

From unSold to SOLD!



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with Jason Jenkins

A HOMEOWNER'S HONEST GUIDE

Why Your Home Didn't Sell — and why that's good news.

Most expired listings sell the second time around. Here's what goes wrong on the MLS — and the corrections that get homes sold.

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START HERE

First, take a breath. This isn't the end of the road.

If your listing just expired, you're probably feeling some mix of frustrated, discouraged, and worn out. Maybe you're wondering if something is wrong with your home. Maybe you're tempted to pull it off the market entirely and “wait for a better time.”

Here's what to know before you read another word:

An expired listing is almost never a sign that your home won't sell. It's a sign that something in the strategy needs to change.

Homes don't fail to sell because they're unsellable. **They fail for a small, fixable list of reasons** — and once you know what those are, you're in a far stronger position than the first time around. This guide walks through why homes sit on the MLS, why waiting usually costs more than relisting, and the specific corrections that turn a “why isn't this selling?” home into a sold sign. No pressure, no pitch — just the information most sellers never get told.

THE NUMBER THAT MATTERS

The one statistic that should give you hope

90–95%

of expired listings eventually sell — typically within about six months — once they come back to market with the right corrections.

Read that again. The overwhelming majority of homes that “didn't sell” **do** sell. The motivation to move doesn't disappear when a listing expires — it just matures. What separates the homes that finally close from the ones that keep expiring isn't luck or the market. It's whether the second attempt fixes what the first attempt got wrong.

So the real question was never “**Will my home sell?**” It's: “**What needs to change so it sells this time?**” That's a question with answers.

THE HONEST DIAGNOSIS

Why homes don't sell on the MLS

After a home sits without an offer, sellers tend to blame the market, the season, or bad luck. In reality, nearly every expired listing traces back to one — or a combination — of three culprits.

1. The price was set to hope, not to the market

This is the number-one reason homes don't sell — and it's rarely the seller's fault. Too often an agent sets an optimistic price to win the listing and never manages expectations after. The problem: the moment your home hits the market, it's shown to **every active buyer in your price range at once**. That first week or two is when your listing has the most eyes it will ever have. If the price doesn't match comparable homes, buyers don't negotiate — they scroll past.

- Homes that sell ~10% below list price sit on the market roughly **five times longer** than homes priced right from day one (*Zillow Research*).
- Homes that linger tend to **sell for about 5% less after just two months**.
- Past ~60 days a listing is “stale,” and stale listings carry a stigma that makes buyers assume something is wrong.

There are about 10 distinct reasons sellers get talked into overpricing — ask me for the breakdown.

2. The marketing was weak — especially the photos

Today, your buyer's first showing happens on a phone screen, not at your front door. If the online presentation is weak, most buyers never book the in-person visit.

- Buyers spend about **60% of their time looking at listing photos** — and only ~20% reading the description and agent details combined.
- Homes with **professional photography sell roughly 32% faster** and, in the \$200K–\$1M range, tend to sell for **\$3,400–\$11,200 more** relative to list price (*Redfin*).
- Listings with professional photos pull in about **118% more online views**.

If your last listing had dark, crooked cell-phone photos and no video, buyers weren't rejecting your home — they never really saw it.

3. The presentation was mismanaged — online and in person

Marketing gets buyers interested. Presentation gets them to fall in love. This is where a lot of listings quietly lose the sale:

- An **incomplete MLS listing** — missing dimensions, blank fields, no feature list — makes it hard for a buyer's agent to picture the space or confirm it fits their client. Many simply skip it.
- A **home that shows poorly in person** — cluttered, poorly lit, no clear story — leaves a flat impression even when the bones are great.
- No **narrative**. “3 bed, 2 bath, updated kitchen” is a spec sheet. A home presented with a story becomes memorable.

TWO PATHS FROM HERE

The fallacy of waiting

Here's where good homeowners make an expensive mistake. After an expired listing, the instinct is to *pause* — “let's wait for spring,” “let's wait for rates to drop.” It feels prudent. It usually isn't.

Myth #1: “If I wait, the market will come up to my price.”

This is chasing the market — and it almost always loses. Prices aren't going to climb to meet a number the market already turned down. Meanwhile the comparable sales your home will be judged against keep shifting, and every month it stays off the market as an expired listing, buyers wonder a little longer what was wrong with it. Sellers who wait to reset their price consistently close for *less* relative to their original asking than those who correct course and get back out quickly.

Myth #2: “Taking it off the market lets it reset.”

Time away can refresh a listing's days-on-market — but time alone fixes nothing. A home that comes back rested but *unchanged* — same price, same photos, same weak presentation — just expires again. The reset only works if you use the time to correct the problems.

