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# WHY YOUR HOME DIDN'T SELL

THE ULTIMATE GUIDE TO AVOIDING COMMON MISTAKES

**YOUR**  
Home Girl

real Real Broker, LLC

MY HOME DIDN'T SELL

# NOW WHAT?

Listing your home for sale can be an overwhelming, exciting and emotional experience all at the same time. But what happens when your home doesn't sell? You can imagine all the positive emotions quickly turn to negatives - disappointment, anger, blame, wonder, and bewilderment.

These emotions are only natural when your house didn't sell. After all, this is your home. You've poured blood, sweat and possibly tears into your home. You've made forever memories inside this property. This house is perhaps the home where you brought your first child; purchased after a job promotion; relocated to and started a new life and made new best friends; or, raised your children.

The list of good feelings about your home is endless. You've accepted that it is time to move, for whatever reason. You've offered your home to the public, and nobody wanted it?!

A house that's seen minimal movement on the market for months is frustrating. In fact, frustrating might be an understatement. That's why, if you have yet to find a buyer, it's important to take a step back and assess exactly why your house isn't selling

I am sure you're tired of all the calls and door knocks from agents, so I want to truly give you information that you can 1. understand and 2. take action on.

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A photograph of Alyssa Carrier, a woman with blonde hair, wearing a black sleeveless top with ruffled shoulders and a black and white plaid skirt. She is sitting on a red brick wall, smiling at the camera. The background shows a dark building and some greenery.

I WOULD LOVE  
TO SPEAK MORE  
WITH YOU  
ABOUT HOW I  
CAN HELP YOU  
SELL YOUR HOME,  
MY ACTION PLAN  
TO DO THAT,  
AND WHAT YOU  
CAN EXPECT  
FROM THE  
PROCESS.

# HOMEOWNER QUIZ

Did you price your home according to the comps your agent pulled and suggested you should price at?

1 2 3 4 5

How much effort did you put into cleaning your home (I said cleaning not just picking up) before every showing?

1 2 3 4 5

How well did you pre-pack before your home hit the market?

1 2 3 4 5

Did you keep your yard mowed or maintained during the entire time you had your home on the market?

1 2 3 4 5

Did you complete all the repairs your agent suggested making before listing?

1 2 3 4 5

the professional listing photos represents the homes features.

1 2 3 4 5

The marketing plan presented by your agent was executed as planned.

1 2 3 4 5



# THE RESULTS

1/

If you (truthfully) answered mostly 5's then the reason your home didn't sell comes down to price. If you can honestly say you did your absolute best to present your home to the market, then you are unfortunately over priced.

2/

If you answered mostly 3's, then you need to consider preparing for showings a little bit better and making a few more repairs or deep cleaning to get the full price.

3/

If you answered mostly 1's, you need to look at changing agents, lowering your price, and being honest with yourself. (ouch...I know)

# YOUR HOME IS OVER PRICED

The number one reason that a house doesn't sell is the price. When selling your house, it is important to price it objectively. That is hard for many sellers, because they have an emotional attachment to their home (which is perfectly understandable), and they tend to price it too high.

Remember, there is no better time to sell your home than the first few days or weeks on the market. This is what we refer to as the "golden time" in the real estate business. There will never be more excitement or interest in your listing than the first 30 days.

## REAL DATA ISN'T LYING TO YOU

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There is no conspiracy against you when your home doesn't sell. The market/public merely has said that your home is not worth paying what you are asking. As a seller, you must trust the experts and look at the comparable sold properties and data objectively. Buyers will. Any good agent should present you with solid numbers as hard evidence to why they suggest a specific list price for your home.

## YOU'RE LYING TO YOURSELF

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When your house isn't selling, you may be guilty of lying to yourself. Here's what I mean - you're not honest with yourself about the comparable properties. Your emotions have gotten the best of you, and you suddenly see your house as the equivalent of bigger, more beautiful homes.

If you price your home too high and you do not receive an offer, most sellers begin to reduce the price of their home until it sells which can create a free fall and downward spiral to where the seller starts to receive low-ball offers on their property.

Once you start reducing the price of your home, it invites low-ball offers because a buyer sees you as more "desperate" to get rid of your home. If you price the home reasonably, you may end up with more money in your pocket in the end than you would with a price too high followed by many subsequent price reductions.



