

Home Relisting Success Worksheet: Your Path to a Better Sale

Welcome to your comprehensive relisting worksheet—a thoughtfully designed guide to help you redefine your home selling strategy and achieve better results this time around. This document will walk you through crucial considerations, from clarifying your timeline and pricing expectations to preparing your property and selecting the right agent. By working through each section, you'll create a structured roadmap for your home's successful sale while avoiding the pitfalls that may have affected your previous listing experience.

Craig Thomas Realtor®

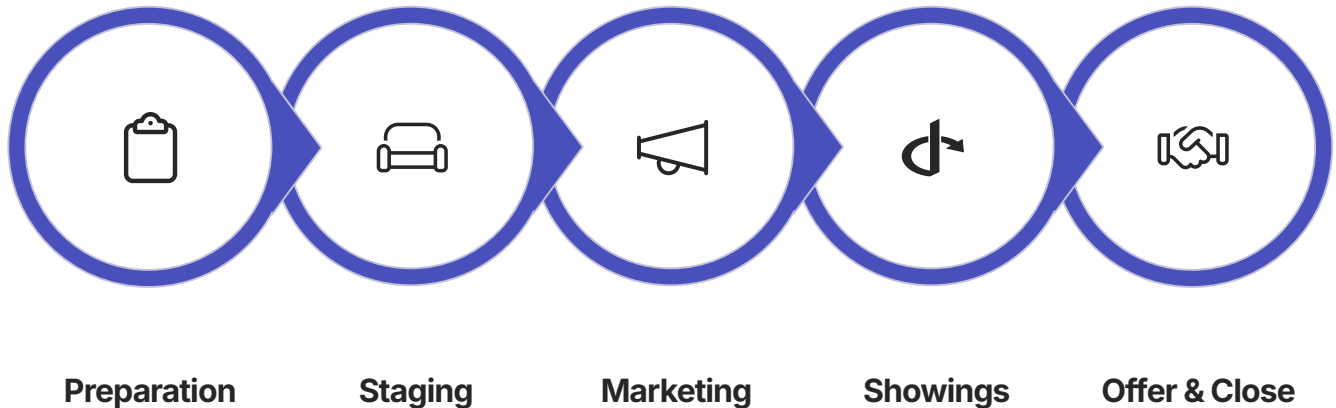
Satori Estate | DRE 02101845 | 213.408.3226

CraigThomasRealtor@me.com | CraigThomasRealtor.com

@CraigLAagent



Defining Your Ideal Timeline



Understanding your ideal timeline is essential for creating a realistic selling strategy. Most homeowners underestimate the time required for a successful sale, leading to unnecessary stress and potentially compromised negotiations.

Consider These Timeline Factors:

- Do you need to sell by a specific date due to a job relocation, school year, or another life event?
- Is your timeline flexible, allowing you to wait for the right offer rather than accepting a lower price?
- Have you considered seasonal market trends in your area? (Spring and early summer typically see higher buyer activity in most markets)
- What's your preferred closing timeline once you accept an offer? (Typically 30-60 days)
- Will you need time to find a new home after accepting an offer? Consider whether you'll need contingencies or rent-back options

□ If your previous listing expired without selling, reflect on whether your timeline expectations were realistic given market conditions. The average days on market in your neighborhood is a valuable benchmark to consider.

Write down your ideal move date, then work backwards to determine when you should list, factoring in preparation time, showing period, negotiation, and closing process. Be sure to build in buffer time for unexpected delays.

Setting Your Price Expectations

Effective pricing is crucial for a successful home relisting. Previous unsold listings often indicate market perception of overpricing. Setting clear, market-supported price expectations is essential.

Ask Yourself:

- What is your financial 'win' price and minimum acceptable price?
- How much equity do you need for your next purchase, factoring in closing costs and potential repairs?



Price Setting Considerations:

Previous Listing Price

Analyze your previous listing price and any offers received. This reveals market perception of your property's value.

Current Market Analysis

Obtain a fresh comparative market analysis (CMA). Recent comparable sales are key indicators of current market value.

