

# EXPIRED LISTING GUIDE

A FRESH START FOR YOUR LISTING!





# Meet Your Agent

## Your home deserves a second chance!

Your listing may have expired, but that doesn't mean your home won't sell! I understand the frustrations that come with an expired listing, but I'm here to offer you a fresh perspective and a proactive approach to selling your home.

Let's take this opportunity to relist your property and showcase its unique features to potential buyers. With a comprehensive marketing strategy and personalized attention to your listing, I am confident that we can attract the right buyer and get your home sold at the best possible price.

Reach out to me today to schedule a consultation and discuss how we can work together to achieve your real estate goals. Don't miss out on the opportunity to give your listing another chance!

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### CONTACT INFO



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*Caitlin Tolley*

# ULTIMATE *Marketing*



**SOCIAL MEDIA  
TARGETED ADS FOR  
MAXIMUM MARKET  
EXPOSURE**



**CUSTOM  
SHOWING  
MATERIALS**



**ENGAGING MLS  
DESCRIPTION**



**PROFESSIONAL  
PHOTOGRAPHY:  
WIN THE CLICK  
ONLINE**



**OPEN HOUSES  
PRIVATE SHOWINGS:  
BE AVAILABLE TO SHOW**



**360° VIRTUAL TOURS  
ONLINE WALKTHROUGH  
EXPERIENCE**



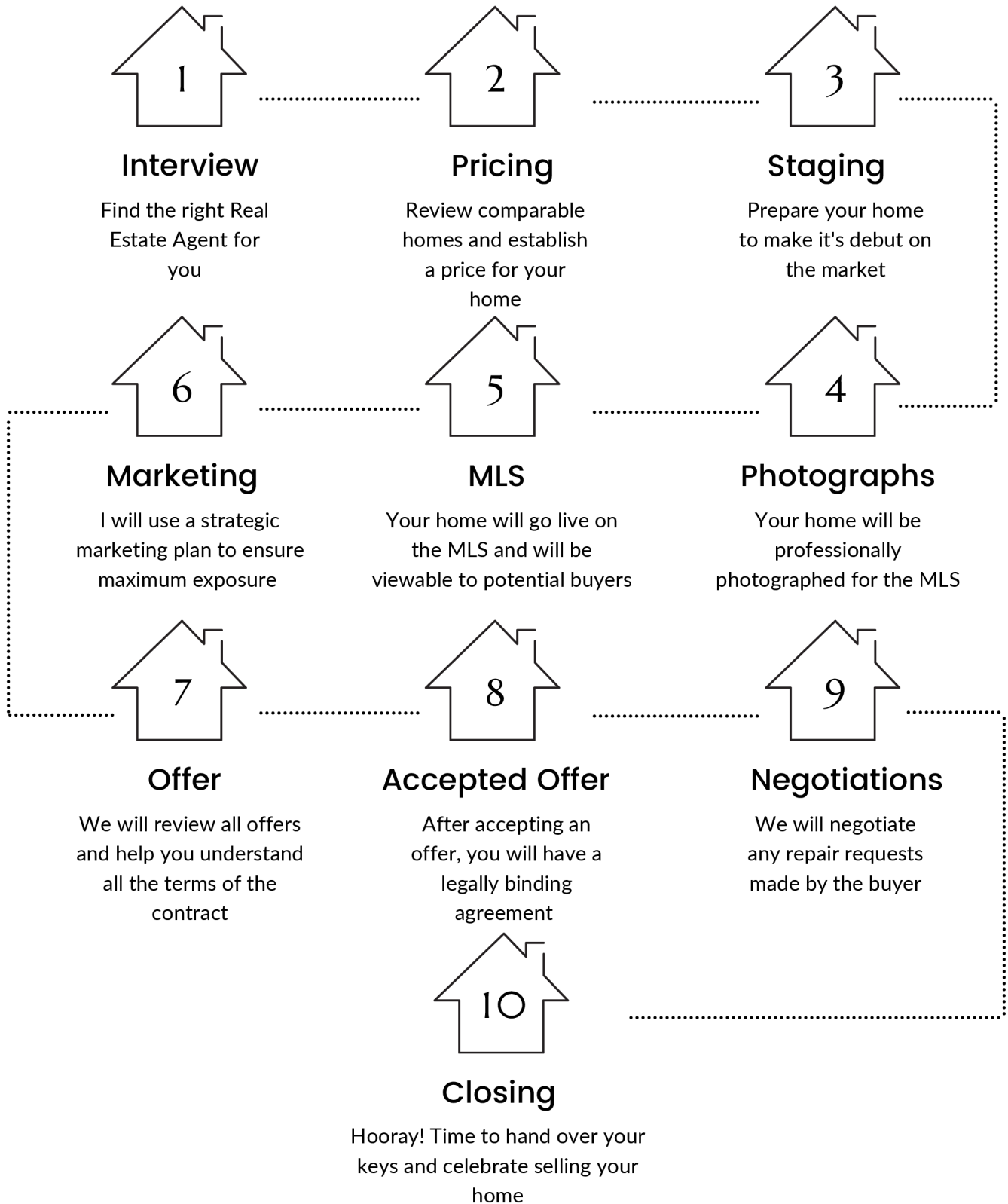
**LARGE  
NETWORK  
BROKER OPEN  
HOUSE**



**HOME STAGING  
CONSULTATION:  
DETERMINE THE NEED  
FOR HOME STAGING.**

# The Home Selling Timeline

## MY SELLER ROADMAP OVERVIEW





# WHY YOUR HOME DIDN'T SELL

Answering these questions help you reflect on potential reasons your property didn't sell and guide you toward a successful relisting strategy.

- **Was the property priced correctly?**
  - Did the original price align with comparable homes in your area?
- **How was the property marketed?**
  - Were there professional photos, videos, or virtual tours?
  - Was your property listed on multiple platforms to maximize exposure?
- **Did your agent communicate regularly?**
  - Were you kept informed of showings, feedback, and market changes?
- **Were there enough showings?**
  - How many buyers viewed the property, and what was their feedback?
- **Was the property presented in its best light?**
  - Was the home staged or decluttered to appeal to buyers?
- **Was the property easy to show?**
  - Were there any obstacles that made it difficult for buyers to view your home?
- **Did you receive any offers?**
  - If so, what was the feedback from potential buyers? Were any offers rejected?
- **Were there any repairs or updates needed?**
  - Did any buyers express concerns about the condition or features of the home?
- **Is it time for a new agent or strategy?**
  - What could have been done differently to attract serious buyers?

# BE MORE FLEXIBLE

## Keep Your Home Available For Showings

Buyers want to see homes on their schedule. The more available you are for showings, the more opportunities you'll have to showcase your property. Try to accommodate evening or weekend appointments, and keep your home ready for last-minute showings.

## Negotiation on Offers

Flexibility during negotiations is crucial. You may need to consider offers that are slightly below asking price, but still fair based on the market. Be open to counteroffers and consider concessions, like covering closing costs, to help close the deal.

