The Expired Listing Playbook

Why Your Home Didn't Sell — and the Straightforward Plan to Get It Done

A practical, data-backed guide from **Owen & Camille Schwaegerle**, third-generation broker owners on the Central Coast of San Luis Obispo County. If your listing just expired, this is the resource you need right now.

THE SCHWAEGERLE REAL ESTATE TEAM

SAN LUIS OBISPO COUNTY

A Letter From Owen & Camille

Dear Homeowner,

If your listing just expired, here's the first thing we want you to know: **it is not a reflection of you, and it is probably not a reflection of your home either.** Nationwide, 5.8% of all home listings were pulled off the market this spring, tied for the highest share since March 2020. Nearly 80,000 listings expired in a single week this year alone — an 83% jump in just two years. You are in good company, and more importantly, you are in a fixable situation.

We are Owen and Camille Schwaegerle, third-generation broker owners here on the Central Coast. We have sat across the table from dozens of sellers who felt exactly what you are feeling right now: frustrated, a little embarrassed, and unsure what to do differently the second time around.

Here is the good news. Homes that expire and relist with the right strategy sell at meaningfully higher rates than homes that just try the same approach again. This playbook walks you through why homes don't sell, what the data says actually works, and the specific plan we use to get expired listings sold. Read it. Use it. And when you are ready to talk it through, we are one call away.

Owen & Camille Schwaegerle
The Schwaegerle Real Estate Team

What This Playbook Covers

You Are Not Alone — and This Is Not Permanent

Expired listings are up sharply across the country. By April 2026, sellers were pulling homes off the market at the fastest pace since the start of the pandemic, and relistings climbed right alongside them. Delistings are especially common in strong buyer's markets, where buyers have the leverage to hold firm on price. But here on the Central Coast, the market has stayed competitive with real buyer demand.

$912K

Median Sale Price

San Luis Obispo County, 3 months ending May 2026

+6.7%

Year-Over-Year Growth

Home prices rising steadily on the Central Coast

33 Days

Average Time to Sell

Buyer demand remains active in San Luis Obispo County

80K

Listings Expired

In a single week this year — an 83% jump in two years

If your home did not sell, the issue was rarely the market itself. San Luis Obispo County still has real buyer demand, rising prices, and homes moving in about a month. The problem was almost always one or more fixable factors in how the home was priced, presented, or exposed — not a broken market, and not a broken home. Three things worth sitting with before you relist:

Not Your House's Fault

Plenty of genuinely good homes expire every single month across every price range.

Rarely Bad Luck

There is almost always a specific, identifiable reason — and it can be found with the right analysis.

Almost Always Fixable

With targeted adjustments to strategy, most expired homes do sell — and sell well.

The 5 Real Reasons Homes Don't Sell

Every expired listing has a story. After working with dozens of sellers in this exact situation, we have found that the reasons homes don't sell fall into five clear, fixable categories. Recognizing which one — or which combination — applied to your listing is the most important first step toward a successful relaunch.

1. Price

Buyers today have more data at their fingertips than any buyer in history. They know the median price, the days on market, and the price per square foot for your neighborhood before they ever step inside. If the list price does not match what the data supports, buyers notice immediately — and most will simply scroll past rather than make an offer. **How we fix it:** a true, current, data-backed pricing analysis, not a guess and not just what you hope it is worth.

2. Marketing Exposure

A yard sign and an MLS entry used to be enough. Today's buyers search across multiple platforms, compare listings side by side, and expect professional presentation everywhere your home appears. If the marketing plan stopped at "list it and wait," a large share of the buyer pool likely never saw your home. **We fix it:** full-exposure marketing across the MLS, major portals, and our local buyer network.

3. Photos and First Impressions

The vast majority of buyers say listing photos are one of the most important factors in deciding which homes to tour. If the photos were dark, cluttered, or taken on a phone between showings, buyers may have ruled your home out before ever seeing it in person. **How we fix it:** professional photography, every time, with a presentation that matches what your home is actually worth.

4. Condition and Staging

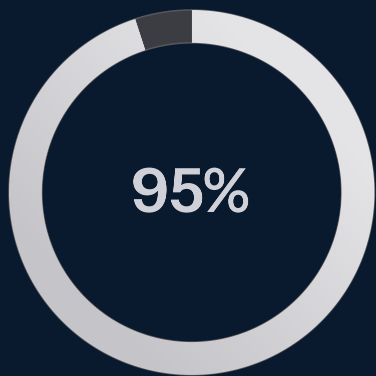
Clutter, deferred maintenance, or a home that has not been refreshed for photos can quietly cost you buyers before they ever ask a question. Most buyer's agents say staging directly helps their clients picture themselves living in a home. **How we fix it:** a straightforward, no-judgment walkthrough that flags the two or three changes that will actually move the needle — not a laundry list of everything.

