



Expired Listing Guide





Here's to a Fresh Start

Thank you for taking the time to explore Seven Key Tips for Selling Success—my guide created exclusively for sellers looking for a fresh start for their home's marketing and sale.

If your home was recently on the market but didn't sell, I understand how frustrating and disappointing that can be. You likely invested time, effort, and emotion into the process, only to face an outcome that didn't meet your expectations. An expired listing is not the end of the road—it's an opportunity to reset and move forward with a stronger plan.

As a Real Estate Advisor with Engel & Völkers New Orleans, I've helped many homeowners in your situation achieve successful sales. By refining strategies, improving marketing, and addressing buyer concerns, I've guided clients to results that exceeded their expectations.

This guide is packed with practical, proven steps to help you position your home for success. Whether it's improving how your home is marketed or adjusting to the current market, these best practices will help you sell faster and smarter.

If you're ready to take the next step, I'd be honored to assist. Please reach out for a complimentary consultation, and together we'll create a winning plan to sell your home.



Warm regards,
Richard W. Hébert
Real Estate Advisor
Engel & Völkers New Orleans

1. Reassess Your Home's Market Position

An expired listing often signals the need to reevaluate your home's price, presentation, and marketing strategy.

- **Pricing Strategy:** Your home's price should reflect current market conditions and its unique features. Engel & Völkers uses cutting-edge market analysis tools to ensure your home is competitively priced.

- **Conduct a New Comparative Market Analysis (CMA):** A fresh CMA compares your home to similar properties that have recently sold, are currently listed, or were withdrawn in your area. This gives you a realistic idea of what buyers are willing to pay.

- **Understand Market Conditions:** Factors such as local inventory, buyer demand, and interest rates influence pricing. Your agent should explain how these impact your home's value.

- **Avoid Overpricing Pitfalls:** While pricing too high deters buyers, pricing too low can make buyers question the home's quality. Aim for a price that reflects the home's value while being competitive.





2. Elevate Your Home's Presentation

First impressions are crucial when selling your home—buyers often decide within seconds whether they're interested, especially when browsing online.

- **Invest in Professional Photography:** Use high-quality images, drone footage, virtual tours, or twilight photography to capture attention online.

- **Stage Your Home Strategically:** Declutter, depersonalize, and arrange furniture to highlight your home's best features and create a welcoming flow.

- **Neutralize Décor:** Opt for neutral tones and simple design choices to appeal to a wider range of buyers.

- **Enhance Curb Appeal:** Maintain your lawn, add fresh mulch, plant seasonal flowers, and clean driveways, windows, and gutters for a polished exterior.



3. Enhance the Condition of Your Home

Creating a more move-in-ready environment significantly increases buyer interest and speeds up the sale.

- **Tackle Repairs:** Fix leaky faucets, squeaky doors, and chipped paint to address potential buyer concerns.
- **Boost Curb Appeal:** Refresh landscaping, power wash driveways, and repaint the front door to make a strong first impression.

- **Focus on High-Impact Updates:** Replace outdated light fixtures, repaint in neutral tones, and update cabinet hardware for a modern feel.
- **Consider a Pre-Listing Inspection:** Proactively identify and fix issues that could become red flags during the selling process.



A comprehensive, multi-channel strategy ensures your home gets maximum exposure to the right buyers.

- **Leverage Digital Advertising:** Platforms like Facebook, Instagram, and Google allow you to create highly targeted ad campaigns based on buyer demographics and locations, reaching both local and out-of-town buyers who may not find your home through traditional channels.

- **Refresh Listing Platforms:** Ensure your home stands out on popular real estate websites such as Zillow and Realtor.com by updating its description, adding high-quality images, and including features like virtual tours to make it more engaging.

4. Expand Your Marketing Beyond the Basics

- **Use Professional Networks:** Collaborate with your agent to market your home directly to their network of other real estate professionals, many of whom may have buyers looking for properties like yours.