# WORK IS NEEDED

When people are selling their house, they loath putting too much money into it, because they feel they will never see the return on their investment. In some cases, that is true. If you renovate your kitchen before you sell, you may not get a full return. You will probably lose money. However, renovating the kitchen (or other improvements) do have significant benefits as well. The days on the market will decrease, and the sale's price to list price ratio will almost always be higher in the end. Improving your home will never hurt your value.



## WHEN IT DOESN'T SELL, START LOOKING INWARD

On the other hand, a fresh coat of paint in specific areas may allow you to see excellent returns on your money. There are fixer-uppers out there that sell (generally at a wholesale price), but the type of people searching for fixer-uppers love finding a great deal, and they may not be willing to pay what you are wanting. If you are looking to maximize your profit, it is better to target people who are looking for the convenience of a "turn-key property" and are willing to spend a little bit of extra money to obtain it. As a general rule of thumb, buyers are lazy. With years of experience in real estate, I can promise that buyers are generally beaten down by the end of a home transaction. So doing work on a home they purchase becomes less and less of a desirable option in their minds. Buyers want "turnkey," or as close to "turn-key" as possible. I would estimate that fewer than 10% of buyers I represent want to do much work on a new home.

# YOU AREN'T FLEXIBLE ENOUGH

When you are listing your home for sale, it is not going to be convenient. Agents will want to show your home at seemingly the most inopportune times. Get used to it and accept that fact. Remember, your mindset should be - We are open for business!

## YOU'RE MAKING IT HARD ON BUYERS

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If a house is not being shown to prospects, then it will not get sold. This is one of the golden rules of real estate. If you are only showing your house at strict, designated times, then you may be damaging your potential to make a sale. You are making it too difficult for potential buyers to see your home and fall in love with it. If you're guilty of doing this, you need to ask yourself an honest question, "Do I want to sell his house?" If you don't want to sell, that's fine. But just going through the motions won't cut it and you're just wasting everyone's time - including yours.





## YOU'RE ACTING LIKE YOU DON'T CARE IF IT SELLS

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First impressions matter, and if your listing expired, it's worth asking whether your actions showed that you truly cared about selling. Selling a home requires more than just putting it on the market—you have to be intentional about presenting it in a way that attracts buyers and keeps them interested.

Were your photos dark, cluttered, or poorly framed? That sends the message that showcasing your home wasn't a priority. Was the property difficult to schedule for showings? If buyers felt like viewing your home was a hassle, they likely moved on to easier options. Even vague or uninspired listing descriptions can signal a lack of effort and make buyers wonder if the property is even worth seeing.

If you're serious about selling, it's time to act like it. That means professional photography, flexible showing options, and a polished marketing strategy that highlights your property's best features. **Buyers will care about your home when you show that you do.**

## YOUR AGENT MIGHT NOT BE DOING ENOUGH

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I've never tried to take my own listing photos—and for good reason. I believe in leaving it to the pros, just like my clients rely on a professional REALTOR® to sell their home. That's why I always hire professional photographers and videographers for every property I list, covering the cost as part of my service.

Why? Because great photography makes all the difference. *I cannot urge you strongly enough to get professional photographs of your listing before putting it on MLS.* Some agents still try to cut corners by skipping this essential step, but the results speak for themselves. If you browse homes online right now—on Zillow, Trulia, or Realtor.com—you'll quickly spot the listings that stand out with high-quality, captivating photos versus those with dull, poorly framed shots.

First impressions matter, especially when your home is competing against thousands of others. Don't let bad photos hold your listing back from getting the attention it deserves.



## LACK OF SOCIAL MEDIA

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Social media has become a fantastic way to advertise listings. I build individual, advertising campaigns for my listings and they generally attract around 60,000 views per month. Using this method, most of my listings are sold in fewer than the average days on market for their area.

Everywhere you look today; you will see people's faces almost lodged into their cell phones. Most of the people are checking out their social media and keeping up with friends. Why not place your home right in front of their eyes and where they're looking (social media)?

2.1 BILLION people per day log onto Facebook. Why in the world wouldn't you put your home front & center for that kind of audience? I already do this type of social media marketing for my listings, and I can attest that the results are nothing short of amazing!