5. Access and Showing Friction

Homes that are hard to schedule, restricted to narrow windows, or require too much notice get shown less. Homes that get shown less get fewer offers — it's that simple. **How we fix it:** a showing plan that makes your home as easy as possible to see, without disrupting your life more than necessary.

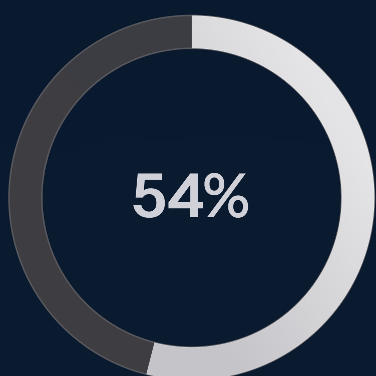
The Data-Backed Case for Relisting the Right Way

The temptation after a listing expires is to relist fast — often with the same plan — hoping timing was the only problem. The data tells a different story. Understanding what the numbers actually say about expired listings changes how you think about your next move.



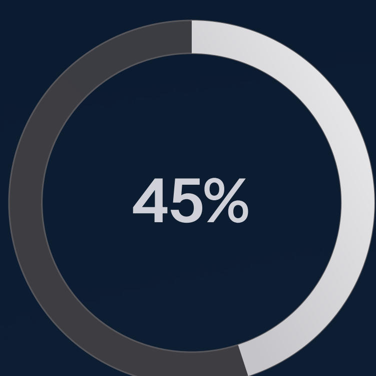
Eventually Sell

Between 90–95% of expired properties are relisted and sold within six months when the right changes are made.



Higher Sell Rate

Homeowners who choose a new agent and new strategy after expiration have a 54.1% higher chance of selling.



Relist Too Fast

Nearly 45% of sellers relist within 30–35 days, often before addressing what actually went wrong the first time.

What the Numbers Are Really Saying

Your home is very likely to sell — that is genuinely good news. The 90–95% eventual sale rate means expiration is almost never the end of the road. But "eventually" and "quickly with the right outcome" are very different things.

The 54.1% higher success rate for sellers who change strategy — not just agent, but strategy — is the most important number on this page. It tells you that the *approach* is what needs to change, not just the calendar date on the listing.

And the 45% who relist within the first 30–35 days without addressing root causes? Many of them end up with a second expiration, a worn-out listing history, and a buyer pool that has already passed on the home twice. Speed without a plan is not the same as progress.

> The question is not whether your home sells. It is whether it sells on the third or fourth try with a damaged listing history — or quickly, because the strategy actually changed.

The Schwaegerle Relaunch Method

This is the specific process we run every time we take on a relisted home. It is not a generic marketing pitch — it is a five-step discipline built around the real reasons homes expire and the proven adjustments that get them sold. Every step has a purpose, and nothing is skipped.

1

Step 1

A Real Pricing Reset
Current, verified comparable sales — not website estimates — and a defensible number grounded in what is actually happening in your specific neighborhood right now.

2

Step 2

Full Market Exposure
Your home goes everywhere it should: the MLS, major real estate portals, and directly into our local buyer network, including buyers already looking in your area.

3

Step 3

Presentation Overhaul
Professional photography and a straightforward condition walkthrough, so your home shows at its absolute best from the very first photo a buyer sees.

4

Step 4

Communication You Can Count On
Regular, honest updates on activity, showings, and buyer feedback — so you are never left wondering what is happening with your own listing.

5

Step 5

Local Team, Local Advantage
Third-generation, San Luis Obispo County based. We know this market street by street, and that local knowledge is what turns a listing into a sale.

Your 30-Day Relaunch Checklist

A successful relaunch is not about moving fast — it is about moving right. This week-by-week checklist gives you a concrete sequence of actions so that when your home hits the market again, everything is in place for a strong result. Work through it methodically, and do not skip to Week 3 before Weeks 1 and 2 are done.