## Willingness to Make Repairs or Updates

Sometimes small updates or repairs can make a big difference in how buyers view your home. Be open to making necessary changes, whether it's a fresh coat of paint, landscaping improvements, or fixing minor issues identified during inspections.

## Don't Take it Personally:

Negotiations can get tense, but try not to take it personally. Buyers have their own motivations and constraints. Stay professional, and remember to always counter an offer. you never know what a buyer will actually be willing to accept. **Never let a deal die.**



Remember, the goal is to sell your home, and sometimes being flexible is the best way to make that happen. A little adjustment here and there could be what makes your next attempt a success.

# PRICING FACTORS



## COMPARABLE SALES

Looking at recent sales of similar homes in the same neighborhood, with similar square footage, features, and condition will give you a good idea of the current market value of the home.



## HOME FEATURES

The home's features, such as the number of bedrooms, bathrooms, square footage, garage, backyard and age of the home, will also affect the home's value and price.



## MARKET CONDITIONS

The overall state of the real estate market in the area will also play a role in determining the price of the home. During a strong seller's market, homes may sell for above their list price.



## LOCATION

Proximity to amenities, schools, transportation, and neighborhood safety all influence property value. Beyond the physical attributes of a home, its surroundings play a pivotal role.



## TIMELINE

Understand that the longer your property stays on the market, the more negotiating power buyers may have. Your DOM (days on market) need to be under the average DOM in your neighborhood in order to get top dollar for your home.

Pricing strategy matters because its the buyer who will ultimately determine what a home is worth.

# Pricing STRATEGY



## Learn About Market Conditions

Are prices rising or falling? In a seller's market, low inventory and high prices prevail, while in a buyer's market, supply exceeds demand.

## Check Out Comparable Properties

Review similar properties listed in your area over the last six months and compare prices. Also, check expired listings for possible overpricing. A CMA report can be helpful.

## Check Out Sold Comps

Compare the original list prices to the final sales prices. In a seller's market, homes often sell above list price, while in a buyer's market, they typically sell at or below list price.

## Explore the Expected Appreciation

What are the future prospects for your neighborhood? For example, a major mall being built, or a large new company moving to the area can be a good sign.



## PRICING IS ALL ABOUT SUPPLY AND DEMAND

It's the most basic principle in economics. It dictates the equilibrium price of a property. Low supply inventory drives prices up and causes bidding wars.

## THE MOST IMPORTANT THING IS PRICING YOUR HOME CORRECTLY

Overpricing your home and expecting to negotiate down with a buyer is the worst strategy you could possibly choose. Most buyers won't even offer on an overpriced property, and after 3 weeks when showings have dropped off it may be too late to do a price reduction.