# NEXT STEPS

TAKING EACH STEP  
SERIOUSLY WILL ENSURE  
A SUCCESSFUL SALE



## 1/ CHECK YOUR EGO AT THE DOOR AND PRICE COMPETITIVELY

In your mind, your home be worth more than your realtor suggested listing it for, but your realtor is the pro. You are paying for their expertise and marketing connections. Sorry, but the comp 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 comp listings with you and prepare yourself for best and worst cast scenarios. A prospective buyer may love your home, but if the price is not right, you aren't going to close the deal. Buyers need to feel like they are getting a bargain. Trust your realtor! A qualified realtor will know how to properly price your home.

## 2/ HAVE A PLAN FOR YOUR PETS

Being an avid animal lover, I cannot understand those who don't appreciate furry friends, but your prospective buyer may be turned off by the thought of animals dwelling in their future residence. Selling a home with pets requires a little creativity to ensure your property makes the best impression on potential buyers. Here are some options to consider:

**Temporary Relocation:** Ask a friend or family member to foster your pets while your home is on the market.

**Doggy Daycare:** Enroll your dogs in daycare during the day, especially when showings are scheduled.

**Take Pets Along:** If daycare isn't an option, plan to take your pets with you during showings.

**Remove Evidence:** Before each showing, tuck away pet bowls, toys, and beds.

Taking these steps not only makes your home more inviting but also helps you maintain a cleaner, more appealing space throughout the selling process.

## 3/ DEEP CLEAN AND PRE-PACK

Before placing your home on the market or taking photos for your listing, do a thorough deep-clean of your home. Clean the carpets, scrub the baseboards, remove the cobwebs...you get the picture. Make sure your home is squeaky clean. Remove clutter from counter tops, closets and rooms.

I even recommend removing some of the clutter from your garage. Maybe pay for a storage unit and haul all of the excess items off before we take photos.

## 4/ TAKE GREAT LISTING PHOTOS

This is another perk of listing your home with a realtor. Make sure your realtor will provide professional quality photos for your listing.

If not, you may want to consider investing in a photographer experienced in real estate photography. With the prevalence of real estate sites like Realtor and Trulia, you must captivate your internet audience as this is the vast majority of buyers. You cannot afford to lose a buyer before they even step foot in your home.

# MY COMMITMENT TO YOU

## I COMMIT TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I commit to always provide you with honest and accurate information about the condition and value of your property. You can rely on me to thoroughly assess every aspect, from the structural integrity to the aesthetic appeal, ensuring that you have a comprehensive understanding of your property's true worth.

## I COMMIT TO RESPECT YOUR CONFIDENCE

I commit to respect your confidence and keep any information you share with me completely confidential. Your trust is of utmost importance to me, and I will always ensure that your privacy is protected. Rest assured that any conversations we have will remain in strict confidence, fostering a safe and secure environment for open communication.

## I COMMIT TO CONSISTENT COMMUNICATION

I wholeheartedly commit to maintaining consistent and effective communication, ensuring that all parties involved are continuously informed and updated throughout the process. By prioritizing open and transparent lines of communication, I strive to foster strong connections, build trust, and drive successful outcomes.

## I COMMIT TO BEING YOUR #1 ADVOCATE

As your dedicated home-selling real estate agent, I commit to being your #1 Advocate throughout the entire process. With my expertise, I will go above and beyond to ensure your needs are met and provide you with a seamless and stress-free experience in selling your home.

## I COMMIT THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

Rest assured, I commit to ensuring that you will have a clear and comprehensive understanding of what you're signing. You can trust that no information will be overlooked, and any potential confusion will be cleared up, allowing you to make informed decisions with confidence.

## I COMMIT TO BEING A PROBLEM SOLVER

I am wholeheartedly committed to being a proactive problem solver, consistently seeking out innovative and creative solutions. With unwavering determination and resourcefulness, I am dedicated to overcoming challenges that come our way.



## EASY EXIT

Selling a home can be stressful —especially if you've already had a frustrating experience with another agent. I often hear from clients whose previous agents locked them into rigid contracts with no way out or required hefty cancellation fees. That's not how I do business.

When you work with me, I have a clear plan designed to position you for success. If you follow my advice and guidance, you'll see results. I believe in earning your trust, not holding you to a contract you're unhappy with.

When you're ready to sell, let's have a conversation about how we can get you moving toward your goals. Call me at 980.213.9766 or email me at [alyssa@YourHomeGirlCLT.com](mailto:alyssa@YourHomeGirlCLT.com).

**TAKE THE RISK AND  
FEAR OUT OF LISTING  
YOUR HOME!**

