



YOUR TAILORED ACTION PLAN

FOR SELLING YOUR EXPIRED HOME

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KNOW WHERE YOU STARTED

Before you relaunch, identify what didn't work.

Use this simple review checklist:

- How many showings did you have?
- What feedback did you receive?
- What stood out to buyers — good and bad?
- Did the price align with the market?
- How strong was the marketing?

Awareness leads to improvement.



HOME

COMPLETE THE PRICING RESET WORKSHEET

Fill in these three blanks:

Homes like mine SOLD between: _____ and _____

Homes like mine LISTED (but not sold) at: _____

My original list price was: _____

Knowing the reality of your pricing makes it impossible to ignore — and helps reset with confidence.

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THANK

PREP YOUR HOME WITH INTENTION

Here's your relaunch checklist:

- Minor repairs
- Freshening paint
- Light landscaping
- Decluttering
- Neutralizing décor
- Staging key rooms

A refreshed home draws stronger offers — fast.

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BUILD YOUR MARKETING RELAUNCH PLAN

Your next listing needs to shine in the first 24 hours.
Your relaunch must include:

- Professional photos
- Strong description
- A compelling story
- Social promotion
- Buyer-focused messaging
- A home that stands out online

This is the difference between “no interest” and
“multiple offers.”



THE 3-STEP SUCCESS PATH

Your path forward is simple:

1. **Call for a consultation**

Let's talk honestly about what happened the first time.

2. **Receive your tailored action plan**

You'll get a step-by-step strategy made specifically for your home.

3. **Watch your home shine**

With a refreshed plan and relaunch, buyers will notice.



You've made it through this action plan, and that alone says something important: You're not giving up — you're taking control!

An expired listing can feel discouraging, but it doesn't define your home or your future. With the right strategy, the right guidance, and a fresh relaunch, you can absolutely get your home sold and move forward with confidence.

Next, you need a proven partner who can help you put it into motion.

You don't have to navigate this alone.

You deserve someone who understands your frustration, sees the potential in your home, and knows exactly how to bring buyers back through your door.

FINAL THOUGHTS

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If your listing expired, we'd love to come alongside you and create a real, tailored plan specifically for your home — not a template or a guess.

Contact Today's Home

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