

THE GEORGIA REAL ESTATE
ESSENTIALS SERIES

BACK ON THE MARKET



How to Sell Your
Georgia Home After
It Didn't Sell the First Time

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THE CORBIN REAL ESTATE TEAM

Back on the Market: How to Sell Your Georgia Home After It Didn't Sell the First Time

Learn why your listing expired—and how to get it right the second time around.

By Ron Corbin & Addison Corbin
The Corbin Real Estate Team
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About This Series

The Georgia Real Estate Essentials Series

By The Corbin Real Estate Team – Ron & Addison Corbin

Buying or selling a home in Georgia is a big decision—and for most people, it’s the biggest financial move they’ll ever make. But too often, the process feels overwhelming, confusing, or just plain frustrating.

That’s why we created this book series.

At **The Corbin Real Estate Team**, we’ve spent years helping Georgia families buy and sell homes with clarity, confidence, and a winning strategy. These books are designed to give you straight answers, practical advice, and a few inside tips—no sales fluff, no confusing jargon.

Each guide in the *Georgia Real Estate Essentials Series* focuses on a specific moment or challenge in your real estate journey. Whether you’re buying your first home, prepping for a fast sale, inheriting a property, or recovering from an expired listing, we’ve got your back.

We wrote these books to:

- Help you make informed, confident real estate decisions
- Show you exactly what to expect at every step
- Share the smart strategies we use every day with our own clients
- And yes—if it feels like a good fit, we’d love the chance to work with you too

This isn’t just another real estate guide. It’s a Georgia-specific playbook, written by two brokers who live here, work here, and know how to get homes sold in *your* neighborhood.

Let’s get to it.

— Ron & Addison Corbin

The Corbin Real Estate Team

Core Real Estate Series – For Every Buyer & Seller

1. **Selling Smart: How to Sell Your Georgia Home Fast & for Top Dollar**
Your complete guide to getting the most for your home—without stress or surprises.
 2. **The Georgia Home Buyer's Handbook: What to Know Before You Buy**
Avoid costly mistakes and buy with confidence in the Peach State.
 3. **Back on the Market: How to Sell Your Georgia Home After It Didn't Sell the First Time**
Learn why your listing expired—and how to get it right the second time around.
 4. **From FSBO to Sold: Why Georgia Homeowners Hire the Right Agent (Eventually)**
The honest truth about going it alone—and what to do when it's not working.
 5. **The Ultimate Guide to Georgia Real Estate: From Search to Sold**
An all-in-one resource for navigating the Georgia market like a pro.
 6. **Smart Moves: How to Time Your Georgia Real Estate Transaction Just Right**
Buy, sell, and relocate with confidence—without the panic, overlap, or missed opportunity.
 7. **The Georgia Land Guide: Buying and Selling Lots, Acreage, and Rural Property the Smart Way**
A practical guide to buying, selling, and evaluating Georgia land—from zoning to perc tests and everything in between.
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Life Events Series – Emotional & Transactional Guidance

8. **Selling Your Georgia Home in a Divorce: A Clear Plan for a Clean Break**
Navigate the legal, emotional, and financial complexities of selling during a split.
 9. **Inherited Property in Georgia: What to Do When You've Inherited a Home**
Probate, prep, pricing, and peace of mind—your guide to selling a home you didn't plan to own.
 10. **Downsizing in Georgia: How to Right-Size Your Life Without the Stress**
Smart steps for selling your current home and moving into a lifestyle that fits.
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Lifestyle-Based Guides

11. **First-Time Buyer in Georgia? Start Here**
Everything a Georgia first-timer needs to know—from financing to keys in hand.
 12. **Your Empty Nest, Your Next Nest: A Georgia Homeowner's Guide**
Guidance for empty nesters ready to sell, relocate, or reimagine their next chapter.
 13. **Relocating to Georgia? A Welcome Guide for Newcomers**
From neighborhoods to contracts—what new residents need to succeed in Georgia.
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Investor & Upscaler Series

14. Real Estate Investing in Georgia: Buy, Rent, Profit

Learn the Georgia-specific rules, risks, and rewards of building your portfolio.

15. Upgrade Without the Overwhelm: Selling & Buying Simultaneously in Georgia

Juggle both transactions like a pro—without losing your sanity or your equity.



Home Prep & Marketing Mini-Guides

16. Stage, Snap, Sell: Prepping Your Georgia Home for a Hot Market

Declutter, stage, and photograph like the pros—for faster, stronger offers.

17. Real Estate Red Flags: What Georgia Buyers Should Watch For

Avoid costly surprises with a keen eye for common listing issues.

18. Your Home's Secret Value: Small Upgrades, Big Return

Budget-friendly improvements that boost appeal and ROI in Georgia markets.



How the Corbin Team is Different - Bonus Titles

19. Behind the Sale: What Georgia Real Estate Agents Really Do for You

A transparent look at how agents earn their keep—and protect your interests.

20. From For Sale to Sold: How We Help Georgia Homeowners Win

Real-world results from the Corbin Team playbook.

21. Our Georgia Real Estate Playbook: How Addison & Ron Get Results

The tools, timelines, and strategies that set our team apart.

