



EXPIRED LISTING GUIDE

*What to do next when your
home doesn't sell.*

The Jamil Brothers
REALTY GROUP

COMMON REASONS

why homes do not sell



INCORRECT PRICING

If you price your home correctly from the beginning, you will attract a lot of traffic to your home. High traffic means more potential offers. Homes priced above market value tend to get overlooked by potential buyers and their agents.

In rare cases, the home may be priced too low, leading buyers and agents to believe there is something wrong with the home.

MARKETING MISTAKES

The best listing agents use an aggressive marketing plan to market their listings. If your listing agent isn't making sure that your home can be found easily online, isn't touting the listing to other agents in the area, and isn't regularly running ads to promote the listing, it may be time to find a new agent.

POOR HOME CONDITION

The better the condition of your home is, the more appealing it is to homebuyers. In fact, staged homes sell far faster because the home is clean, organized, and all distractions are removed.

There is a lot of competition out there to sell homes. Your home has to compete against similar homes for sale and new construction homes. The more you can do to make your home look appealing to buyers, the better your chances for a quick sale.

WHAT YOU CAN EXPECT WITH US

STRATEGIC PRICING



When you don't price your home according to fair market value the first time, you'll have to list it at a more aggressive price suited to the current market this time to sell your home quickly.

Knowing the current market value for homes in your area is key to setting a competitive price and getting your home sold for top dollar. Using a data-driven market analysis of your area, we'll be able to identify the current market value.

When you price fairly, you will be able to attract more interested buyers and have a better chance of getting more offers. Buyers look at a lot of homes and their agents know the price range that the homes sell for in a certain location and certain condition.



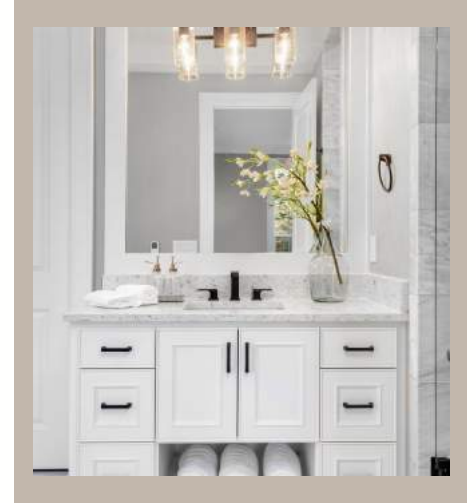
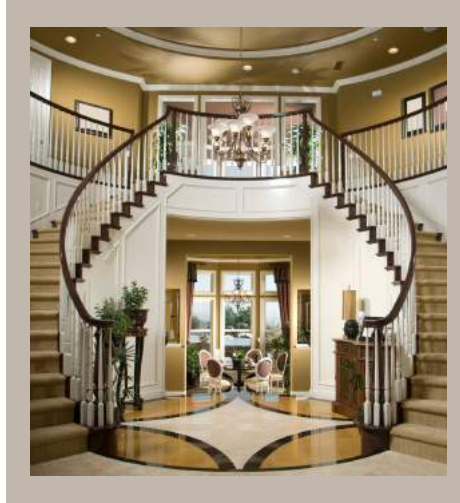
ACCURATELY *price your home*

Pricing your home involves quite a bit of analysis and strategic thinking. But you don't have to pick one strategy. In fact, when you combine an approach that uses comps, the real estate pricing pyramid, and factors in online price filters - you will arrive at a competitive price that works to attract buyers.

WHAT YOU CAN EXPECT WITH US

MARKETING FOR SUCCESS

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 comprehensive marketing plan, you may want to reconsider listing with the. There's more to marketing these days than hoping your MLS listing alone will attract buyers.



Web Presence

Most home buying journeys these days begin online. Your potential buyer wants you to come where they are - the internet.

Not only can you list the appealing info, you can also share dozens of beautiful photos. Your home will be listed through MLS, then shared on our website, as well as many other 3rd party listing sites.

Social Media

So many buyers are actively engaging with social media for many of their interests - and that includes real estate. Your listing should be featured on sites like Facebook, Instagram, and Youtube for the greatest exposure.

Getting your home listed on bigger social media accounts that market homes in specific areas can help.

E-Blasts

Email marketing is a fantastic resource to provide interested buyers with alerts when homes are on the market. And not only do they go out to the buyers, they also go out to savvy agents helping their buyers.

Email marketing campaigns are generally performed through real estate agents who have a large database of buyers in your area.

Do The Work

Now is the time to maximize your home's full potential. Your prior agent may have provided a checklist of repairs, organizing, or updating for your home. Now is the time to complete those to-dos and get your home as showing-ready as possible. You may not see the initial value in staging and maintaining your home throughout the selling process, but believe us, it really pays off.

Refresh the paint. We recommend neutral colors!

Clean or replace the carpets.

Keep up with yard work and landscaping.

Organize closets and storage space.

Pressure wash the home exterior.

Clean the light fixtures and replace burnt out bulbs.

Declutter: remove excess furniture and knick knacks.

Mend and maintain fencing and outdoor features.

Keep all appliances and faucets in clean, working condition.

Make sure your home is always clean and odor free.

Depersonalize: take down photos and store valuables away.

Clean the windows inside and out.

Be Flexible

When you are listing your home for sale, it is not always going to be a convenient experience. Buyer's agents are going to want to show your home at all times of the day and evening. Be as accomodating as possible with showing times so that you can get your home seen by the most number of interested buyers. If you are only showing your house by appointment or at strict, designated times then you may be damaging your potential to make a sale. You might be making it too difficult for buyers to see your home and fall in love with it. If your house is not being shown to prospects, then it will not get sold.



Price Competitively

You may feel that your home is worth more than your realtor suggested listing it for, but your realtor is the pro and the comparable prices don't lie. It is crucial to be realistic about your expectations.

Before officially placing your home on the market, have your realtor review the comp listings with you and prepare yourself for the best and worst case scenario. A prospective buyer may love your home, but if the price isn't right then you won't be able to close the deal. Trust your realtor! A qualified realtor will know how to properly price your home so that buyers feel they are getting a good deal while you are still getting the most money possible.

nice to meet you



If you want the best home-selling experience, you need a real estate agent who is not only a professional in the field, but who is a superb marketer, shrewd negotiator, and excellent communicator. When you hire us, you can take a deep breath knowing that your home is in the hands of not one but two experts who are trusted within the community with a proven track record. Begin with the best to feel the best about your home.

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credentials



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Washingtonian Magazine Elite Producers-Platinum Agents 2023
Homesnap's Top 5% Real Estate Agents 2022
Northern Virginia Magazine Top Real Estate Agents 2021
Northern Virginia Residents for over 20 years!
Enthusiastic Dedication to Excellent Service



“

We are committed to bringing
you the most professional,
informative,
trustworthy & dedicated
service.

Our responsibility is to protect
the interests of our clients in
every transaction.

”

easy exit LISTING AGREEMENT



TAKE THE RISK AND FEAR OUT OF SELLING YOUR HOME

Because 25% of the homes we sell were previously listed with another agent, we often hear stories from consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that included large cancellation fees or did not give the option to cancel at all. We never want to put any of our clients through that experience.

When you're looking to sell your home, make sure the Broker you hire offers an Easy Listing Agreement. Whenever you're ready to talk with us, please call us at (703) 508-1860 to reach Saad or (571) 242-0301 to reach Arslan.



no penalty



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