Pro Tip: Think like a buyer! The more perceived value, the higher the desirability of a property. More features and benefits, for a lower price means buyers will jump!



# Staging YOUR HOME



## Deep Clean

A clean home shows buyers it's been well cared for. Aim for spotless floors, ceilings, and appliances. Thoroughly clean your kitchen and make your bathrooms shine, paying attention to every detail. The goal is to make everything look as fresh and new.

## Declutter

Decluttering is one of the easiest and most impactful ways to enhance your home's appeal. Removing extra items or unnecessary furniture can completely transform the look and feel of your space.

## Depersonalize

A few potted plants can make your home feel fresh and inviting. Space them out so they don't overwhelm any area, and remove any dead or dying plants.

## Upgrade Your Curb Appeal

Every buyer does a drive by before they book a private showing. You won't even get them into the home unless the lawn is tidy, gardens are cleaned up, and the porch looks inviting and bright. You get one chance to make a first impression, so don't blow it on some simple lawn maintenance.

## Adjust the Room's Layout

Ensure rooms have a good flow. Meaning, can a buyer move freely throughout the space? Aim to remove as many side tables as possible to make the room feel larger and more open. We want the buyers to imagine their furniture in the living room, we don't want your belongings to be distracting.

## Focus On Fresh

To keep your home smelling fresh, eliminate odors from pets, kids, or cooking. Avoid air fresheners that may trigger allergies. If you smoke indoors, switch to smoking outside and deodorize your home. Don't forget to take out the trash.

## Add or Accentuate Lighting

Open all curtains and blinds for natural light during photos and showings. Replace dark curtains with sheer, light-colored ones to brighten the space. In dimly lit rooms, update light fixtures or add lamps to enhance brightness and appeal to buyers.

Time literally equals money when it comes to selling Real Estate!

# Common MISTAKES



## Not Hiring a Real Estate Agent

Selling your house yourself might save on commission, but you'll miss out on a real estate agent's market expertise, connections, and assistance. For-sale-by-owner properties tend to sell for a lower price overall because buyers who shop them do so because they are looking for a deal.

## Setting an Unrealistic Price

To sell your house for top dollar, price it realistically based on its market value. Overpricing may lead to a price reduction later, missing the initial peak in buyer activity.

## Getting Emotional

Emotional attachment to your home is natural, but treat the sale as a business transaction. A low offer isn't personal; it's a starting point for negotiation. Renovation plans reflect differing preferences, not criticism. Approaching the sale with a business mindset will help ensure a smoother transaction.

## Selling As-Is

Unless selling to an investor, listing your home "as is" may not achieve the highest price. Buyers typically expect move-in ready conditions and a blank slate to envision themselves living in the home.

## Skipping Major Repairs

While cosmetic updates like painting are easy, it's crucial to address major issues like foundation cracks or roof replacements. Fixing these now gives you control over the process and costs, rather than offering credits at closing where the buyer may dictate terms.

## Reducing Photography Costs

Keep in mind, the first showing with a buyer begins online. If your photos are not professional, your home will get skipped by buyers. Ensure your first photo is the best angle of the front of your house. Bonus points if you have twilight photos done.

## Hiding Major Problems

Any issues will be revealed during the buyer's inspection. You can either fix them in advance, price the property below market value, or list it at the normal price and offer the buyer a credit for repairs.

## Selling to Unqualified Buyers

It's reasonable to expect a buyer to provide a pre-approval letter or proof of funds. Be cautious of contracts contingent on the buyer selling their own property, as this could delay your closing.

# IMPORTANT INFO

## QUESTIONS TO ASK YOURSELF BEFORE SELLING YOUR HOME

Why are you selling – and why now?

What are your long-term goals?

What is your timetable for making the big move?

What significant improvements have you made to the property?

What do you consider the most desirable features of the home?

Are there any aspects of the property that could negatively impact its value?

If you were a buyer, what features might you consider changing?

How much do you estimate repairs or maintenance would cost?

# WHAT TO EXPECT

PROFESSIONAL GUIDANCE

PRICING STRATEGICALLY

STRONG NEGOTIATION SKILLS

LARGE NETWORK

GREATER EXPOSURE

COMPREHENSIVE MARKETING

LOYALTY & RESPECT

HONESTY & INTEGRITY

STRONG COMMUNICATION

TIMELY & REACHABLE

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*Let's connect!*

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**Caitlin Tolley**  
*Real Estate Agent*

With a deep understanding of the real estate market, I specialize in positioning homes to sell quickly, ensuring they stand out in a competitive landscape. My strong negotiation skills allow me to secure the best terms for my clients, while my commitment to professionalism ensures a smooth and stress-free experience. I recognize the power of social media marketing in today's market, utilizing it to increase visibility and attract the right buyers. From listing to closing, I guide my clients every step of the way, always focused on helping them reach the finish line with success.

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