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Preface

Why We Wrote This Book

If your home was listed and didn't sell, we get it—it's frustrating, disappointing, and maybe even a little embarrassing. You prepped the house, signed with an agent, waited for showings... and then nothing happened. Or worse, lots of showings with no offers. Now the listing has expired, and you're left asking: **What went wrong? And what do I do now?**

You're not alone. Every year, thousands of listings across Georgia expire without a sale. It doesn't mean your home isn't desirable. It doesn't mean the market isn't working. And it certainly doesn't mean you failed. It just means something was off—pricing, timing, marketing, presentation, or strategy.

That's where this book comes in.

We wrote *Back on the Market* to help Georgia homeowners like you regroup, relist, and actually sell—with less stress, smarter decisions, and a better result. Whether you're thinking about trying again or already talking to a new agent, this guide will walk you through how to get it right the second time around.

Let's do it better this time.

— Ron & Addison Corbin
The Corbin Real Estate Team



Chapter 1

What Went Wrong?

The Truth Behind an Expired Listing

When your home doesn't sell, it's easy to blame the market, the agent, or even the buyers who didn't see what made your home special. But the truth is, **homes don't expire without a reason**. And once we understand what happened, we can make sure it doesn't happen again.

This chapter will help you take an honest look at your last attempt—without shame or finger-pointing—and pinpoint where things went off track.



Reason #1: It Was Overpriced

This is, hands down, the number one reason homes don't sell. Buyers are savvy—they're watching listings, comparing square footage, researching school zones, and calculating monthly payments. If your price was out of sync with what similar homes were offering, they may have simply skipped right past it.

Even if your home is beautifully maintained or upgraded, if the price doesn't match **perceived value**, buyers won't even schedule a showing. Or worse, they'll show up expecting more—and leave underwhelmed.

What to do differently:

We'll take a fresh look at recent sales, neighborhood trends, and market conditions—not just to price it low, but to price it **right**.



Reason #2: Poor Presentation

In today's market, presentation is everything. Buyers scroll through listings at lightning speed. If the photos were dark, cluttered, or uninspiring, your home likely didn't make the cut—even if it looked better in person.

Similarly, if the house wasn't decluttered, staged, or professionally cleaned, it may have left a bad impression during showings.

What to do differently:

Think like a buyer. We'll help you prepare your home to look its best online *and* in person—because first impressions happen twice.



Reason #3: Weak or Passive Marketing

Just putting a sign in the yard and uploading your home to the MLS isn't enough anymore. In fact, in competitive areas of Georgia, that's the bare minimum.

If your agent didn't market aggressively—on social media, email, video, or agent networks—you missed out on real opportunities to attract buyers who would've loved your home.

What to do differently:

We'll show you what a modern marketing plan looks like—and how to build momentum from day one.

 Reason #4: Missed Opportunities With Feedback

If your home was shown 10, 20, or even 30 times with no offers, you weren't just missing the mark—you were getting real-time feedback. The problem? Most agents don't analyze it. Or worse, they don't share it with you.

Every showing is an opportunity to learn. If buyers said the house felt dark, dated, or overpriced... believe them. They're not trying to insult you—they're trying to help you see it through their eyes.

What to do differently:

We'll review past showing notes and make targeted changes—not guesses—to eliminate friction and build buyer confidence.

 Reason #5: Strategy Mismatch

Sometimes everything looks fine on paper—but the timing, positioning, or strategy just didn't click.

- Was it listed during a seasonal slowdown?
- Did it go live without professional photos?
- Was the listing language vague or uninspiring?
- Were price drops reactive instead of strategic?

What to do differently:

We start with strategy—not luck. Your second listing deserves a smarter, data-backed plan, not a rinse-and-repeat approach.

 Take a Breath, Then Take Control

We know an expired listing can make you feel stuck or discouraged—but it's actually an incredible opportunity. You now know what didn't work. And with the right adjustments, your next attempt can be smoother, faster, and more successful.

In the next chapter, we'll reset the emotional side of the journey—because how you **think about the sale** can be just as important as what you do.



Chapter 2

Resetting the Stage — Your Mindset Matters

Before You Relist, Realign

When your home doesn't sell, it's not just frustrating—it's draining. You cleaned. You staged. You waited. And for all that effort, you're still where you started.

We get it. As real estate professionals, we've walked beside many Georgia homeowners who've been through the emotional rollercoaster of an expired listing. What we've seen time and again is this:

before you relist your house, you need to reset your mindset.

This Isn't About Blame—It's About a Better Plan

It's easy to dwell on what didn't work the first time: the wrong price, weak marketing, missed opportunities. But blaming your past agent or the market won't help you move forward. In fact, staying stuck in “what went wrong” can sabotage your next shot.

Instead, let's focus on what you *can* control now:

- Your strategy
- Your presentation
- Your timing
- Your mindset

A home that didn't sell before *can* sell now—with the right adjustments and a clear-headed approach.

Burnout is Real—But It's Not Permanent

You're probably tired. Tired of cleaning for showings. Tired of hearing, “we liked it, but...” Tired of wondering if you should just give up.

That's normal. Selling a home takes energy, and the emotional toll of an expired listing is real. But the good news? You're not starting from scratch—you're starting with *experience*.

