REALTY EZ

2026–27 EDITION

EXPIRED & WITHDRAWN LISTINGS

DIDN'T SELL? HERE'S PLAN B.

A fresh strategy for homeowners whose listing expired, was withdrawn or simply stalled.

RealtyEz.net (239) 323-4167 Office@RealtyEz.com

YOU'RE NOT ALONE

A LISTING THAT DIDN'T SELL ISN'T A HOME THAT CAN'T.

Homes don't sell for a handful of fixable reasons. The good news: once you know which ones applied to yours, you can relaunch with a stronger plan.

We specialize in properties that need a different approach. This guide shows how we diagnose what happened, rebuild the strategy and give you more than one path to a sale — including options that don't require going back on the open market.

INSIDE THIS GUIDE

01	Why Homes Don't Sell	03
02	The Relaunch Plan	04
03	More Than One Way to Sell	05
04	Your Next Steps	06

DIAGNOSIS

WHY HOMES DON'T SELL

01

Almost every stalled listing traces back to one of five things.

CAUSE	WARNING SIGNS
Price	Lots of online views, few showings, no offers
Presentation	Dark or few photos, cluttered rooms, no video or floor plan
Exposure	Little marketing beyond the MLS, no open houses
Condition & disclosure	Roof age, insurance, flood or permit concerns scaring buyers off
Access & communication	Hard to show, slow agent response, no feedback

FREE LISTING AUTOPSY

We'll review your previous listing's photos, price history, showing activity and feedback and tell you honestly what held it back.

STRATEGY

THE RELAUNCH PLAN

02

A relaunch should look and feel like a brand-new listing.

01 **Reset the price story**
A fresh market analysis using today's competition — not last season's.

02 **Re-shoot everything**
New professional photos, video, aerials and floor plan.

03 **Fix the objections**
Address roof, insurance, permits or repairs up front with documentation, inspections or credits.

04 **Re-introduce to the market**
Coordinated launch: agent preview, social campaign, neighbor mailers and open house weekend.

05 **Weekly accountability**
Clear reporting so you see what's working.

OPTIONS

MORE THAN ONE WAY TO SELL

03

If timing or condition matters more than top dollar, you have choices.

Traditional relaunch

Best when you want maximum price and have time for a full market campaign.

Cash offer

Sell as-is with a quicker, more certain closing. Typically a lower price in exchange for speed and convenience.

Investor network

Off-market exposure to buyers who purchase homes needing work.

Lease or lease-option

Generate income now and revisit selling when the market or property is ready.

COMPARE SIDE BY SIDE

We'll show you the estimated net of each option so you can decide with real numbers.

ACTION

YOUR NEXT STEPS

04

BEFORE WE MEET

- [ ] Confirm your previous listing agreement has expired or been released
- [ ] Gather prior photos, listing history and showing feedback
- [ ] Collect roof, HVAC, permit and insurance documents
- [ ] Decide on timing: how soon do you need to sell?
- [ ] Schedule your free listing review

ALREADY LISTED?

If your home is currently listed with another brokerage, we can't solicit or market it until that agreement expires or is released. Please let us know your listing status.

Notes

REALTY EZ

2026–27 EDITION

LET'S SELL IT THIS TIME.

Book a free, no-pressure listing review. We'll diagnose what happened and give you a clear plan B.

CALL / TEXT	(239) 323-4167
EMAIL	Office@RealtyEz.com
ONLINE	RealtyEz.net
MAIL	12995 S Cleveland Ave #52 · Fort Myers, FL 33907



EQUAL HOUSING OPPORTUNITY Realty EZ is a licensed Florida real estate brokerage. This guide is general information, not legal, tax or financial advice. Laws, rules and fees change; confirm current requirements with the appropriate licensed professional before acting. © 2026 Realty EZ. All rights reserved.