Week 1 — Diagnose

- Get a true, data-backed pricing reset from a local expert
- Review any buyer feedback from the first listing
- Walk the home with fresh eyes for anything that would give a buyer pause
- Identify the one or two root causes that most likely drove the expiration

Week 2 — Prepare

- Schedule professional photography — do not reuse old photos
- Address the two or three condition items that will actually move the needle
- Refresh the listing description to tell an accurate, compelling story
- Confirm the showing access plan is as frictionless as possible

Week 3 — Launch

- Go live with full exposure across the MLS, major portals, and buyer network
- Hold the first weekend of showings and collect real buyer feedback
- Confirm every showing request is being responded to promptly
- Review early activity data at the end of the first week

Week 4 — Adjust

- Review showings, saved searches, and feedback at the 14-day mark
- Adjust proactively if something is not working — do not wait
- Compare actual traffic to expected activity for your price range
- Do not wait for a second expiration to make a necessary change

The most common mistake at this stage: skipping the diagnosis and going straight to relisting. Week 1 is the most important week in the entire process.

A Relationship Beyond the Sale

What Long-Term Partnership Looks Like

- **Home Valuations** — Anytime you want to know where you stand in the market, we pull the data for you. No appointment needed, no pressure.
- **Contractor Referrals** — Need a roofer, a painter, or a handyman you can actually trust? We have built that network over three generations, and we share it freely.
- **Market Updates** — We keep our clients informed about what is happening on the Central Coast, not just when they are buying or selling, but all the time.
- **The Small Questions** — Property tax questions, neighbor boundary issues, refinance timing — real estate touches life in dozens of ways, and we stay available for all of them.

Third-Generation. Central Coast. Committed.

Real estate, for us, has never been about a single transaction. Our family has been doing this work in San Luis Obispo County for three generations, and the relationships we have built here are not professional courtesies — they are genuine, lasting connections with people we care about and a community we are proud to serve.

Long after closing, we stay the go-to resource for our clients on everything from home valuations to contractor referrals to answering the small questions that come up along the way. When you work with us, you are not hiring an agent for ninety days. You are gaining a local team that sticks around — one that will pick up the phone two years from now when you have a question about whether it's time to refinance or whether a neighbor's fence is in the right place.

We have seen what transactional real estate looks like, and we have chosen a different path on purpose. Our business grows entirely through referrals from people who trusted us once and found that trust was well-placed. That track record means we are always motivated to do right by you — not just to close, but to close well and to be here afterward.

Ready to Get This Sold?

Schedule your free **Relaunch Strategy Session** with Owen and Camille. We will pull the current data on your home, walk you through exactly why it likely did not sell, and hand you a specific plan — whether or not you ever list with us. No obligation, no pressure, just straight answers from people who know this market.

Call or Text

(805) 215-5063

We answer, and if we miss you, we call back the same day.

Email Owen

owen@schwaegerleteam.com

Send us your address and we will get started on the analysis right away.

Visit Our Website

schwaegerleteam.com

Learn more about our team, our results, and our approach to the Central Coast market.

> "When you are ready to talk it through, we are one call away." — Owen & Camille Schwaegerle

Sources & Data References

The statistics and market data referenced throughout this playbook are drawn from current, reputable sources. We believe sellers deserve information grounded in real evidence — not anecdote, not guesswork, and not inflated claims designed to win a listing. These sources are publicly available and we encourage you to review them directly.

Source	Data Referenced
Redfin — SLO County Housing Market Data	Median sale price of $912,000, 6.7% year-over-year growth, and 33-day average time to sell for the 3 months ending May 2026
Redfin — "Sellers Are Pulling Their Homes Off the Market at Near-Record Rates"	5.8% of listings pulled this spring, near-record delistings as of April 2026 — tied for highest rate since March 2020
Landvoice — "Expired Listing Market Statistics 2026"	Nearly 80,000 listings expired in a single week; 83% jump in expirations over two years; 90–95% of expired homes eventually sell
REDX — "Why Expired Listing Leads Convert 43% Better" / 2026 Lead Conversion Data	Sellers who change strategy after expiration have a 54.1% higher chance of selling; 45% relist within 30–35 days
Homes.com — "Expired Listings: Why Homes Don't Sell and How to Fix It"	Supporting context on the five most common reasons homes fail to sell, including pricing, exposure, photography, staging, and access

The Schwaegerle Real Estate Team is committed to providing honest, evidence-based guidance to every homeowner we work with. If you have questions about any of the data above or want to see the source materials directly, just ask.