We help our relisting clients by:

- Taking the pressure off and giving them a clear action plan
 - Prioritizing what truly needs to happen (and what doesn't)
 - Managing showings more efficiently
 - Communicating consistently—so you're never in the dark
-

Reframing the Story You Tell Yourself

If your home didn't sell, it's easy to internalize a negative narrative:

- “Maybe my home isn't good enough.”
- “Maybe I missed my chance.”
- “Buyers just don't get it.”

Let's rewrite that story:

- “Now I know what the market responded to—and what it didn't.”
- “I have a chance to relaunch smarter, sharper, and stronger.”

- “I’m working with a team that specializes in selling homes others couldn’t.”

You’re not behind. You’re on the brink of getting it right.

Fresh Eyes, Fresh Start

One of the most valuable things you can do after an expired listing is invite **fresh eyes** into the process—ours and the market’s.

We’ll evaluate:

- What stood out about your past listing (good or bad)
- How buyers and agents responded
- What photos, pricing, or positioning may have held things back

Then we’ll help you reintroduce your home to the market with:

- New energy
- A new plan
- A new outcome

You only need *one* right buyer. Let’s make sure they see your home at its absolute best.

Ready to Reset?

Before we talk pricing, marketing, or staging, take a moment to reset emotionally. This isn’t a restart. It’s a relaunch. And this time, we’re doing it with a proven plan—and a team that’s done it before.

In the next chapter, we’ll tackle one of the biggest pivot points in your relisting success: **pricing your home for results—not just attention.**



Chapter 3

Pricing It Right This Time

How to Hit the Market With a Number That Attracts Buyers—Not Just Browsers

Let's be honest—pricing is emotional. After all, you've put time, money, and memories into your home. You've seen what your neighbor sold for, what's listed nearby, and what online estimates say your home is worth.

But here's the truth: **pricing isn't about what your home is worth to you.** It's about what today's buyers believe it's worth to them—based on what else is available, what's recently sold, and how your home stacks up in their eyes.

If your last listing didn't generate offers, there's a good chance the price sent the wrong signal. This chapter is about fixing that.

The Danger of “Testing the Market”

Many homes that don't sell the first time were priced based on *hope*, not *strategy*.

The logic usually goes like this:

“Let's start high—we can always come down later.”

But buyers don't think that way. They compare your home to everything else in their price range. If your home is \$25K higher than similar options, they'll scroll right past. Or worse, they'll tour it and leave thinking, “*They're out of touch.*”

By the time you drop the price, the momentum is gone. The home looks stale. Buyers wonder what's wrong with it. And even if it's a great house, you're now negotiating from a weaker position.

This is the pricing trap: High expectations lead to low showings, which lead to delayed price cuts—and a longer, harder sale.

The Power of Strategic Pricing

A smart relaunch means pricing your home where it will:

- Attract the **maximum number of qualified buyers**
- Compare favorably to similar listings
- Avoid appraisal issues down the road
- Create urgency, not skepticism

The goal isn't to leave money on the table—it's to generate attention and offers fast. And when demand goes up, price tends to follow.

Think of pricing like bait on a hook. You want to lure in the right buyers—not watch them swim by.

What We Use to Price It Right

We don't guess. We don't “Zestimate.” And we definitely don't just copy what your neighbor listed for. Here's what goes into our pricing strategy:

- **Recent sales (comps)** in your area—especially in the last 90 days
- **Current active listings** competing for attention
- **Pending listings**, which show what buyers are choosing *right now*
- Your home's unique features and upgrades

- Local inventory levels and absorption rates
- Buyer behavior trends in your price bracket

We also consider how pricing ends in digits (e.g., \$399,900 vs. \$405,000) and how that affects search results and buyer psychology.

Why Your Home Didn't Sell at Its Previous Price

When we review expired listings, we often see homes that were:

- Priced based on what the seller **wanted to net**
- Inflated to “leave room to negotiate”
- Priced to match emotional value, not market logic

Those listings usually get one of three outcomes:

1. Crickets (no showings)
2. Showings with no offers
3. Lowball offers that offend the seller

We can avoid all three by pricing to attract—not just to impress.

Smart Adjustments, Not Desperation

If your home was overpriced before, relisting at a smarter price isn't a sign of desperation—it's a sign of **experience and resolve**.

We'll explain the strategy to every buyer's agent who asks. We'll highlight what's changed—price, photos, presentation—and reframe your home as a fresh opportunity, not a tired listing.