- **Highlight Unique Features:** Work with your agent to craft a compelling narrative that emphasizes your home's most appealing attributes.

5 Understand Buyer Feedback

Feedback from showings and previous listings provides critical insights to make strategic improvements.

- **Analyze Past Showings:** Review feedback from potential buyers to identify recurring concerns, such as whether the price seemed too high, the finishes looked outdated, or the home lacked sufficient storage space.

- **Survey Your Agent:** Ask your previous agent to summarize the feedback they received and provide suggestions for overcoming buyer objections, which can serve as a valuable starting point for adjustments.

- **Make Targeted Updates:** Address consistent buyer concerns by focusing on impactful changes, such as enhancing natural light by adding mirrors, replacing dated fixtures, or organizing storage spaces to appeal to modern preferences.

- **Show Transparency:** Clearly communicate the improvements made in response to buyer concerns, demonstrating your commitment to creating a more appealing home, which can build trust with new potential buyers.





6. Create a Welcoming Showing Experience

A warm, inviting showing atmosphere allows buyers to envision themselves living in your home.

- **Be Flexible with Scheduling:** Make your home accessible for showings during evenings and weekends.
- **Set the Stage:** Declutter, clean, and enhance the ambiance with subtle scents and fresh flowers.
- **Vacate the Home:** Allow buyers to explore freely without feeling pressured by your presence.
- **Maintain “Show-Ready” Condition:** Keep your home tidy and prepared for last-minute showings.

7. Partner with the Right Real Estate Advisor

The right advisor can provide the expertise and strategies needed to ensure a successful home sale.

- **Look for Proven Experience:** Choose an agent with a track record of selling expired listings and deep market knowledge.
- **Expect a Comprehensive Plan:** Work with an agent who provides detailed strategies, including pricing, marketing, and presentation.
- **Focus on Communication:** Ensure your advisor keeps you informed throughout the process.
- **Prioritize Local Expertise:** Select an agent familiar with neighborhood trends and buyer preferences.



The Engel & Völkers Advantage

If your home didn't sell the first time, Engel & Völkers New Orleans offers a fresh approach with proven strategies designed to get results. As a global luxury brand with a local touch, Engel & Völkers combines world-class marketing expertise with the personalized attention your property deserves. Our luxury marketing tools, expert staging advice, and data-driven strategies are tailored to breathe new life into your listing and deliver the outcome you want: a successful sale.

- **Access to the Engel & Völkers EDGE Network:** Exclusive connections to affluent buyers and agents across a global platform.

- **Luxury Marketing Expertise:** High-quality photography, custom marketing and design, and advertising in premium channels.

- **Targeted Digital and Social Media Campaigns:** Cutting-edge strategies to maximize your home's online visibility.

- **Local Market Knowledge:** A deep understanding of the New Orleans market ensures accurate pricing and tailored selling strategies.

- **White-Glove Service:** From staging advice to negotiating offers, you'll receive hands-on support every step of the way.



Richard W. Hébert is a multi-million dollar producing agent at Engel & Völkers New Orleans, a locally owned brokerage with global reach. Recognized as a Top Real Estate Professional by New Orleans Magazine and voted “Best in Real Estate” by New Orleans Homes Magazine for the past five years, Richard is committed to delivering a concierge level of service for all clients.

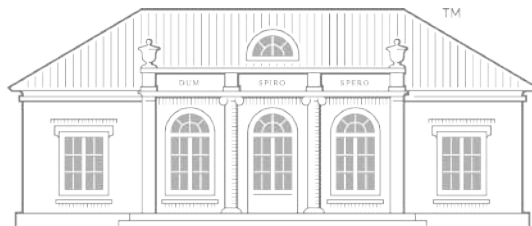
Working diligently on behalf of clients including sellers, buyers, and investors, Richard provides clear communication, expert advice, and hands-on support to make his clients' experiences as seamless, stress-free, and joyous as possible.



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