Strategic Price Point

Price strategically just below key search thresholds (e.g., \$299,900) to increase online visibility and showing requests.

Overpricing, even by a small margin, can deter buyers and lead to a lower final sale price. Be willing to have honest conversations with your agent about realistic pricing.

Property Improvements & Updates

1

Essential Repairs

Address functional issues like leaky faucets, broken appliances, or damaged flooring that deter buyers.

2

Strategic Upgrades

Focus on high-ROI upgrades, especially in kitchens and bathrooms, to boost appeal without over-improving.

3

Cosmetic Enhancements

Small cosmetic changes like fresh paint, updated lighting, or professional cleaning can significantly improve buyer perception.

4

Curb Appeal

Enhance curb appeal with landscaping, front door updates, and exterior cleaning for a strong first impression.

Improvement Planning Worksheet:

Improvement Project	Estimated Cost	Estimated Time	Priority Level
[List Project 1]	\$	Days/Weeks	High/Medium/Low
[List Project 2]	\$	Days/Weeks	High/Medium/Low
[List Project 3]	\$	Days/Weeks	High/Medium/Low

Prioritize improvements based on feedback from previous showings and buyer concerns to maximize budget effectiveness.

⊗ Avoid over-improving beyond neighborhood standards; consult a real estate professional to ensure ROI.

Addressing Previous Listing Challenges

Conducting an honest assessment of why your previous listing didn't sell is crucial for success this time around. While price is often the primary factor, several other issues may have contributed to buyer hesitation.

Common Reasons Listings Don't Sell:



Poor Presentation

Low-quality photography, cluttered spaces, or outdated staging can make even great properties look unappealing online, where most buyers form their first impressions.



Limited Availability

Restrictive showing schedules or difficulty accessing the property can significantly reduce the number of potential buyers who see your home.



Insufficient Marketing

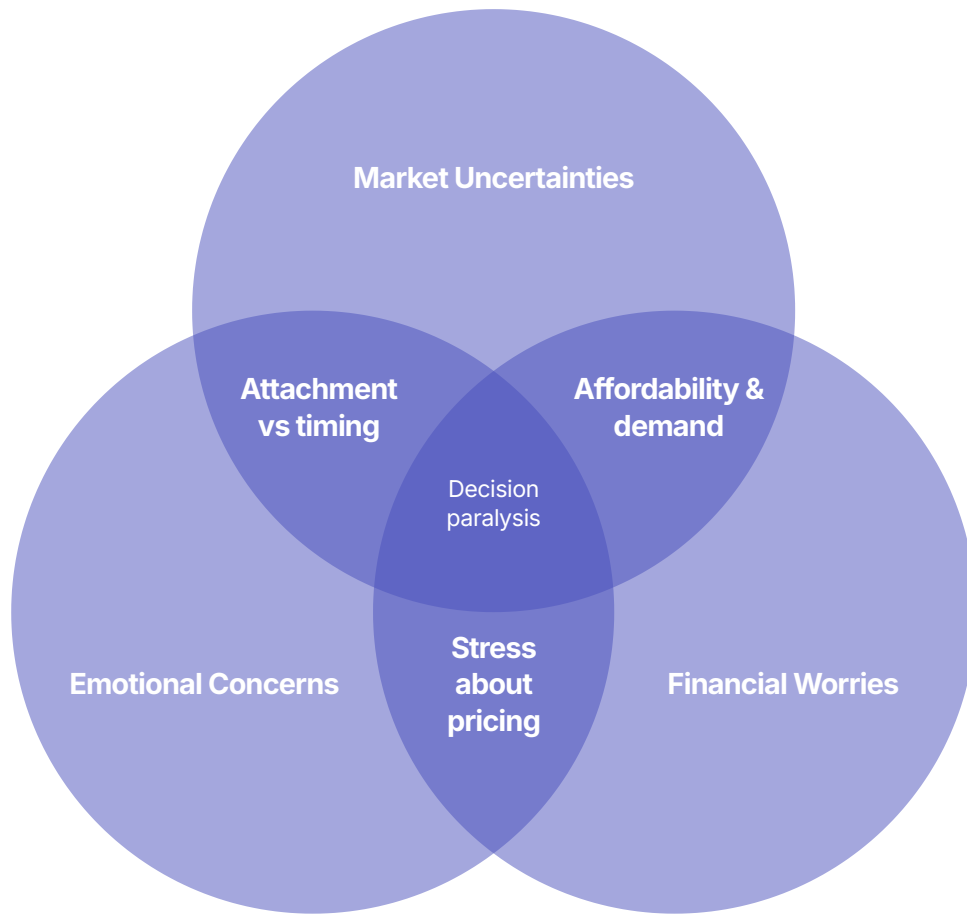
Limited exposure across platforms, poor listing descriptions, or lack of social media and email marketing can mean your home simply didn't reach enough potential buyers.

