

FOR SELLERS WHOSE HOME DIDN'T SELL

The Expired Listing Blueprint.

A frank, no-fluff playbook for getting your South Bay home off the sidelines and into escrow — built on 12 reasons listings expire and the 14-day plan that fixes them.



BY

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A SOUTH BAY
SELLER'S GUIDE

IF YOUR LISTING EXPIRED, READ THIS FIRST.

You did everything you were told. It still didn't sell.

You listed the home, signed the paperwork, waited for offers — and got crickets. Showings dried up, open houses thinned out, and the sign came down without a sale. If that's where you are, you're not alone. In the real estate business, we call that an expired listing.

I'm Frank Kenny, and for the last 26+ years I've sold homes from the South Bay to Long Beach. Over that time I've taken on a lot of **expired listings** — homes that came off the market without a sale and needed a real reset before they were ready to go back on.

The pattern is almost always the same. The home isn't broken. The seller isn't broken. The *strategy* was broken — usually before the sign ever went in the yard. Once you fix the right two or three things, expired homes do sell, and often sell at, near, or above what the seller originally hoped for.

This guide walks you through the **12 reasons homes don't sell**, the **2026 market signals** you need to know, a **14-day reset plan**, and the questions you should ask the next agent who sits across from you at your kitchen table.

PROMISE

"If your home didn't sell, we need to have a frank discussion about why. Pun intended. The good news — every reason in this guide is fixable, and most inside of two weeks."

I look forward to talking soon,

Frank Kenny

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WHAT'S ACTUALLY HAPPENING TO EXPIRED HOMES

The market moved.

A lot of listings didn't move with it.

Expired listings are no longer rare. They're a structural feature of the 2026 market — driven by sticky pricing assumptions, longer days on market, and buyers who refuse to chase overpriced inventory. Knowing the numbers is the first step in writing your reset.

+83%**NATIONAL EXPIRED LISTINGS**

Increase in expired listings nationwide over the past two years (as of April 2026).

+66%**CALIFORNIA EXPIREDS**

California's expired-listing growth over a 24-month window — outpacing national volume.

54%**SELL AFTER SWITCHING AGENTS**

Sellers who relist with a different agent close at 54% — versus 36% who stay with the original agent.

The 30-day MLS reset

The old "wait 90 days for the listing to look fresh" rule is gone in most markets. Cumulative Days On Market now resets after roughly **30 days off the MLS** — meaning a properly cooled-off relist can come back as a "new" listing without the stale-listing stigma.

Sellers re-list fast

Roughly **44.6% of expired sellers re-list within 30–35 days**. That's the live competitive set you're up against. The longer you sit, the more of those competing relists arrive cleaner, sharper, and with better pricing than yours.

The 4% pricing rule

Recent national data shows that the **average price reduction needed to regain buyer traction is roughly 4%**. That's not a fire sale — it's a recalibration. A small, decisive cut signals seriousness; a series of \$5K, \$10K, or \$20K nibbles signals weakness.

Showings > offers

If your last listing had **few or no showings**, it wasn't an offer problem — it was a price problem. Buyers and buyers' agents skip listings they know are out of range. No showings means buyers never even entered the conversation.

THE DIAGNOSIS · DRAWN FROM A DECADE OF SOUTH BAY LISTINGS

12 reasons. One honest mirror.

- 01 The price was out of line with the market**

Pricing is the one variable that overwhelms every other. If the number is wrong, no amount of marketing, staging, or open houses will save it. Buyers in 2026 won't chase a listing priced for 2021.

→ **Fix: pull fresh comparables from the last 60–90 days. Anchor to closed comparables, not aspirational neighbor list prices.**
- 02 You priced high "to leave room to negotiate"**

The most expensive negotiation tactic in real estate. Starting 8–12% above market doesn't create leverage — it creates silence. By the time you cut to fair value, buyers smell desperation, not opportunity.

→ **Fix: price at market, not above. The first 14 days produce the strongest buyer attention you'll ever get.**
- 03 You hired an out-of-area agent**

An agent 30 miles (or even 10 miles) from your zip code doesn't know the local top producers, has no buyer pipeline in your neighborhood, and won't host a Tuesday-afternoon showing. Real estate is a local sport.

→ **Fix: hire someone who lives, works, and writes offers in your zip code.**
- 04 You hired a family member**

The relationship is too close. Your relative is unlikely or unable to tell you the hard truth about price, condition, or photos — and you're unlikely or unable to fire them when things go sideways. The conflict of interest is what kills the listing.

→ **Fix: keep the family relationship. Hire the professional. The two don't need to be the same person.**
- 05 You hired a friend or a brand-new licensee**

Loyalty hires are how listings die. A six-month licensee may be lovely, and you want to help, but they don't have the comparable-pricing instincts, negotiation reps, or buyer network to outperform an experienced local.