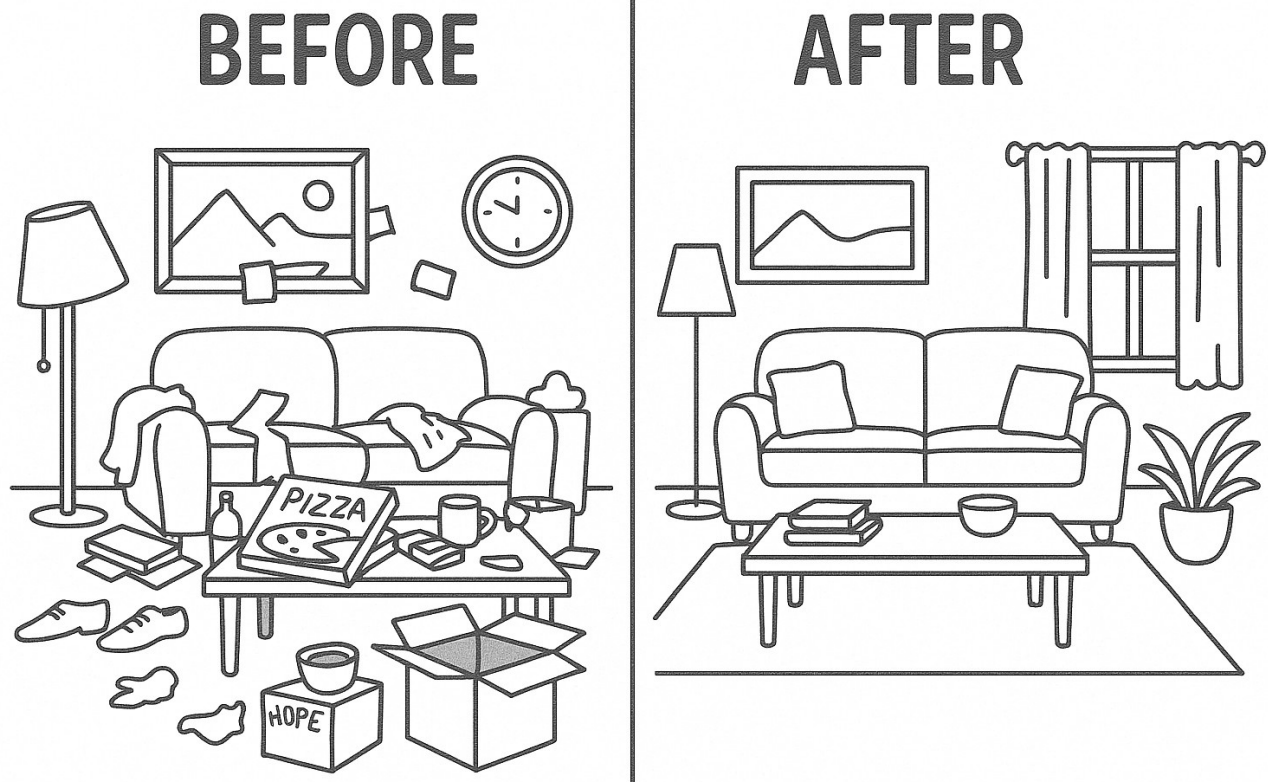
Our Promise: We'll Show You the Why

At The Corbin Real Estate Team, we'll never ask you to lower your price without showing you *why*. You'll see the data. You'll understand the logic. And you'll feel confident that the new price is:

- Competitive
- Justifiable
- And designed to bring in real offers—not just tire-kickers

Next Up: Chapter 4 – Presentation and Preparation

Now that we've priced it right, let's make sure your home looks the part—online and in person. In the next chapter, we'll cover staging, photos, and what buyers really notice the second time around.



Chapter 4

Presentation and Preparation — What Buyers Really See

Why Looks Matter More the Second Time Around

Let's be honest: buyers judge fast. Whether it's scrolling through listings on their phone or walking through the front door, the first few seconds shape their entire impression of your home.

That's why **presentation isn't optional—it's essential**. And when your home is *back* on the market after not selling, it's even more important to make a standout second impression.

This chapter covers the specific improvements that can make your home shine, how to think like a buyer, and when virtual staging might be your secret weapon.

Buyers Remember Listings That Linger

When a home has already been on the market and didn't sell, buyers and agents may ask:

"What's wrong with it?"

Your job now is to **answer that question before they ask it**. The way your home looks—in photos and in person—must immediately say:

"This is not the same listing as before."

That means:

- New angles
- Better lighting
- Smarter staging
- Tighter presentation

Even if your home was clean and tidy before, a strategic visual refresh signals: **something's changed—and this one's worth a second look.**

The Power of (Re)Staging

Staging is more than furniture—it's psychology. It helps buyers:

- Envision how spaces could be used
- Understand the scale of rooms
- Emotionally connect with the home

Even small changes can make a big impact:

- Removing bulky or dated furniture
- Adding light, neutral decor
- Creating clear focal points in each room
- Defining awkward or underused spaces

And if you've already moved out, don't worry—this is where **virtual staging** shines.

Virtual Staging: A Modern (and Cost-Effective) Upgrade

If your home is vacant, virtual staging can transform empty rooms into warm, welcoming spaces—**without bringing in a single piece of furniture.**

Here's how it works:

- We take high-resolution photos of your empty rooms
- Our staging team digitally adds tasteful, realistic furniture and decor
- You get a full set of professionally edited images to use in your listing

Benefits of virtual staging:

- Lower cost than traditional staging
- Faster turnaround
- Multiple style options

- Can highlight different uses for the same space (home office, nursery, workout room)

Pro Tip: We always disclose which photos are virtually staged—and buyers appreciate the clarity and the creativity.

Virtual staging is especially useful for:

- Vacant homes
- New construction
- Budget-conscious sellers
- Unique floorplans that need visual context

Professional Photography — Non-Negotiable

If your last listing used smartphone pics, wide-angle selfies, or dim lighting, we're going to do it differently this time.

Buyers don't just notice good photography—they **expect it**. Listings with crisp, bright, professional photos consistently get:

- More clicks
- More showings
- Faster offers

Our photographers know how to capture your home's best features and frame it for maximum appeal on every platform.