Review feedback from showings during your previous listing period. Were there consistent comments about certain aspects of your home? Did buyers frequently mention the same concerns? These patterns can help identify the improvements that will make the biggest difference.

Ask your previous agent for candid feedback about why they believe the home didn't sell. While this conversation might be uncomfortable, it can provide valuable insights for your relisting strategy.

Document all feedback and create an action plan to address each major concern before relisting. Some issues may not be fixable (like location or lot size), but understanding these challenges allows you and your new agent to develop messaging that addresses or reframes potential objections.

Identifying Your Concerns and Hesitations



Selling a home, especially after a previous unsuccessful attempt, can bring various concerns and hesitations. Acknowledging these feelings is crucial for developing a successful strategy, as your emotions and valid concerns should inform your approach.

1 Market Uncertainty

Worries about market conditions

2 Financial Pressure

Concerns about losses or low returns

3 Time Constraints

Anxiety about the process timeline

4 Agent Selection

Uncertainty about the right representation

5 Property Concerns

Worries about defects or issues

6 Emotional Attachment

Difficulty separating home value from emotions

Identifying Your Concerns and Hesitations. CON...

Take time to write down all your specific concerns, from practical logistics to emotional challenges. Being transparent with yourself and your new agent about these hesitations will help create a selling strategy that addresses them directly.

Before You Jump Back In... Ask Yourself This:

Take a moment and reflect:

- What didn't feel right last time?
- What would a better experience look like?
- Do I want more communication? Less pressure?
- Do I know what I *really* want out of this move?

The goal here isn't to dwell—it's to understand your own priorities better so you don't repeat the same experience.

This isn't just about selling your home. It's about making the right move for *you*.

For each concern you identify, develop a contingency plan. For example, if you're worried about timing between selling your current home and buying a new one, explore options like rent-back agreements or temporary housing. Having these plans in place can significantly reduce stress during the selling process.

Selecting the Right Real Estate Agent

Selecting the right agent is crucial for your relisting success. They bring market knowledge, negotiation skills, and marketing expertise. Evaluate several candidates based on key qualities, rather than just choosing the first available or highest-promising agent.



Key Agent Selection Criteria:



Relisting Experience

Seek agents experienced with relisted properties.



Data-Driven Decisions

Choose an agent who reads the market, not just works the area. I use MLS data and buyer trends to guide smarter, faster decisions.



Marketing Approach

Evaluate their marketing plan, including photography, staging, and online presence.



Communication Style

Ensure their communication style matches your preferences, whether frequent updates or direct conversations.

Selecting the Right Real Estate Agent. CONT...

Ask the Right Questions

Before you relist, make sure you're getting real answers—not more vague promises. Whether you're talking to me or anyone else, these questions can help uncover if the plan is truly different this time—and whether you're being heard.

