5 REASONS YOUR HOME DIDN'T SELL

And How to Fix Them · A Sarasota-Area Seller's Guide · Kim Donahue, REALTOR® · Medway Realty

If your home came off the market unsold, you are not alone — and it does not mean your home can't sell. It usually means one of five fixable things went wrong.

Kim Donahue has spent 32+ years helping Sarasota, Manatee, and Charlotte County sellers — including many whose homes didn't sell the first time. This short guide names the five reasons homes sit and expire, honestly and without blame, and shows you exactly how each one gets fixed on a relaunch. No pressure, no obligation — just a clear-eyed second look.

Reason 1 — The price missed the market

Pricing is the single most consequential decision in a sale. A home gets the most attention it will ever receive in its first 7 to 14 days on the market. Price above what buyers see as fair, and they move on before they ever book a showing — and the longer a home sits, the more buyers wonder what is wrong with it. A later price reduction often lands lower than the right price would have on day one.

THE FIX: A Strategic Pricing Plan — a thorough analysis of recent sales, active competition, and current buyer demand, so your home is positioned where the market will reward it from the start, not priced on hope or on what a neighbor's home sold for last year.

Reason 2 — The presentation didn't stop the scroll

Nearly every buyer meets your home on a phone screen first. Dark or crooked photos, cluttered rooms, no video, and no way to walk the home virtually means buyers scroll past in seconds — even buyers your home would have been perfect for.

THE FIX: Professional presentation — staging guidance, professional photography, video tours, and a Matterport 3D tour with a floor plan, so buyers can walk every room from anywhere in the world before they ever book a showing.

Reason 3 — The marketing never really launched

Too many listings get an MLS entry, a sign, and hope. If your home wasn't actively marketed — across the big websites, social media, video, email to buyer databases, and your own neighborhood — then most of your buyer pool never knew it existed. Exposure is not automatic; it is a campaign.

THE FIX: A real marketing platform — 100+ touchpoints: syndication to 600+ websites, social and paid advertising, YouTube and short-form video, email campaigns to buyer databases, neighbor mailers, and fresh campaigns at every stage, from Coming Soon through Just Sold.

Reason 4 — The market moved, and the plan didn't

Interest rates shift. Inventory rises or tightens. A competing home lists down the street. A launch plan built for the market of three months ago can quietly stop working — and if nobody is watching the numbers weekly, nobody adjusts.

THE FIX: Ongoing market monitoring — showing activity, buyer feedback, and new competing sales reviewed every week, with honest counsel and a prompt adjustment conversation when the data says one is needed. No silent sitting.

Reason 5 — The communication gap

If weeks passed without a report, without showing feedback, without a clear next step — that is a service failure, not a reflection on your home. Sellers deserve to know exactly where things stand at all times, especially when the news is hard.

THE FIX: A Weekly Communication Commitment — a written performance report every single week: reach, visits, showings, feedback, and the next step. Plus honest counsel, always: what you need to hear, not what is easiest to say.

What a relaunch looks like

- ✓ A fresh, honest look at the numbers — what the market said the first time, in plain language.
- ✓ A preparation checklist sized to your home and your timeline, not a generic list.
- ✓ New photography and presentation, so the relaunch looks like a new listing — because to buyers, it is.
- ✓ A strategic price, set from the data, designed to restart buyer competition.
- ✓ A stage-by-stage marketing campaign with a weekly written report, so you always know where you stand.

Your next step: a Free Second-Opinion Home Analysis

Kim will review what happened with your listing — the pricing, the presentation, the marketing, and the feedback — and give you a straight, written assessment of what she would do differently, and what your home could sell for today. Free, and with no obligation to list with her. If the honest answer is that waiting is smarter, she will tell you that, too.

Call or text Kim at 941-724-2587, or book a time that suits you at KimSellsSarasota.com. See the full Sold with Heart listing program at SarasotaDreamLifestyle.com.

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