→ **Fix: interview at least three agents. Loyalty doesn't sell homes. Performance does.**
- 06 You hired the agent your friend or lawyer referred**

A referral is a starting point, not a hiring decision. The same dynamic as #4 and #5 applies — you'll feel guilty firing them, and they may avoid telling you what you need to hear.

→ **Fix: treat referrals as first-round interviews. Verify track record, local sales, marketing plan, references — then decide.**

07 You didn't do your own market research

You don't need to be an expert. But if you can't answer "what's the median sale price in my neighborhood, and how long are homes sitting?" — you can't tell which agent is bluffing in the listing presentation.

→ **Fix: spend 30 minutes pulling the last 10 closed sales within a half-mile. That's all the literacy you need.**

08 The condition worked against the price

Buyers won't pay top dollar for a home that smells, has cluttered counters, dim lighting, deferred maintenance, or a lifestyle they have to mentally subtract before they can imagine living there.

→ **Fix: pre-listing prep walkthrough — declutter, deep-clean, neutralize, fix anything visible. If condition can't change, price has to.**

09 You refused to negotiate

"X dollars or to hell with the buyers" is not a strategy — it's an emotional response. With buyers paying 7%+ in financing costs, refusing to engage with a real offer often costs more than negotiating would have.

→ **Fix: separate the price you want from the offer you'd accept. Treat every offer as the start of a conversation.**

10 You hired the cheapest agent

You pay for what you get. Discount commission usually buys discount marketing, photography, negotiation, and accountability. If the home sells for \$40K under — the "savings" evaporated months ago.

→ **Fix: hire on plan and proof, not price. Ask exactly what marketing dollars are being deployed.**

11 The photos were bad (or were taken on a phone)

Bad photos signal to every buyer and every buyer's agent that nobody on the seller side is taking the sale seriously. They scroll past — and a scroll-past is invisible to you.

→ **Fix: professional photographer. Wide-angle interiors, twilight exterior, drone where it fits. Non-negotiable.**

12 The home wasn't staged (or "staged" by the seller)

Vacant homes photograph cold. Lived-in homes photograph cluttered. Staged homes photograph like the lifestyle the buyer is trying to buy. Staging often nets multiples of its cost.

→ **Fix: hire a stager, or at minimum a stager-led declutter consult. Either beats a guess.**

WHY YOUR NUMBER DIDN'T WORK

Pricing isn't an opinion. It's a hypothesis.

Every list price is a hypothesis the market either confirms or rejects. The only honest source of truth is buyer behavior — showings, offers, and time on market. Here's how to read what your last listing was telling you.

SIGNALS YOU WERE OVERPRICED

- ✘ Few or no showings in the first 14 days
- ✘ Online traffic dropped sharply after week one
- ✘ No offers, even after open houses
- ✘ Buyer agents asked "what's the seller flexibility?" before booking
- ✘ Comparable homes in lower price tiers sold around you

SIGNALS PRICE WAS CLOSE (OR SHOULD HAVE BEEN)

- ✓ Strong showings but no second tours
- ✓ Offers came in 5–10% below ask, repeatedly
- ✓ Feedback cited condition, photos, or layout
- ✓ An offer was accepted, then fell out of escrow
- ✓ Buyers loved the home but financed differently

The 2026 repricing playbook

1. **Cool off properly.** Off the MLS at least 30 days so cumulative DOM resets cleanly when you return.
2. **Comp like a buyer.** Closed sales only, last 60–90 days, ¼ to ½ mile radius. Active & pending tell you the competition — closed sales tell you what buyers paid.
3. **Adjust honestly for condition.** Original–90s kitchen vs. 2024 kitchen is a real adjustment, not a feeling.
4. **Pick a confident number.** Data suggests ~4% **recalibration** is the threshold for re-attracting attention. One decisive move, not five small ones.
5. **Re-launch like day one.** New photos, new copy, fresh marketing. Returning with the same materials tells the market nothing has changed.

FRANK'S TAKE

The seller who saves \$15K on commission and loses \$60K on price reductions has done expensive math. Hire on outcomes, price on data, trust the buyer behavior.

WHAT BUYERS ACTUALLY SEE

If the listing felt invisible, it was.

In 2026, your home is competing on a phone screen before it ever competes in real life. Buyers swipe past listings in under two seconds. The job of the listing presentation is to earn the third second.

Photography

Wide-angle interior photography, balanced exposure, twilight exteriors, and selective drone work where the lot or location warrants it. No cell phone shots. No dim images. No vertical phone-frame photos in the MLS carousel. Period.

PRO PHOTOGRAPHER

TWILIGHT

DRONE

Staging

Vacant homes feel cold; over-personalized homes feel cluttered. A professional stager — even a half-day consult — neutralizes both. Staged homes photograph better, show better, and very often net more. In challenging markets, staging routinely returns 5–15× its cost.

FULL STAGE

DECLUTTER

LIGHT + FLOW

Listing copy & positioning

Generic "must-see, won't-last" copy gets ignored. Copy that names the lifestyle, the school zone, the commute, and the buyer profile gets clicked. Your listing should read like a buyer brief, not a square-footage spec sheet.

