BRYAN REALTY
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Your advocates. Your agents.®

OPENING DOORS *Together.*



YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY

WHY DIDN'T MY HOME SELL?

YOU'RE NOT ALONE. HERE ARE THE MOST COMMON REASONS—AND WHAT YOU CAN DO.

The market shifts. Buyer preferences change. And sometimes, the wrong combination of factors can keep a great home from selling. Let's break down the most common reasons homes sit on the market—and how to turn things around.

TOP REASONS HOMES DON'T SELL

1. OVERPRICED
The most common reason. Buyers compare every listing—price matters most.

2. POOR PRESENTATION
Clutter, outdated staging, or poor photos can turn buyers away online.

3. CONDITION CONCERNS
Deferred maintenance or needed repairs can make buyers hesitate.

4. LOCATION CHALLENGES
Factors like traffic, schools, or nearby amenities impact buyer interest.

5. LIMITED MARKETING
If buyers don't know about your home, they can't fall in love with it.

6. POOR TIMING
Market conditions, seasonality, or too many competing listings can slow things down.

WHAT YOU CAN DO

- **REVIEW YOUR PRICE**
  Price competitively based on current market data and recent comparable sales.
- **INVEST IN PRESENTATION**
  Declutter, depersonalize, and consider staging and professional photos.
- **ADDRESS REPAIRS**
  Fix visible issues and consider a pre-inspection to build buyer confidence.
- **IMPROVE YOUR MARKETING**
  Use a strong marketing plan that includes online ads, social media, MLS exposure, and more.
- **BE FLEXIBLE**
  Be open to showings, feedback, and negotiations.

The Bottom Line

Every home has a buyer. Sometimes, it just takes the right adjustments and strategy to find them.

Let's get your home sold—together.

SIGNS IT MAY BE TIME FOR A STRATEGY SHIFT

- Your home has been on the market longer than similar homes in your area.
- You've had showings, but no offers.
- You've received feedback that's consistent.
- You've already made minor improvements, but results haven't changed.



A FRESH LOOK CAN MAKE ALL THE DIFFERENCE

Small changes can have a big impact—on how buyers see your home and how quickly it sells.

Let's make your move together.

QUICK WINS THAT CAN HELP

- Lower the price to reflect today's market
- Refresh your listing photos
- Stage key rooms to highlight potential
- Boost curb appeal
- Deep clean from top to bottom
- Highlight upgrades and unique features

Let's open the door to your next chapter.

Our local experts are here to help you navigate every step of the home selling process with confidence.
Let's make your move together.

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All information deemed reliable but not guaranteed and should be independently verified.