

THE EXPIRED & CANCEL GUIDE



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YOU DO NOT HAVE TO NAVIGATE AN EXPIRED LISTING ALONE

Many homeowners feel frustrated when their home does not sell the first time it is listed. It is natural to feel disappointed, confused, or even discouraged.

However, an expired or canceled listing does not necessarily mean there is anything wrong with the home itself.

In many cases the issue is simply a combination of pricing strategy, marketing exposure, presentation, or how the property was launched in the market.

With the right strategy, many homes that previously did not sell can be successfully relaunched and sold.

Before relisting your property, it is important to take the time to understand what may have prevented it from selling the first time. Once those factors are identified, the next listing can be positioned much more effectively.



WHAT IS AN EXPIRED OR CANCELED LISTING



An expired listing occurs when a property was listed on the market but did not sell before the listing agreement ended.

A canceled listing occurs when the seller and the real estate agent mutually agree to terminate the listing agreement before the expiration date.

Although these situations are technically different, they often leave homeowners asking the same question:

Why didn't the home sell and what should be done differently now?

Rather than viewing an expired listing as a failure, it can be helpful to view it as an opportunity to step back, analyze the market honestly, and relaunch the property with a more strategic plan.

THE FIVE MOST COMMON REASONS HOMES DO NOT SELL

- 1** Incorrect pricing strategy
- 2** Limited marketing exposure
- 3** Poor property presentation
- 4** Weak buyer visibility
- 5** Lack of a structured launch plan

Each of these factors can impact how buyers perceive a property and whether they decide to schedule a showing.

The good news is that most of these issues can be corrected with the right preparation and strategy.



PRICING STRATEGY MATTERS



Pricing a home correctly from the beginning is one of the most important factors in a successful sale.

When a property is priced above where buyers perceive the value to be, activity often slows down. Fewer showings occur, buyer interest fades, and the property can sit on the market longer than expected.

Buyers today are extremely informed. They study recent sales, compare homes online, and evaluate value carefully before scheduling showings.

Strategic pricing is not about undervaluing a property. It is about positioning the property in a way that encourages buyer interest and generates activity.

When a home is positioned correctly, buyers respond.

MARKETING MAKES A DIFFERENCE

Successful marketing goes far beyond simply placing a property in the MLS.

Strong marketing includes:

- Professional photography
- High-quality online presentation
- Digital marketing and social media exposure
- Email marketing to local real estate agents
- Targeted outreach to potential buyers

We also conduct direct phone outreach to homeowners within approximately a half-mile to one-mile radius of the property. Neighbors often know friends, family members, or others who may want to move into the area.

Additionally, we email market the property to local real estate agents, many of whom may already be working with qualified buyers looking for homes nearby.

The more strategically a property is exposed, the greater the opportunity to generate serious buyer interest.

THE FIRST TWO WEEKS ARE CRITICAL

The first two weeks after a property is launched are often the most important.

During this time, the listing typically receives the highest level of attention from buyers, agents, and online searches.

A strong launch should include:

- Professional photography
- Strategic pricing
- Agent outreach
- Online marketing
- Open house exposure

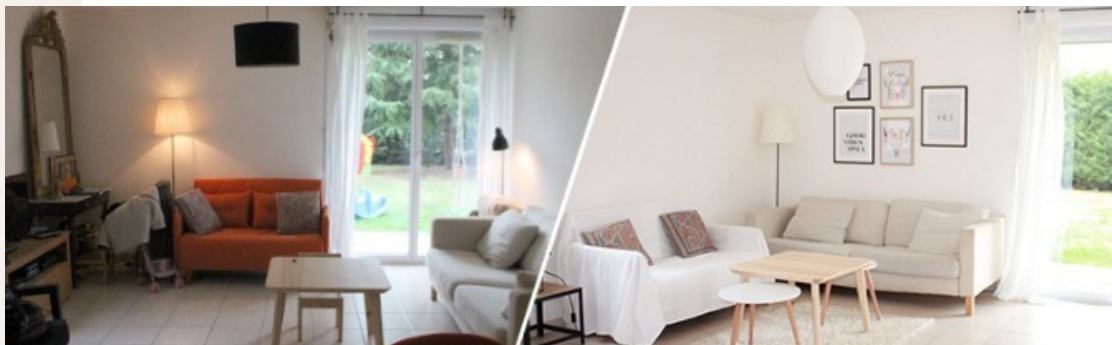
When a property is launched correctly, it creates early momentum that can lead to stronger interest and offers.

PRESENTATION MATTERS

Buyers often form their first impression of a home within seconds of seeing it online.

Simple improvements can significantly improve buyer perception, including:

- Decluttering
- Deep cleaning
- Minor repairs
- Improving lighting
- Enhancing curb appeal
- Strategic staging



Presentation does not always require expensive renovations. Often, thoughtful improvements make the biggest difference.

Online EXPOSURE DRIVES BUYER TRAFFIC

More than ninety percent of buyers begin their home search online.



If a property does not stand out visually online, many buyers may never schedule a showing.

High-quality photography, strong presentation, and strategic marketing exposure help ensure the property receives the attention it deserves.

UNDERSTANDING MARKET FATIGUE

When a property sits on the market too long, buyers may assume something is wrong with it. This is often referred to as market fatigue.

In reality, the home itself may not be the issue.

Often the underlying cause is pricing, marketing, presentation, or the way the property was initially positioned.

Before relaunching the property, it is important to understand what created the fatigue and correct it.

Our **RELAUNCH STRATEGY**

When relaunching an expired or canceled listing, we take a fresh approach.

This includes:

- Detailed market analysis Strategic pricing recommendations
- Professional marketing preparation
- Email outreach to local agents
- Phone outreach to homeowners within approximately a half-mile to one-mile radius



We may not always be the agent who ultimately sells your home, but through our marketing and positioning strategy, we will be the reason it sells in a timely manner and for top dollar.