BUYER-LED

HYPERLOCAL

Distribution

MLS-only is not a marketing plan. Modern distribution means MLS + syndication, paid social with geo-targeting, agent-network outreach to local top producers, broker email blasts, neighborhood door-knocks, and YouTube/listing video where it fits.

PAID SOCIAL

AGENT NETWORK

YOUTUBE

REALITY CHECK

If your prior listing's marketing plan was "stick it in the MLS and wait" — that's not a marketing plan. That's a hope strategy. Hope strategies expire.

THE INTERVIEW THAT SHOULD HAVE HAPPENED THE FIRST TIME

Nine questions before you sign anything.

Sellers who relist with a different agent close at 54% vs. 36% with the original agent. The interview is your leverage. Ask these questions next, and trust the answers more than the personality.

- How many homes have you sold in my zip code in the last 12 months?**
Local volume is non-negotiable. You want hyperlocal reps, not regional bragging.
- What's your list-to-sale price ratio on the last 10 listings?**
This number tells you how accurately they price. Look for ratios close to 100%.
- What's your average days-on-market vs. the area average?**
If they sell faster than the area, their pricing and marketing are real.
- Show me three closed comps and walk me through how you'd price my home.**
You're testing reasoning, not the punch line. Vague answers are a red flag.
- What's your written marketing plan and budget for my home?**
Get it in writing. "Lots of social media" is not a plan.
- Who shoots your photography and stages your listings?**
Names, links, examples. "Seller handles it" — keep interviewing.
- How many local buyer agents are you actively in contact with?**
Out-of-area agents fumble this. Locals will list names.
- What's your renegotiation strategy if there's no offer in 14 days?**
Good agents have a Plan B before signing. Great ones have a Plan C.
- Will you share references from sellers whose first listing expired?**
The single strongest proof point you can ask for. Separates real from polished.

FROM EXPIRED TO ESCROW-READY

A two-week plan, not a six-month wait.

Most expired listings can be repositioned and re-launched inside two weeks. Here's the cadence I run with my expired-listing clients in the South Bay — adjust the days where life requires, but follow the order.

Step 1

DIAGNOSE

Honest debrief: pricing, condition, photography, marketing, agent fit.

Identify the two or three reasons the listing actually expired. The other nine don't matter yet.

Step 2

COMP

Fresh comparables: last 60–90 days, closed sales only, ¼ to ½ mile radius.

Build the new pricing hypothesis. Confirm or deny what your last listing told you.

Step 3

PREP

Condition reset: declutter, deep clean, paint touch-ups, light bulbs, repairs.

Stage if the budget supports it. Even a half-day stylist consult moves the needle.

Step 4

CAPTURE

Professional photography, twilight exteriors, drone if relevant, listing video.

This is the asset library the entire campaign will run on. Don't compromise here.

Step 5

POSITION

Listing copy, single-property landing page, social ad creative, agent-network outreach list.

Write to the buyer, not to the square footage.

Step 6

PRE-LAUNCH

Coming-soon teaser, broker preview, geo-targeted paid social, neighborhood notice.

Generate intent before the MLS clock starts.

Step 7

RE-LAUNCH

Hit the MLS with a recalibrated price, fresh photography, and a real distribution plan.

The first 14 days of this re-launch will produce 70%+ of the buyer attention. Make them count.

IF YOU'RE CONSIDERING WHO TO CALL NEXT

A frank realtor for a frank conversation.



Frank Kenny

REALTOR® · EXP REALTY OF GREATER LOS ANGELES

Frank lives, works, and sells homes from El Segundo to Long Beach — with a particular focus on homes that didn't sell the first time and the strategy needed to make sure they sell the second time.

4.9★
GOOGLE RATING

26+
YEARS LOCAL

DRE#
0125123
CA LICENSE

● Hyperlocal South Bay

Active sales from El Segundo to Long Beach. Frank knows the local agents, the buyer pools, and the micro-market dynamics that move price.

● Expired-Listing Specialist

A real track record turning expired listings into closed escrows — including takeovers from out-of-area, family, and discount-fee agents.

● Honest Pricing Conversations

Frank's reputation is built on telling sellers what they need to hear, not what they want to hear. Friendly, but frank. (Pun intended.)

● Modern Marketing Stack

Professional photography & staging, twilight + drone, paid social, single-property landing pages, YouTube content, broker outreach, MLS done right.

● YouTube + Local Authority

Host of "Living in Los Angeles South Bay" — a market and lifestyle channel viewed by buyers, sellers, and out-of-state movers researching the area.

● eXp Realty Backbone

Backed by one of the country's largest brokerages, with a national referral network, an advanced tech stack, and full-service support.

LET'S TALK ABOUT YOUR RESET

Your home can sell. It just needs the right plan.

Bring me the listing that didn't move. We'll spend 30 minutes on the why, the comp set, the photos, and the price – and you'll leave the call with a clear plan for what to do next, regardless of who you choose to relist with.

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