



YOUR LISTING EXPIRED

now what?

Let's figure out why your home did not sell on the first go.
I specialize in helping frustrated home sellers get their homes back on the market and sold in the shortest amount of time, in the easiest way possible, and for top dollar.

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REAL ESTATE AGENT



hello

I'M SHAIMA BUCHH

Home selling is a lot more complicated than it appears. It's a long, detailed process – one that is exciting, emotional, and A LOT of work. When you feel like you've done that and more, it is really frustrating to see your listing expire. But don't worry – there's still hope.

My specialty is helping home sellers in this exact situation. You probably have a lot of emotions right now. That's perfectly natural. But this is not the end – you don't have to give up here! I know you're tired of calls and emails from other agents, but if you like what I have to say, I urge you to reach out at any time. I'm more than happy to determine an action plan best suited to your listing so we can achieve the results you want.

You can contact me any time at:



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WHY DID YOUR HOME NOT SELL?

These are some common reasons that a home in our market did not sell:

- The home was not marketed properly
- The home was not in the best shape for showings
- The photography was not the highest quality
- Price was not strategic or competitive
- The agent did not do their job



SO, HOW DO
WE CORRECT
THIS AND GET
YOUR HOME
SOLD?

1

MARKET PREPARATION

2

STRATEGIC PRICING

3

STRATEGIC MARKETING PLAN

4

CONSISTENT COMMUNICATION

POP QUIZ

Did you and your agent agree on a price that matched the competition and market?

Yes or No

Did you clean and organize your home before every showing?

Yes or No

Did you declutter & deep clean your home before it went on the market?

Yes or No

Did you keep up with yard maintenance and general curb appeal while your home was for sale?

Yes or No

Did you complete any and all maintenance and repairs suggested before listing?

Yes or No

Did your agent have professional photos and video done?

Yes or No

Was the action plan created by your agent executed as agreed upon?

Yes or No

The truth is, if you answered **mostly yes** to those questions, it is likely that pricing was a big part in why your home didn't sell the first time. But if you answered **mostly no...** you need to consider preparing better, switching agents, and being truthful with yourself. **You and your listing deserve it.**





ALL SHOW AND NO OFFERS?

There are a few reasons that can lead homes to expire... let's look at the most common causes:

OVERPRICING

Setting the right price is absolutely crucial when you initially list your home. It is important to set the price at or around market value to create the most amount of interest. Setting the right price is crucial for getting high traffic early, and having a higher potential for offers. If your home is priced over market value, it is likely to be overlooked by potential buyers and their agents.

How can you tell if you've over priced? Often, your price is likely higher than similar properties in your neighborhood. While others are selling, you are not getting the same requests for showings of hits online.

QUALITY & CONDITION

The better the condition of your home, the better appeal. Condition commands attention... and price! Maintained and well-staged homes sell faster on average. This is because the composition and appearance are more appealing to potential buyers. An organized and clean home helps buyers see their future selves in your space... and it can also help them to form crucial emotional connections to your listing.

MARKETING CHOICES

Marketing makes sales, and your home is no exception. Good marketing is crucial in today's real estate world. It's more than just crossing your fingers and hoping it sells once it's posted to MLS. You need to engage social media, have a web presence, use 3rd party listing sites, and print marketing so your home gets maximum exposure in a busy market.

AGENT PARTNERSHIP

Not all agents are perfect for any situation. We all have areas we excel in more than others. Maybe your agent was a friend or relative, or someone a colleague recommended. Just because they're nice or they helped someone you know, doesn't mean they're the right agent for your listing. Real Estate is complicated. It can be very nuanced at times; you need someone who can navigate that with the right tools for your listing to get the best results!

01

STRATEGIC PRICING

It's important that your agent thoroughly evaluates the market to determine the market value of your home. Properties that are priced correctly from the beginning typically sell for more. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the more people will wonder what's wrong with it. Your property attracts the most interest when it is first listed so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF A HOME?

- Recent Comparable Sales
- Market Conditions
- Exposure
- Property Features
- Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

- What you paid for it
- Investments made in the property
- What you want to profit from the sale

With a data-driven analysis of your area, we can determine the right price for your home to help it sell fast. When you price this way, you will attract a larger number of interested buyers.

02

PREPARE FOR THE MARKET

It's important to prepare your home for the market in order to make a great first impression. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in-ready home that feels like new. A long list of chores and repairs right when they move in will not be appealing, and can be daunting to a potential buyer. The first step in preparing your home for the market is to deep clean, declutter, and personalize.

You may not see the initial value in staging and maintaining your home throughout the selling process, but believe me, it pays off. Disrepair, and general clutter make it difficult for buyers to connect to your space. If they don't connect... they probably won't put in an offer.

EASY, LOW COST REPAIRS WITH HIGH RETURN

REFLECT OUTWARD

1. Pressure wash the exterior of your home.
2. Refresh the paint on your front door and garage door.
3. Keep the lawn mowed and remove weeds.
4. Add some color with flowers and shrubs
5. Keep trees and shrubs trimmed and free of debris.
6. Mend and maintain fencing and decks.
7. Clean your windows, inside and out.
8. Update your light fixtures.
9. Repair any cracks in the paving or patio stones.
10. Put away any children and/or pet's toys. Yes, even outside can look cluttered.

