

# Erin Why Your Home Is Not Selling Guide

A practical diagnostic checklist, self-assessment, and fix-it action plan for sellers in Erin, Erin Village, Hillsburgh, Ospringe, Orton, and rural Erin.

## **Use this before changing price or relaunching.**

The goal is to separate no-showing problems from no-offer problems, then choose the right fix instead of guessing.

## **Prepared by Kevin Flaherty, Realtor since 1988**

Flaherty.ca Home Selling System Team | eXp Realty | Call 226-270-6433 | [flaherty.ca/homeeval](https://flaherty.ca/homeeval)

This guide is educational and property-specific advice should be confirmed with a Realtor who has reviewed your home, listing history, and current Erin-area competition.

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# 1. Start with the activity pattern

A home that is not selling is still giving feedback. The first question is whether buyers are rejecting the listing before they book a showing, or whether they are visiting and choosing not to offer. Those two patterns usually need different fixes.

**Quick rule**

No showings usually means the problem is online price, photos, exposure, or access. Showings with no offers usually means the in-person value, condition, confidence, or price-to-value equation is not landing.

## Seller triage

- My listing has plenty of online views but few showing requests.
- My listing has showings, but buyers are not writing offers.
- Buyer feedback repeats the same concern more than once.
- The home has had price changes without a full marketing refresh.
- Buyers ask about septic, well, survey, outbuildings, internet, or access.
- The listing photos, floor plan, or description do not explain the property clearly.
- Showings are restricted or hard to schedule.
- Current competing homes look stronger at a similar price.

## What this tells you

If you checked three or more boxes, the listing likely needs a structured relaunch rather than a single small tweak. If you checked rural confidence items, prepare documentation before assuming price is the only problem.

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## 2. Self-assessment scorecard

Score each area from 1 to 5. A score of 1 means the issue is weak or uncertain. A score of 5 means the issue is strong, clear, and buyer-ready. Be honest. The score is meant to reveal the most urgent fix.

<b>Price position</b>	Comparable against today's active competition	<b>Score: ___ / 5</b>
<b>Lead photo and media</b>	Strong first image, full room sequence, floor plan	<b>Score: ___ / 5</b>
<b>Preparation</b>	Clean, bright, decluttered, repaired, odour-free	<b>Score: ___ / 5</b>
<b>Rural confidence</b>	Septic, well, survey, utilities, access explained	<b>Score: ___ / 5</b>
<b>Listing copy</b>	Benefits, location, land, updates, buyer fit explained	<b>Score: ___ / 5</b>
<b>Showing access</b>	Easy for qualified buyers to book and tour	<b>Score: ___ / 5</b>
<b>Feedback loop</b>	Buyer comments gathered and interpreted	<b>Score: ___ / 5</b>
<b>Marketing reach</b>	Beyond MLS basics with strong online exposure	<b>Score: ___ / 5</b>

### Interpreting your score

Any category under 3 needs attention before the next public move. If price is below 3 and several other areas are below 3, fix the presentation and confidence issues before or during a price adjustment so the relaunch feels fresh.

### Total score

Add the eight scores: \_\_\_\_\_ / 40. A score under 25 usually means the listing strategy needs a reset. A score from 25 to 32 suggests targeted fixes. A score above 32 with no offers often points to price, buyer pool, or market timing.

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### 3. Ten reasons an Erin home may not be selling

Use this checklist to identify the most likely source of the stall. Check every item that may apply to your current listing.

- The asking price places the home against stronger competing options.
- The first photo or main exterior image is not strong enough to earn a click.
- The property description lists features but does not explain buyer benefits.
- The home feels darker, smaller, more dated, or less cared for in person than online.
- Buyers notice odour, clutter, maintenance issues, moisture, or repair uncertainty.
- Rural details such as septic, well, utilities, internet, road access, or outbuildings are unclear.
- The listing lacks a floor plan, video explanation, or enough context for land and layout.
- Showing access is too limited for motivated buyers with tight schedules.
- Feedback is not being collected, summarized, or acted on quickly.
- The strategy has become passive: MLS exposure, a sign, and waiting.

#### Top three likely causes

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## 4. If you have no showings

Few showings usually means buyers are not choosing the home from the search results or listing page. The work starts with how the property appears online and how it competes at its price.

- Review the lead photo, headline, room sequence, and exterior images.
  - Compare the home to active Erin-area listings in the same buyer search bracket.
  - Confirm the listing is accurate, complete, and easy to understand.
  - Check whether showing instructions, notice requirements, or access rules are costing appointments.
  - Rewrite the copy so it explains who the property is best for and why it is valuable.
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## 5. If you have showings but no offers

Showings without offers mean buyers had enough interest to visit, then stopped. The property may need better presentation, clearer documentation, stronger value, or a price correction.

- Ask for feedback after every showing and group comments by theme.
- Watch for objections about price, condition, layout, smell, road, land, servicing, or updates.
- Fix confidence problems before spending money on low-impact cosmetic changes.
- If the same objection repeats, decide whether to fix it, disclose it, credit it, or price around it.
- Pair any price adjustment with new media and a renewed outreach plan.

## 6. Erin rural confidence file

Rural Erin properties often need more explanation than a standard subdivision listing. Buyers may like the property but pause because they do not understand the practical details. Build a confidence file before relaunching.

### Documents and details to gather

- Septic permit, service notes, pump-out record, or inspection information where available.
- Well record, recent water test, treatment system notes, and water equipment details.
- Survey, site plan, lot sketch, zoning information, and conservation or land-use context where relevant.
- Heating fuel, hydro, internet options, driveway and laneway notes, snow and maintenance context.
- Outbuilding, barn, paddock, workshop, fence, garden, and acreage-use details.
- Recent improvements, warranties, utility averages, inclusions, exclusions, and known maintenance.

#### **Seller note**

Do not hide questions buyers will ask. Answer them earlier and more clearly. The goal is not to make a rural property seem like a townhome. The goal is to help the right buyer feel confident about the rural lifestyle and the practical details.

### Buyer confidence notes

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## 7. Fix-it action plan

Choose a short list of improvements that can be completed before the next public move. A relaunch should make the listing look, read, and feel different enough that buyers have a reason to reconsider it.

Priority	Owner	Due date	Done
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

### Decision before relaunch

- Keep current price with improved presentation and confidence materials.
- Adjust price and relaunch with new media, stronger copy, and better outreach.
- Pause temporarily, complete preparation, then return with a new strategy.
- Change listing strategy or representation if feedback and marketing are not being handled.

#### Next step

Book a property-specific review at [flaherty.ca/homeeval](http://flaherty.ca/homeeval) or call 226-270-6433. Bring your listing history, feedback, current price, photos, documents, repair list, and timing goals so the relaunch plan can be based on evidence.