Clean, Clear, and Clutter-Free

Even professional photos can't disguise a cluttered room or dusty baseboards. Before we re-list, we'll guide you through key steps to maximize your home's appeal:

- Scale back personal items by about 30% (including that charming gallery wall)
- Tidy up closets and cabinets—buyers are curious
- Ensure surfaces, windows, and bathrooms are spotless
- Consider fresh paint, new mulch, or small repairs where needed

These small investments **don't just look better—they help justify your price**.

Curb Appeal Still Counts

Even in a digital-first world, buyers still drive by. And what they see from the street can either build anticipation or kill curiosity.

We'll walk you through quick-win upgrades like:

- Pressure washing the driveway
- Refreshing mulch or pine straw
- Painting or replacing the front door hardware
- Adding planters or simple seasonal decor

You don't need to spend a fortune—just show that the home is **cared for and move-in ready**.

Presenting Your Home as “New to Market”

When we relaunch, we don't just relist—we **reintroduce** your home to the market. That means:

- New photos
- New description
- New MLS listing number (in most cases)
- New tone and positioning

Buyers and their agents will see your home not as a repeat—but as a fresh opportunity they shouldn't miss.

Next Up: Chapter 5 – Marketing That Actually Works

Now that your home looks amazing, we'll show you how to get it seen by the right buyers—online, in-person, and everywhere in between.



Chapter 5

Marketing That Actually Works

Getting the Right Eyes on Your Home—This Time, With Intention

If your home didn't sell the first time, marketing likely played a role. Many listings rely on outdated or passive marketing strategies—just put it in the MLS, throw a sign in the yard, and wait.

But in today's market—especially in Metro Atlanta—that's not enough.

Great homes get overlooked every day because they weren't marketed well. This chapter will show you what real marketing looks like, how we do it differently, and how we generate attention that turns into action.

Passive vs. Proactive Marketing

There's a big difference between *listing* a home and *marketing* it.

Passive marketing is what most agents do:

- Add the home to the MLS
- Put a sign in the yard
- Hope other agents bring buyers

Proactive marketing is what actually sells homes:

- Custom strategies designed for your home, price range, and area
- Targeted online exposure and paid advertising
- Professional photography and video walkthroughs
- Aggressive promotion to agent networks and buyer databases

If your last listing got 200 views but no offers, it wasn't reaching the *right* audience—or giving them a reason to act.

Digital First = Buyer First

Over 90% of buyers start their home search **online**. That means:

- Your first showing is happening on a screen
- The photos and presentation have to be flawless
- Your listing needs to be *found* where buyers are actually looking

Our approach includes:

- High-quality MLS syndication (Zillow, Realtor.com, Redfin, etc.)
- Professional photo, video, drone, floorplans, and 3D tour content
- Eye-catching social media posts (organic and paid)
- Listing-specific landing pages and retargeting ads
- Google-optimized description and keyword strategy

We don't just hope buyers find your listing—we make sure they **can't miss it**.

Social Media: More Than Just a Share

A single post to Facebook isn't marketing—it's wishful thinking. We leverage social platforms to reach *targeted* buyer demographics through:

- Geo-targeted Facebook and Instagram ads
- Custom reels and story features with engaging visuals
- “Just Listed” and “Coming Soon” campaigns
- Video highlights with a clear call to action

We've sold listings directly from Instagram DMs. It works—if you know how to use it.

Agent-to-Agent Marketing

Sometimes the best buyer isn't scrolling—they're working with an agent. That's why we also:

- Email your listing to our entire network of local Realtors
- Highlight it in agent-only forums and Facebook groups
- Personally reach out to agents who have active buyers in your area

Buyers trust their agents. So we make sure agents are excited to show your home.

Your Listing Description Matters

Many listing descriptions are lazy, generic, or confusing. (“Won't last long!” says every overpriced home ever.) We write copy that:

- Highlights what makes your home unique
- Speaks to real buyer needs (location, layout, lifestyle)
- Creates a clear and inviting tone
- Is optimized for both readers *and* search engines

Our goal? Get more clicks, more showings, and more qualified buyers through the door.

Tracking and Tweaking in Real Time

Marketing doesn't stop when we hit “publish.” We continuously monitor:

- Website traffic
- Ad engagement
- Showing activity
- Feedback from buyers and agents

If something's not working—we pivot fast. That might mean new headlines, retargeting different zip codes, or boosting a reel that's getting traction. No guesswork. Just data, strategy, and action.

The Right Buyer Is Out There

The buyers who ignored your first listing may have been the wrong audience—or they just didn't see your home in the right light. This time, we'll change that.

Your home deserves more than a basic marketing package. It deserves a **custom campaign**—designed for *your* home, *your* goals, and *this* market.

Next Up: Chapter 6 – Choosing the Right Agent (This Time)

Not all agents are built for second chances. In the next chapter, we'll walk you through how to choose someone who knows how to relaunch a listing—and why it matters more the second time around.



Chapter 6

Choosing the Right Agent (This Time)

Because the Agent You Choose Now Will Make or Break Your Sale

Let's be honest—if your home didn't sell the first time, your experience with your last agent probably left something to be desired. Whether it was poor communication, a passive marketing approach, or a pricing strategy that fell flat, something didn't work. And now, the stakes feel even higher.

