

Guide for Home Sellers

Taking Action
When Your Listed Home Hasn't Sold

If your current listing isn't producing results, this Guide is for you

Read Reviews from Local Home Buyers & Sellers: **LulyLopez.AmazingClientReviews.com**



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Guide for Home Sellers:
Taking Action When Your Listing Isn't Producing Results

If your home is listed for sale with an agent, but you're not seeing the results you were hoping for, it's important to understand your rights as a seller and the steps you can take to address the situation.

In this PDF guide, we'll cover several key issues that may be preventing your home from selling, as well as provide insight into how to evaluate your agent's performance and how to move forward.





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1. Overpriced Listing: When Market Data Was Misused

One of the most common reasons a home sits on the market is because it is overpriced.

Often, agents will provide a home price recommendation based on comparable homes in the area (comps).

However, the sad reality is that while unethical, some agents may overestimate the value of your home to secure the listing, providing you with an unrealistic price point that doesn't align with the current market.

How to Address This:

- **Get a second opinion:** Ask another agent for their opinion of your home's value or consult an appraiser. A comparative market analysis (CMA) from a new agent can help you determine the right price.
- **Review market trends:** Ask for the most up-to-date sales data and market trends for your area to ensure your home is priced competitively.
- **Consider reducing the price:** If your home has been sitting on the market for an extended period without any serious offers, it may be time to lower the price to reflect the current market conditions.



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2. Amateur Photography: The Impact of Poor Visuals

In today's real estate market, professional photography is a must. Homes with high-quality photos tend to receive more views and showings.

If your agent did not invest in professional photography and your listing features low-quality, amateur photos, it could be turning buyers away.

How to Address This:

- **Request professional photos:** If you believe your agent has not made this investment, ask for high-quality photos to be taken and updated on the listing immediately.

- **Consider hiring a photographer yourself:** If your agent is unresponsive to your requests, you may consider hiring your own photographer to take photos that show your home in its best light. This would obviously be a last resort measure and unacceptable as a seller client as you hired your listing agent to promote your best interests at all times.



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Professional Photography is non-negotiable





Notice how unattractive the amateur photo (first image) is compared to the second image taken by a professional photographer.

View examples of professional photography for our past listings here: https://www.charlotterealestatecentral.com/blog/sellers-professional-photography-is-crucial-and-non-negotiable-when-selling-your-home/



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3. Lack of Robust Advertising: Not Reaching Enough Buyers

In today's digital age, an agent needs to do more than simply list your property on the MLS (Multiple Listing Service). A lack of advertising across various channels—such as social media, real estate websites, and email marketing—can significantly limit the exposure of your home to potential buyers.

How to Address This:

- **Ask about marketing strategies:** Inquire about the specific strategies your agent has used to promote your listing. Have they run ads on Facebook, Instagram, or Google? Have they advertised to their own network or through email marketing?

- **Request a detailed marketing plan:** Your agent should provide you with a written plan outlining how they plan to market your home.

- **Ask for open houses:** If applicable, ask if they have scheduled or plan to schedule any open houses to attract local buyers.



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4. Incorrect MLS Data: Buyers Are Missing Your Listing

Another critical issue could be the accuracy of your listing on the MLS. If the agent entered incorrect information, such as the wrong architectural style or square footage, potential buyers may be filtering out your home in their search results.

This is something I see too often, unfortunately. **Agents are NOT all created equal.** There are many agents out there who are not meticulous and forget or simply decide not to enter important details about a seller's property. This is simply unfair to the sellers and unethical. Seller agents have a fiduciary duty to their seller clients and getting the home sold at the highest possible price in the shortest period of time is essential.

- **Review the MLS listing:** Go through the details listed on the MLS with your agent. Look for any discrepancies in the data (i.e., number of bedrooms, bathrooms, square footage, or architectural style).

- **Request corrections:** Ask your agent to correct any inaccurate information. Once the data is updated, it can help your home appear in more relevant search results.



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5. Your Right to Terminate a Listing Agreement



As a home seller, you have the right to terminate your listing agreement if you are not satisfied with your agent's performance. However, before taking any steps to break the agreement, it's important to review the terms and conditions of your contract.



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How To Terminate Your Listing Agreement

- **Review the contract:** Most listing agreements are an **exclusive right to sell** agency agreement. Check for any clauses regarding the termination of the agreement and whether there are penalties or fees for early termination.
- **Communicate your concerns:** If you feel the agent has not performed as promised, schedule a meeting to discuss your concerns. In some cases, the agent may be willing to negotiate a release or make changes to the agreement. Be sure to express your concerns in writing to have written documentation.
- **Request a release:** If the relationship is not working, you can request a release from the contract. **Submit a formal written termination request.** Many agents are open to this, especially if they feel the home will not sell under their representation.
- **Seek legal advice if necessary:** If the agent is refusing to release you from the agreement or you encounter other issues, consider speaking with a real estate attorney to review your options.



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6. Interviewing Another Real Estate Agent

Just because your home is currently listed with another agent doesn't mean you're not allowed to speak with others.

You are free to interview new agents for their opinion on your property, even if it's still under an active listing agreement.

How to Go About This:



- **Find another agent:** Reach out to agents you're considering and ask for a consultation. You can discuss your frustrations and get their perspective on your home's listing. If you cannot obtain a release from your current agent, you will be able to work with a new agent upon expiration of your existing listing agreement.

•PRO-TIP!

If your existing agent/brokerage will not release you by letting you terminate your listing agreement, **you have the right to request in writing that your listing be put in "Temporarily Off Market" status on MLS until the listing expires**. This is very important in order to avoid continuing to accrue Days on Market on MLS so that when you relist with a new agent, the cumulative Days on Market that would show up are reduced and do not appear to buyers as if the house was rejected by other buyers for a long period of time.



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CONCLUSION

Selling a home can be stressful, and when an agent is not producing results, it's easy to feel stuck.

However, it's essential to remember that you have rights as a seller. If your agent is not delivering on the agreed-upon marketing efforts, pricing strategy, or MLS data, you have options to address the situation, whether it's asking for improvements or seeking a new agent entirely.

The key is communication and understanding your rights.
Take action, and don't be afraid to advocate for your home sale.



Don't take chances on selling what is likely your most important asset. I place urgency in getting your home sold and invest in professional photography, videography and robust advertising. Contact me today!

Get Your FREE Home Value Update at : **Luly.FreeHomeValues.net**



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DON'T FORGET...

CLICK to view The **Complete Marketing Plan to Get Your Home SOLD**

This is a free online Flip Book I created to share my plan to get your home sold.



Get Your FREE Home Value Update at : **Luly.FreeHomeValues.net**



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