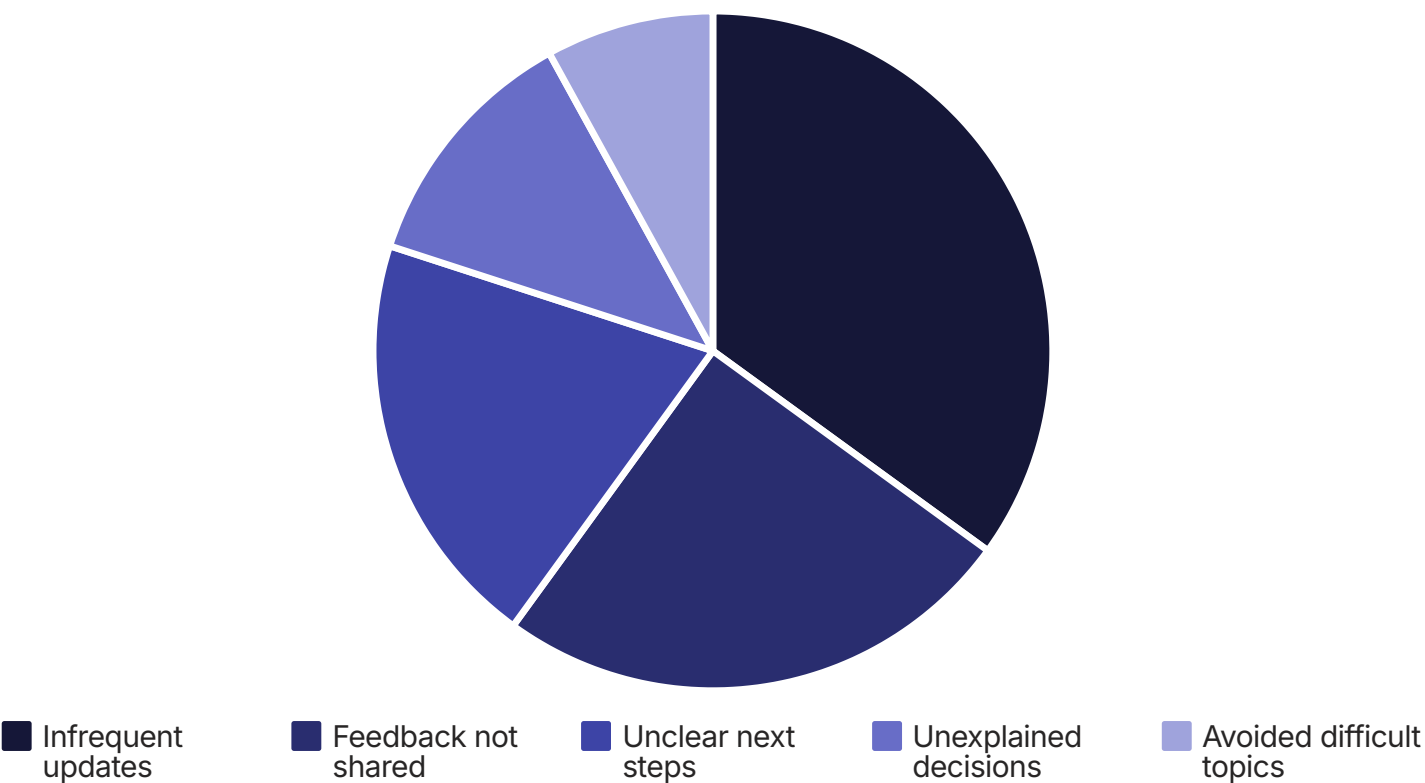


- What do you believe went wrong last time?
- What's your plan for solving it?
- How will your marketing get different results?
- What kind of feedback do you give your sellers—and how often?
- What do you do when a listing isn't getting activity?
- Can you walk me through how you'll position my home for success?

💬 *P.S. I'd be happy to walk you through every one of these answers myself.*

Improving Communication and Expectations

Clear communication is essential for a successful home sale. Reflecting on your previous listing experience, consider whether there were communication gaps or misaligned expectations between you and your agent, potential buyers, or other parties involved in the transaction.



Establishing Clear Communication This Time:

Set Expectations Early Clearly communicate your preferred methods and frequency of communication with your agent. Do you want weekly written reports, texts after each showing, or scheduled check-in calls? Making these preferences explicit helps avoid frustration.	Create Feedback Channels Establish how showing feedback will be collected and shared. Request that your agent actively seek feedback from every showing and share it with you promptly, even when it's critical.	Develop a Written Plan Work with your agent to create a written marketing and communication plan with specific milestones, responsibilities, and timelines. Review and update this plan regularly.
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Improving Communication and Expectations. CONT...