When you're relisting your home, the agent you choose matters more than ever. You need someone who knows how to relaunch, rebrand, and **rebuild momentum**—not just “give it another try.”

This chapter is about helping you choose the *right* person for that job.

Why Listing Again Isn't the Same as Listing the First Time

An expired listing comes with unique challenges:

- Buyers may remember your home—and wonder why it didn't sell
- Agents may be cautious to show it again
- The pricing strategy must be sharper
- The presentation and marketing need a full refresh
- The timeline is tighter—you're likely ready to move on

That means you don't need an agent who will do “more of the same.”

You need a strategist, a marketer, and a trusted advisor who's walked this road before—and succeeded.

What You *Don't* Want in a Relisting Agent

Before we talk about what to look for, let's talk about red flags. Avoid agents who:

- Can't clearly explain why your home didn't sell the first time
- Suggest listing at the same price with the same photos
- Don't have a written marketing plan
- Are too busy to call you back—or too vague to commit to timelines
- Blame the market without offering a new strategy

If the only plan is “put it back on the MLS and see what happens,” you're setting yourself up for another round of frustration.

✅ **What You Do Want: The Relist-Ready Agent**

A skilled agent for relisting homes should:

- Offer an honest analysis of your expired listing
- Recommend a customized strategy based on your goals and timeline
- Provide clear pricing guidance backed by recent data
- Present a strong marketing plan with specific tools (photos, staging, video, etc.)
- Know how to create a “relaunch moment” that feels fresh to buyers and agents alike
- Communicate openly, frequently, and transparently

Bonus: They should also be someone you genuinely trust—because this time, you want the process to feel smoother, not more stressful.

💬 **Ask These Questions Before You Sign Again**

Not sure where to start? Here are a few questions we recommend asking:

1. What do you think caused my home not to sell?

Look for honesty, not flattery.

2. How will you market my home differently than last time?

Listen for specifics: photos, video, social media, agent outreach.

3. What’s your experience with relisting homes that didn’t sell?

They should have clear examples, not vague generalities.

4. How often will you communicate with me—and how?

Set expectations up front.

5. What’s your average days on market and list-to-sale price ratio?

Data tells a clearer story than promises.

🏠 **What Makes The Corbin Real Estate Team Different**

We specialize in working with Georgia homeowners who feel stuck after an expired listing. We approach your relaunch with:

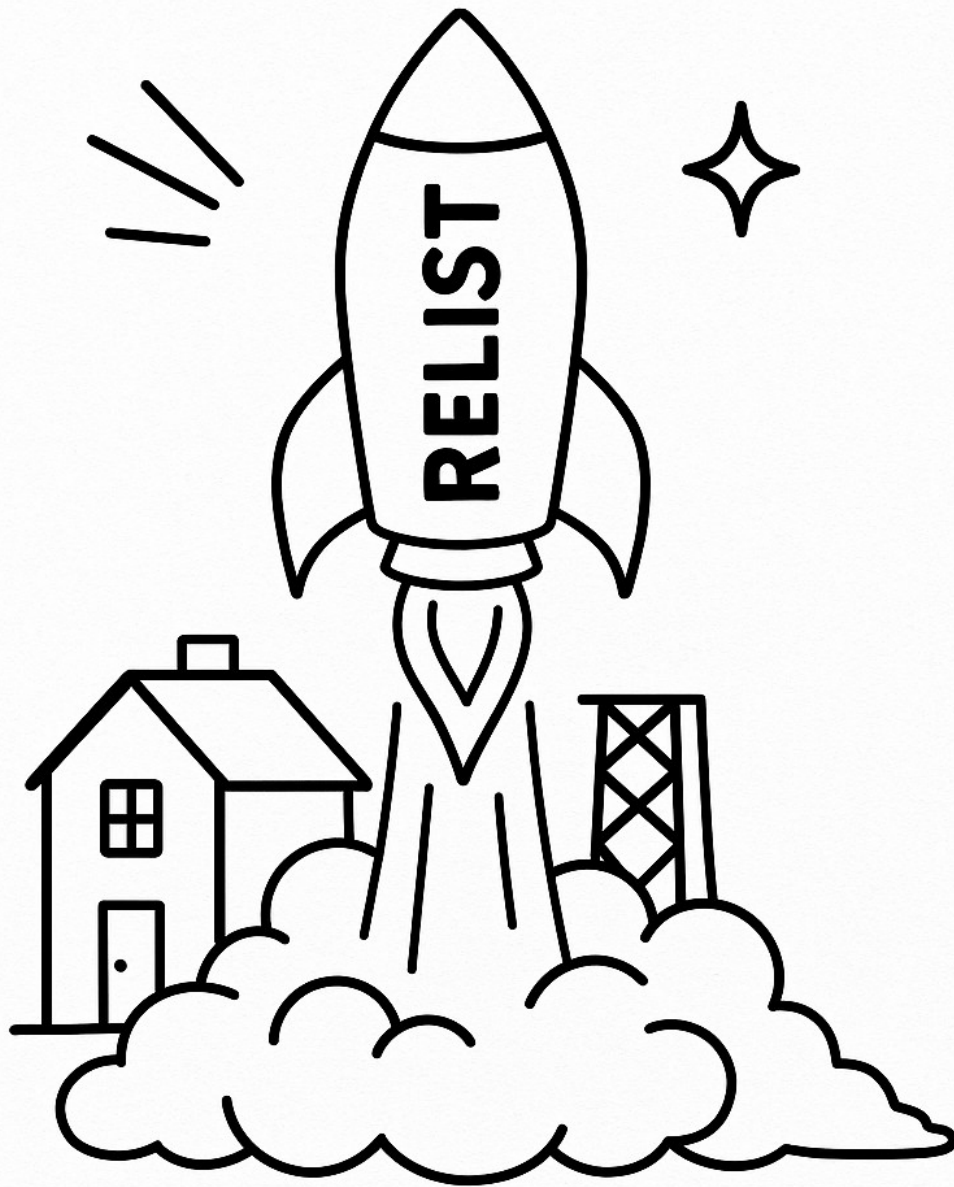
- A deep market analysis of your specific area, not just a CMA
- A transparent review of your previous listing and marketing
- A fresh pricing and positioning strategy
- Professional presentation (staging, photos, video, virtual tours)