LOOK INWARD

1. Refresh paint on walls, ceilings, and trim (think neutral- light grey or taupe, or a fresh white).
2. Clean or replace carpets and rugs (again, think neutral).
3. Declutter: remove excess furniture and knick-knacks.
4. De-personalize: reduce family photos and personal items.
5. Organize closets and storage space.
6. Store children and/or pet's toys.
7. Update or clean light fixtures and faucets.
8. Ensure light bulbs are working.
9. Check for leaks, missing flooring and other signs of disrepair.

03

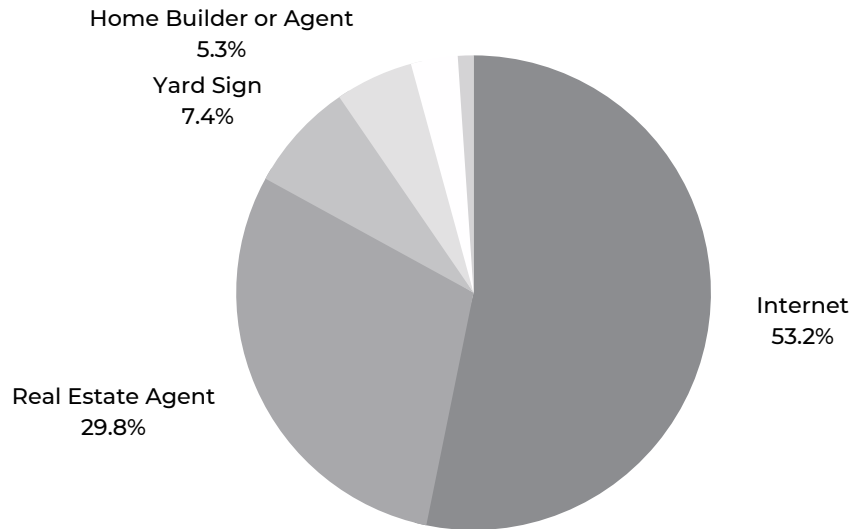
STRATEGIC MARKETING

Today, your first showing is always online. This is why I work hard to reach as many buyers as possible and strive to make the best impression through my online listings.

Having a robust marketing strategy is key in today's market, and you need an agent with those skills. If your agent does not present you with a marketing plan, you may want to reconsider listing with them. *There's more to marketing these days than hoping your MLS listing alone will attract buyers.*

I OFFER UNIQUE MARKETING TOOLS TO ENSURE YOUR HOME REACHES THE MOST AUDIENCE, SUCH AS:

- Displaying your listing on my brokerage website
- Displaying on my personal website
- Coming soon campaigns
- Virtual tours
- Broadcasting on various social media platforms
- Flyers
- Postcards
- Professional photography
- Drone footage
- Professional videography
- Open houses
- Yard sign captures



Source: 2019 NAR Home Buyer and Seller Generational Trends

HOME BUYERS ARE SHOPPING ONLINE

The pie chart below shows where buyers find the home they purchased in 2019.

PRO TIP:

Never let your agent take photos of your listing with a cell phone. Professional photos on the MLS help your home stand out.

93% of home buyers use the internet.

54% of them first find the home they buy online

04

TEAM WORK MAKES THE DREAM WORK

It's corny, but true! A Realtor should be assertive, aggressive, knowledgeable, and consistent. Following up on feedback and finding the deal provides the ultimate gain. *You need an agent who can guide you through lengthy transactions and complicated negotiations.*

RESULTS, NOT PROMISES

One of the most important factors in the agent you choose to list and sell your home should be their communication skills. In our fast-paced market, it is crucial that your agent is a quick and efficient communicator. *Not all agents are created equal.*

HOW CAN YOU TELL IF YOU'RE WORKING WITH THE RIGHT AGENT?

THEY KNOW YOUR AREA. Good agents do their research, and they take their time to get to know their city and the neighborhoods within it. This is where they work!

THEY'RE TIMELY. To reduce stress, a good agent will make you feel taken care of. This means responding to all your questions and concerns on time.

THEY'RE PROACTIVE. Recognizing an issue before it even arises is the sign of a great agent. You want to be ready to deal with any issues, and your agent should be ready with creative solutions when you face a challenging situation.

THEY'LL LISTEN... AND I MEAN REALLY LISTEN. Your agent should be thoughtful and pay close attention to what you say, so that they can help you reach your goals. It's not about making your home selling journey into something suited to their wants.

THEY'RE TRANSPARENT AND HONEST. The truth hurts sometimes, and a good agent shouldn't sugar coat the truth. The best approach is for your agent to be open and honest, even when it's uncomfortable or not in their best interest.

I'm more than happy

TO DETERMINE AN ACTION PLAN BEST
SUITED TO YOUR LISTING SO WE CAN
ACHIEVE THE RESULTS YOU WANT.

Getting started is simple.

Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal, and I am honored to be considered to get the job done.



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