Consider what information you wish you had received during your previous listing period. Were there market trends, showing statistics, or competitive property insights that would have helped you make better decisions? Share these specific information needs with your new agent.

Remember that communication is bidirectional. Be honest with your agent about your concerns, timeline changes, or new constraints as they arise. The more transparent you are, the better they can adapt their strategy to serve your needs.

Document your communication preferences and expectations in writing, including:

- Preferred contact methods and times
- Expected response timeframes
- Frequency of market updates and showing reports
- Decision-making processes for price adjustments or offer responses
- How you'd like difficult news or constructive feedback delivered

Creating Your Comprehensive Selling Strategy

A successful home sale requires a cohesive strategy that addresses every aspect of the selling process. Use the insights you've gathered from the previous sections to develop your personalized selling plan.



Review your comprehensive strategy with your agent and make any necessary adjustments based on their professional input. A well-documented plan ensures everyone shares the same understanding and expectations, reducing misalignment during the selling process.

- ❑ The most successful relisting strategies typically involve significant changes from the previous approach. Be open to substantial shifts in pricing, presentation, or marketing rather than minor tweaks to the original strategy.

Schedule regular strategy review meetings with your agent to evaluate progress and make adjustments as needed. Market conditions, buyer feedback, and your personal circumstances may change during the listing period, requiring strategic pivots.

Creating Your Comprehensive Selling Strategy. CONT ...

Your Strategic Selling Plan Should Include:

1

Preparation Timeline

Create a detailed schedule for home improvements, staging, photography, and listing activation. Work backwards from your ideal listing date to ensure everything is completed on time.

2

Pricing Strategy

Document your initial listing price and conditions for potential adjustments. Specify time intervals for reviewing pricing if the home doesn't receive adequate interest or offers.

3

Marketing Plan

Outline all marketing channels, content creation schedules, and audience targeting approaches. Include both digital and traditional marketing methods tailored to your specific buyer demographic.

4

Showing Protocol

Establish showing availability, notification procedures, property access methods, and presentation standards (lights on, temperature, etc.) for each showing.

5

Offer Response Framework

Create guidelines for evaluating and responding to offers, including your priorities regarding price, contingencies, closing timeline, and other terms.

6

Contingency Plans

Develop backup strategies for various scenarios: low initial interest, multiple offers, inspection issues, appraisal challenges, or buyer financing problems.

Your Personal Action Checklist

Now that you've worked through the comprehensive relisting strategy, use this final checklist to track your progress and ensure you've covered all the essential elements before your home returns to the market.

Each action item represents a critical step in positioning your home for a successful sale. Check off items as you complete them, and add any additional steps specific to your situation.



Pre-Listing Preparation:

Complete my ideal timeline worksheet, including target listing date and desired closing period

Research current market conditions and recent sales in my neighborhood

Document my minimum acceptable sale price and ideal "win" price

Create and implement my property improvement plan with prioritized projects

You don't need to interview a bunch of agents—you just need clear answers. I'm happy to walk you through my approach and what I'd do differently this time.

Select an agent and review their detailed marketing plan

Establish a written communication protocol with my selected agent

Your Personal Action Checklist. CONT...

Address all feedback from previous showings that can be reasonably fixed

Prepare the home for professional photography and virtual tours

Review and approve marketing materials before they go live

Create my showing day checklist (cleaning, lights, temperature, etc.)

Develop my contingency plans for various selling scenarios

Post-Listing Monitoring:

- Schedule weekly performance review meetings with my agent
- Track showing frequency and feedback
- Monitor comparable properties that come on the market
- Review online listing performance metrics
- Evaluate and adjust strategy based on market response

Remember: A successful relisting is about learning from your previous experience, not repeating it. Your willingness to adapt and implement new approaches is the key to achieving your ideal selling outcome this time around.

Best of luck with your home sale! With thoughtful preparation and the right strategy, you're well-positioned to achieve a successful outcome that meets your needs and timeline.