can cost you thousands off your asking price or even worse, it may be the reason your home hasn't sold yet. If you already know what needs to be done, complete the repairs before putting the home back on the market.

## 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "Show Ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# PHOTOS & SHOWING CHECKLIST

*Prepare your home to be photographed  
and show with our seller's checklist*

## THINGS YOU CAN DO AHEAD OF TIME

### INSIDE

- ☐ Clear off all flat surfaces - less is more.
- ☐ Put away papers and misc items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

### OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway
- ☐ Add a welcome mat to the front door.

*Pro Tip*

Don't be tempted to shove things inside closets! Curious buyers look in there too.

## ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

### KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

### BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of site.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

### IN GENERAL

- ☐ House should be very clean and looking its best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

*Pro Tip*

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.



# 7 EASY CURB APPEAL TIPS

*that will make buyers fall in love*

1

## FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2

## ADD FLOWERS TO THE FRONT PORCH

Often, it's the small touches that have the greatest impact. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3

## PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4

## UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5

## KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well maintained gardens show a well cared for home. Be ready for showing by staying on top of lawn mowing.

6

## ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the coordination of your mailbox.

7

## ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

# OUR AREA OF EXPERTISE

*Let us guide you through the process!*

WE SPECIALIZE IN PROVIDING YOU WITH:

*Extensive* KNOWLEDGE OF THE MARKET

*Strategic* PRICING ANALYSIS

*Effective* MARKETING TECHNIQUES

*Successful* NEGOTIATION SKILLS

*Personalized* APPROACH TO HELP YOU SELL



# LISTING YOUR HOME

*When we list your home the listing*

**WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES.**



## MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agent who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



## SIGNAGE

A For Sale sign will be placed out in front of your home as well as Open House signs before an open house takes place.



## LOCK BOX & SHOWINGS

A lockbox will be put on your door once your home is on the market. Its best for sellers not to be present at the time of the showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



## OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



## HOME STAGING

If needed, we offer professional home staging to help buyers form an emotional connection with your space. By presenting your home in its best possible light, we'll ensure it captures attention and stands out in today's competitive market.



# OUR AREA OF EXPERTISE

*When we list your home the listing*

**WILL RECEIVE MAXIMUM EXPOSURE USING OUR EXTENSIVE MARKETING TECHNIQUES.**

- ✓ THE CURRENT MARKET
- ✓ COMPARABLE LISTINGS
- ✓ LOCATION/NEIGHBORHOOD

- ✓ AGE OF THE HOME
- ✓ CONDITION OF THE HOME
- ✓ IMPROVEMENTS

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the current market value.

*A home that is priced at a fair market value will attract more buyers and is more likely to get multiple offers and sell faster*



# OUR MARKETING TECHNIQUE

*Selling a home requires more than*

just listing it online. We specialize in creating tailored marketing strategies to showcase your property's unique features to ensure your home receives the attention it deserves.

## EXCLUSIVE EVENTS

It's not just not about generating interest in your home. We make sure your home is shown to the right clients by hosting exclusive events.

## VIDEO MARKETING

We use high end digital video marketing to showcase your home so that it stands out from the other listings in your area.

## SOCIAL MEDIA MARKETING

We create an online presence for your listing using multiple social media networks, like Instagram and Facebook, to attract buyers to your home.

## EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

## NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your homes visibility.

# LET'S SELL YOUR HOME

## Why Choose Us?

With 19 years of experience in the real estate industry, We are committed to providing you with unparalleled service and expertise to ensure a successful home-selling journey.

**LOCAL MARKET KNOWLEDGE:** As a Pasadena California native, we have an in-depth understanding of the local real estate market and surrounding areas. This knowledge allows us to accurately price your home ensuring it competes effectively in the market while maximizing it's value.

**CLIENT-CENTRIC APPROACH:** Your goals and priorities are at the heart of our service. We pride ourselves on building lasting relationships with our clients, understanding their unique needs, and guiding you through every step of the selling process.

**NEGOTIATION EXPERTISE:** Negotiating the best deal for you is our top priority. With a proven track record of successful negotiations, we will work tirelessly to secure the most favorable terms and conditions for the sale of your home.

From the initial consultation to the closing table, we are dedicated to ensuring a smooth and stress-free process. If you are ready to embark on a successful home-selling journey, contact us today. We are here to turn your real estate aspirations into reality!

*Mario & Tangela Jones*



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*Sell with Confidence*



THE  
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