Myth #3: “There's no rush — the buyers will still be there later.”

Every month your home isn't on the market is a month of carrying costs with zero progress. Meanwhile, buyers who were active and ready *this* season may have already bought something else. Relaunch correctly and soon, and you recapture that burst of fresh attention — the moment your listing hits every active buyer at once, all over again.

Waiting rarely improves your outcome. Coming back soon — with the right corrections — almost always does.

In fact, about **44.6% of expired sellers relist within just 30–35 days**, and they overwhelmingly come back with a new plan. They understand what the data shows: momentum matters.

WHY A SECOND CHANCE WINS

Why relisting works in your favor

Relisting isn't admitting defeat — it's your single best opportunity to fix everything that held your home back. Relaunch the right way and three things work for you at once:

- 1 A brand-new first impression.** New photos, new price, new story — buyers who scrolled past the old listing see a different, compelling home.
- 2 A fresh burst of visibility.** Re-entering the MLS puts you back in front of every active buyer in your range, exactly when their attention is highest.
- 3 A corrected strategy.** This time the price is grounded in real data, the marketing is professional, and the presentation is complete. You're running a better experiment.

You already learned what *didn't* work. That's not a loss — it's information most sellers pay for. Now you get to apply it.

WHAT CHANGES THIS TIME

The corrections that get homes sold

Every reason a home expires has a fix. This is the exact turnaround plan I run for sellers across Long Island, the boroughs, and Westchester:

- 1 Reset the price to reality — with honest expectation-setting.**
We start with a real comparative market analysis, not a number designed to flatter, and price to *attract* offers. Pricing right from day one is the single biggest lever you have.
- 2 Professional photography — with enhancement and drone where it helps.**
We replace weak images with professional, properly lit, enhanced photos, and add aerial/drone footage to show lot size, position, and neighborhood context.
- 3 Rewrite the listing as a story, not a spec sheet.**

We upgrade a weak description into a narrative that gives the home life — and brand it around its best features so it's *memorable*.

4 Complete the listing fully — for buyers and their agents.

We fill in every field so a buyer's agent can instantly picture the space, recognize the fit, and bring their client to your door.

5 Market from three angles on social — including video.

A 3-angle campaign with organic walkthroughs and highlight reels reaches buyers where they actually spend their time.

6 Give the home its own landing page.

Where it fits, a dedicated property page lets serious buyers get deeper information and reach out directly.

7 Manage the presentation — online and in person.

From staging and showings to representation on every platform, we keep the impression consistent and compelling from first phone screen to final walk-through.

None of these require you to gut-renovate or drop your price to nothing. Most expired homes need **sharper strategy, not a lower number** — fixable starting this week.

A QUICK SELF-CHECK

Which of these sound familiar?

Tick the ones that describe your last listing. The more boxes you check, the more upside you have this time around.

- ☐ We priced it higher than the comparable sales suggested — “to leave room.”
- ☐ The photos were taken on a phone, or there were only a handful of them.
- ☐ There was no video, walkthrough, or aerial footage.
- ☐ The listing description was short, generic, or missing key details.
- ☐ Rooms had no dimensions, or the listing had blank / incomplete fields.
- ☐ We rarely (or never) adjusted course after it sat without offers.
- ☐ It was on the market long enough to start feeling “stale.”
- ☐ I've been thinking about just waiting instead of relisting.

Every one of those is a **correction**, not a dead end.

Your home is ready for a better strategy. Let's build it.

You don't have to figure this out alone, and you don't have to commit to anything to get clarity. I offer New York homeowners a **free, no-pressure Relisting Plan** — a straight, honest look at exactly why your home didn't sell and precisely what I'd change to get it sold. No scripts, no pressure. You'll walk away knowing your realistic price, the marketing gaps that cost you buyers, and a clear plan for your address — whether or not you ever work with me.



Scan the **code** to start — it takes about 2 minutes.

Or visit **fromunsoldtosold.com** — tell me your name & the expired listing address.

Prefer to talk? Call or text **347-285-8508**.

Email **jason@fromunsoldtosold.com**.

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Sources: Zillow Research (overpricing and time-on-market), Redfin (professional photography and pricing outcomes), a widely-cited 2013 Wall Street Journal eye-tracking study (buyer attention to listing photos), the National Association of REALTORS® 2025 Profile of Home Buyers and Sellers, and published industry data on expired-listing relist and sale rates. Figures are national or regional benchmarks for general education; your home's outcome depends on its specific price, condition, and local market.