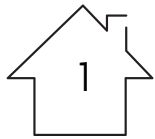


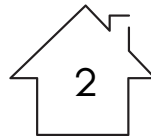
FAILED *Listing* RECOVERY CHECKLIST

THE PROCESS FOR SELLING YOUR HOME IF IT DID NOT SELL THE FRIST TIME AROUND



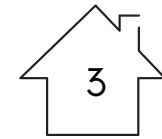
Common Pitfalls:

- Overpricing
- Poormarketing/photos
- Limited showings
- Lack of buyer feedback follow-up



Relaunch Strategy:

- Reassess price based on updated comps
- Professional photography and staging
- Re-engage buyer interest with fresh marketing
- Remove past listing stigma with strong presentation



Action Plan:

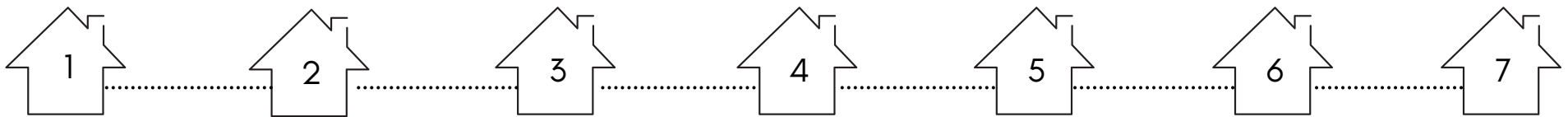
- Schedule a pricing strategy session
- Deep clean and declutter
- Prep marketing assets with your agent
- Set a re-list timeline that aligns with buyer trends



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THE *home* SELLING PROCESS

THE PROCESS FOR SELLING YOUR HOME



Establish a Price

- Review comparable homes
- Discuss the difference between sold price and list price
- Establish a price for your home

Prepare Your Home

- Clean and declutter home
- View your home through the eyes of a buyer
- We will have your home professionally photographed for the MLS

List it for Sale

- Your home will go live on the MLS
- Be prepared for buyers to come view your home
- Be sure to put away all valuables and personal documents

Offers & Negotiation

- We will review all offers
- I will help you understand all the terms of the contract
- You will be able to accept, deny or counter the offers at this point

Under Contract

- Accept the best offer
- Negotiate any repair requests and issues from inspection
- You have agreed to all the terms of the offer

Final Details

- The buyer will typically perform inspection of the home
- The buyer will finalize the loan with lender
- Receive clear to close from lender

Closing

- Review closing documents
- Sign closing documents
- Hand over your keys and celebrate selling your home