PREPARING THE PROPERTY FOR RELAUNCH



1 Preparing a home for relaunch does not always require major renovations.



2 Often, focused improvements create the best results.

3 This may include cleaning, decluttering, improving lighting, addressing minor repairs, and enhancing curb appeal.



4 The goal is to maximize appeal without unnecessary expense.

SELLER PROTECTION AND STRATEGIC

PRICING

Our objective is to position your home so it attracts the strongest buyer interest from the moment it enters the market.

Buyers today are highly informed and constantly monitoring new listings and recent sales within your neighborhood. Because of this, pricing strategy must be based on real time data within your specific micro market.

To determine the most strategic positioning for your home, we carefully analyze the following:

- The number of homes currently for sale within your immediate micro market
- The number of homes that have recently sold in the same micro market
- How long homes are taking to sell measured from the day they are listed to the day they go under contract
- The number of homes currently under contract which indicates active buyer demand
- The pace at which buyers are purchasing homes compared to the available inventory

When a home is priced correctly relative to current buyer demand, it attracts stronger interest, generates more showings, and often produces stronger offers.

When pricing is not aligned with the market, homes can sit longer than necessary which may ultimately reduce negotiating power for the seller.

The goal is to position your home correctly from the beginning so it enters the market with strength and momentum.

UNDERSTANDING WHAT THE MARKET IS WILLING TO PAY

One of the most common reasons a home does not sell the first time is pricing based on expectations rather than market reality. Every seller has a number in mind. That number may come from past sales, online estimates, or personal goals. However, the market ultimately determines value. The key is understanding what buyers are currently willing to pay for homes similar to yours in your neighborhood. This does not mean undervaluing your home. It means interpreting the market accurately.

Two Levels of Market Analysis

The Macro Market

Broadeconomic forces affecting housing overall:

- Interest rates
- Buyer demand
- Housing inventory
- Economic conditions

The Micro Market

What is happening immediately around your property, usually within about ¼ to ½ mile. This is where pricing decisions are truly made.

Key Data We Study in Your Neighborhood

To determine the right strategy, we look closely at:

- How many homes are currently for sale
- How many homes recently sold
- How long homes are taking to sell
- What homes are listing for
- What homes are actually selling for
- Sometimes homes sell above their listing price.
- Other times they require price reductions before selling.

These patterns reveal how buyers are responding to the market right now.

UNDERSTANDING ABSORPTION RATE AND PRICE PERFORMANCE IN YOUR MICRO MARKET

Absorption Rate

Absorption rate measures how quickly homes are selling compared to how many homes are currently available in your micro market.

In simple terms, it tells us the pace at which buyers are absorbing the available inventory.

For example:

- If there are 20 homes for sale and 10 homes sell in one month the market is absorbing homes at a rate of 10 homes per month
This would represent approximately a 2 month supply of inventory
- A lower supply typically indicates stronger buyer demand
- A higher supply may indicate a more competitive environment for sellers

Understanding absorption rate helps determine the most strategic price positioning for your property.

LISTING PRICE VERSUS FINAL

SALES PRICE

Another important indicator we analyze is the relationship between listing price and final sales price within your micro market.

This analysis reveals how buyers are responding to current pricing strategies.

Key patterns we study include:

1. The percentage of homes selling above the listing price which often indicates strong buyer demand and competitive interest
2. The percentage of homes selling at or very near the listing price which typically reflects balanced market conditions
3. The percentage of homes selling below the listing price which may indicate the original pricing was above what buyers perceived as market value
4. The average percentage above listing price when homes receive multiple offers
5. The average percentage below listing price when pricing is not aligned with buyer demand
6. The number of homes that required price adjustments before receiving offers

By studying these patterns within your specific micro market we gain a clear understanding of how buyers are responding to pricing right now.

This allows us to position your home strategically so it attracts serious buyers, generates strong interest, and maintains negotiating leverage from the very beginning.

This type of micro market analysis is one of the most important advantages a seller can have because pricing based on neighborhood level data often produces a much stronger result than relying on broad citywide averages.

Why STRATEGY MATTERS

We may not always be the agent who ultimately sells your home, but through our marketing and positioning strategy, we will be the reason it sells in a timely manner and for top dollar.

Understanding pricing patterns, absorption rates, and local market behavior allows us to position a property effectively.

Strategy is what helps the market respond.



Meet OUR TEAM



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Serving homeowners throughout the Bay Area with a focus on strategic marketing, clear communication, and professional guidance throughout the selling process.

EXPERIENCE MATTERS

Prior to my real estate career, I had the honor of serving in the United States Army. The values of discipline, integrity, and commitment continue to guide the way I serve my clients today.



I am also Trust and Probate Certified, which reflects additional training and specialized knowledge in handling real estate transactions involving trusts and probate matters.



SELLING YOUR HOME AFTER AN EXPIRED LISTING

Services include:

- Confidential property evaluation
- Pricing analysis
- Strategic relaunch plan
- Professional marketing
- Buyer exposure
- Agent outreach
- Negotiation representation



YOU DO NOT HAVE TO NAVIGATE THIS ALONE

Selling a home after an expired listing can feel frustrating.

However, with the right strategy and preparation, many homes that did not sell the first time can successfully close.

Every home and every market situation is unique.

If your home did not sell the first time, it does not mean it cannot sell.

With the right preparation, pricing strategy, and marketing exposure, it is possible to relaunch the property successfully.

If you would like a confidential evaluation of your property and a professional discussion about the best strategy moving forward, please feel free to reach out.

GUILLE RMO REYES

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MOVING FORWARD WITH CONFIDENCE

let's get in touch

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