- Aggressive and proactive marketing that includes social, paid ads, and agent-to-agent outreach
- Regular updates, honest feedback, and clear next steps—so you're never left guessing

We don't just list homes—we relaunch them with purpose.

Next Up: Chapter 7 – Launching Strong and Getting Results

You've reset your mindset, revamped your presentation, and picked the right agent. Now it's time to hit the market again—with a plan that works. In the next chapter, we'll show you exactly how we make the second time a success.



Chapter 7

Launching Strong and Getting Results

Because Your Second Chance Deserves a Smarter Start

Once your home goes back on the market, the clock starts ticking again—but this time, we’re not just “hoping it sells.” We’re launching it with a plan, a purpose, and a proven strategy to get results.

When done right, relisting your home can actually generate more excitement than the first time. In this chapter, we’ll show you how to make those first days count—because **momentum sells homes**, and we’re here to build it fast.

Why the First 10 Days Matter More the Second Time

The biggest myth about relisting is that it's just about "trying again." In reality, this is a **reintroduction**, and how you show up the second time is everything.

Buyers are watching:

- New listings with curiosity
- Relisted homes with scrutiny

That's why the first 10 days must:

- Capture attention
- Create urgency
- Build buyer confidence

We don't want browsers—we want serious, motivated buyers who are ready to make a move. And the way we launch your home sets the tone for how they'll respond.

What We Do *Before* You Go Live

A strong relaunch begins behind the scenes, with preparation and precision. Here's what we do before your listing hits the market:

- Finalize pricing based on the latest comps and trends
- Stage the home (physically or virtually)
- Schedule professional photography and video
- Write new listing copy that highlights what's changed
- Prep all marketing assets (social media, flyers, email)
- Update or rebrand the MLS listing to feel completely fresh
- Create a detailed showing plan that respects your time and priorities

By the time your listing is live, everything is ready to drive traffic and make a strong first impression.

Launch Week: What a Successful Rollout Looks Like

Here's what we aim to execute in the first week of your relaunch:

1. **High-quality MLS listing** with optimized photos, description, and data
2. **Listing alerts sent to thousands** of buyers across Zillow, Realtor.com, Redfin, etc.
3. **Email blast to local buyer agents** highlighting key selling points and pricing

4. **Social media push** including reels, paid ads, and story features
5. **“Coming soon” or “Just listed” campaign** to create early buzz
6. **Broker networking**—we make direct calls and messages to agents we know have buyers in your area

Our goal isn't just to list your home—it's to *announce* it to the market like it's a can't-miss opportunity.

♂ **Creating Buyer Urgency (Without Pressure)**

Some agents use pushy tactics to try to create urgency—countdowns, threats of multiple offers, or artificial price drops. We don't play games.

Instead, we:

- Set expectations with buyers and agents that interest is high
- Use strategic showing availability to concentrate traffic early
- Review feedback quickly and respond with agility
- Leverage early buzz to guide negotiations in your favor

When buyers see that others are interested—and that your home is priced, presented, and promoted well—they act fast and come with serious offers.



Tracking Early Activity and Making Smart Adjustments

No matter how strong the launch, we monitor everything closely:

- How many people viewed the listing online
- How many agents saved it to show
- How many showings are scheduled
- What feedback we're getting in real time

If something isn't clicking—photos, price, perception—we'll adjust early, not wait. That's the advantage of a hands-on team that's actively managing your listing, not just “checking in.”



Real-Time Communication With You

You'll never wonder how things are going. We provide:

- Clear reports after the first weekend
- Honest buyer feedback (not sugar-coated)
- Recommendations for small tweaks if needed

- Updates on comparable listings and new activity nearby

Because nothing is more frustrating than silence—and this time, you deserve better.

Success Starts With Strategy

Your relaunch isn't just a redo—it's a new opportunity, built on experience and backed by data. When we launch your home the right way, we position it to:

- Attract the right buyers
- Generate early interest
- Deliver strong offers
- Avoid the mistakes of the past

This is where all the preparation comes together—and it's how we've helped countless Georgia sellers finally cross the finish line with confidence.

Next Up: Chapter 8 – Offers, Negotiations, and Closing the Deal

Once the showings turn into offers, the pressure shifts. In the next chapter, we'll show you how to negotiate smarter, avoid common traps, and close the deal without drama.



Chapter 8

Offers, Negotiations, and Closing the Deal

Turning Showings Into Sold—Without Giving Away the Farm

You've relaunched your home with strong pricing, sharp presentation, and a smart marketing plan—and now the showings are coming in. The next step is critical: **turning interest into the right offer, and the right offer into a successful closing.**

In this chapter, we'll walk you through what to expect when offers start to arrive, how we help you negotiate from a position of strength, and what happens between going under contract and officially closing the deal.

When the First Offer Comes In

Getting an offer is exciting—but after your previous experience, you may also feel cautious. That's understandable. We're here to help you evaluate each offer not just by **price**, but by overall strength.

We'll look at:

- The offer amount
- Type of financing (conventional, FHA, VA, cash)
- Requested closing date
- Contingencies (inspection, financing, appraisal)
- Earnest money deposit
- Any special requests (closing cost contributions, repairs, inclusions)

A great offer is about more than numbers—it's about **certainty**, **timeline**, and **terms** that support your goals.

Should You Take the First Offer?

Maybe. Maybe not.

There's a myth that you should never take the first offer—but in today's market, that can be risky advice. If the offer is strong and aligns with your goals, it might be your best path forward.

We'll help you consider:

- How many other showings are scheduled?
- How does the offer compare to recent sales?
- Is the buyer's financing solid?
- Are the contingencies fair?

If the offer isn't right, we'll craft a strategic counteroffer—or wait with confidence.

How We Negotiate on Your Behalf

Negotiation isn't about being aggressive—it's about being prepared. As your agents, we:

- Respond quickly and professionally to offers
- Know when to stand firm and when to give ground

- Focus on your bottom line and your peace of mind
- Keep emotions out of the back-and-forth (while keeping you informed)
- Use data to support our counteroffers and pricing

You'll never be left wondering, "*What happens next?*"—we handle every step and keep you updated in plain, pressure-free language.

Dealing With Inspections and Requests

Once you're under contract, the buyer will schedule a home inspection. It's normal for them to come back with requests for repairs, credits, or concessions.

Our job is to:

- Review the report with you and interpret what's fair
- Push back on cosmetic or excessive asks
- Help you prioritize what's worth addressing
- Keep the deal on track while protecting your interests

Pro Tip: You don't have to agree to every repair. And sometimes, offering a closing credit is smarter (and easier) than fixing it yourself.

Appraisals and Financing Contingencies

If your buyer is using a loan, their lender will order an appraisal to make sure the home is worth what they've offered.

If the appraisal comes in **at value**—great!

If it comes in **low**, we'll explore options:

- Renegotiating the price
- Asking the buyer to cover the gap
- Rebutting the appraisal with stronger comps
- Or, if necessary, walking away and finding a better buyer

We've been through this process many times—and we'll guide you through every scenario with confidence.

Preparing for Closing Day

As closing day approaches, we'll make sure:

- All buyer financing milestones are met

- Repairs (if agreed upon) are completed
- Title work is clean and ready
- Your move-out date is set and coordinated
- You know what to expect at the closing table

The final walkthrough typically happens 24–48 hours before closing. We'll ensure your home is ready and that any agreed-upon repairs or items are accounted for.

From Offer to Sold: The Right Way

You've worked hard to get here. And now, with the right strategy and support, you can finish the sale without the stress that came with your first attempt.

At The Corbin Real Estate Team, we don't just help you accept an offer—we help you accept the *right* offer and close with confidence.

Next Up: Closing Thoughts – What's Next and How to Stay Connected

Your sale may be complete, but your real estate journey is far from over. In our closing thoughts, we'll share a few final words of encouragement—and how to stay connected with us moving forward.



Closing Thoughts

What's Next and How to Stay Connected

You Did It. And You Didn't Do It Alone.

Selling your home after an expired listing isn't easy. It takes resilience, trust, and a willingness to do things differently the second time around. If you're holding this book in one hand and a set of keys to your next chapter in the other, we want you to know: **we're proud of you.**

You didn't settle.

You didn't walk away.

You leaned in, regrouped, and got it done.

At The Corbin Real Estate Team, we believe that every home deserves a second chance—and every seller deserves a strategy that works. We hope this guide gave you the tools, clarity, and confidence you needed to move forward.

But more than that, we hope you felt **supported, respected, and understood** along the way.

Let's Stay in Touch

Even though your home is sold, you're still part of our extended real estate family. Here's how to stay connected:

- **Follow us on social media** for market updates, homeowner tips, and behind-the-scenes stories from our team.
- **Reach out anytime** for referrals, remodeling questions, or just to say hello—we're always happy to help.
- **Join us at one of our Quarterly Client Appreciation Events**—a fun way to reconnect and celebrate the people who make this work so rewarding.

And when it's time to buy your next home, sell again, or help a friend do the same—you know where to find us.

Here's to fresh starts, new beginnings, and second chances that lead to better endings.

With gratitude,

Ron & Addison Corbin

The Corbin Real Estate Team