



Bridgette Sells Atlanta
BUY SELL INVEST

EXPIRED LISTING?

YOUR *home* DIDN'T SELL... YET



INSIDE THIS GUIDE YOU'LL DISCOVER:

- The top reasons listings expire
- Expert solutions to common selling challenges
- Strategic pricing and marketing insights

WHY YOUR HOME DIDN'T SELL...

WHAT'S INSIDE:

- The 3 real reasons your home didn't sell
- The buyer psychology behind every offer
- Pricing strategy — finding the sweet spot
- Presentation & staging ROI breakdown
- What your last agent should have done
- Your free action plan to sell this time



"THE TRUTH MOST AGENTS WON'T TELL YOU"

"If your listing just expired, you're probably frustrated and that's completely understandable. But here's the truth most agents won't tell you. Sometimes the listing didn't sell because the strategy wasn't fully executed. Maybe the price felt too aggressive. Maybe the staging suggestions felt unnecessary. Maybe you weren't quite ready to trust the process. That hesitation is human, but it's also fixable. This guide will show you exactly what needs to change so that this time, you can move forward with full confidence in the plan."

Bridgette

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The Bridgette Difference

One agent. Three powerful advantages. The only approach that addresses all three reasons homes expire.

REALTOR:
10+ Years | \$20M+ Sales

Strategic pricing backed by a certified pre-listing appraisal. I know Metro Atlanta deeply which neighborhoods buyers are moving, what buyers are paying, and how to negotiate fiercely for you.

\$0 — Appraisal credit included

INTERIOR DESIGNER:
Bree Ervin Interiors

While other agents push price reductions, I invest in your home's presentation. My design eye sees what buyers want to see and makes your home look like a million dollars before day 1.

\$300 Value — Staging plan included

HOME STAGER:
Occupied | Vacant | Virtual

Staging is psychology. It creates the emotional connection that turns a showing into an offer. Every listing gets a professional staging plan. Vacant staging and virtual staging also available.

Proven — Homes sell faster & for more



The right approach smart pricing, expert marketing, easy showings, strong negotiation, and clear communication delivers results.

WHAT YOUR LAST AGENT DID VS. WHAT I DO

WHAT MOST AGENTS DO

- Listed and hoped for the best
- Basic or phone photography
- No staging or vague suggestions
- MLS listing only
- Pushed price reductions
- Disappeared after listing

WHAT I DO DIFFERENTLY

- Certified pre-listing appraisal + strategic pricing**
- Professional HD photography + video included**
- Complimentary staging plan w/ every listing**
- Multi-channel: digital, social, email, open houses**
- Presentation to command what your home is worth**
- Weekly updates, feedback, and active communication**

REAL RESULTS — CASE STUDY

**A Home That Sat 2 Years.
Sold in 4 Days! 1433 NW Carroll Dr. #11**



3 agents. 2 years. No offers. Until Bridgette.

Virtual + Vacant Staging, certified pricing, multi-channel marketing.

“ Our home was on the market for over 2 years with no realistic offers. Bridgette took over and within 2 days from listing we had an accepted offer. Her staging, pricing strategy, and marketing were unlike anything we experienced before. I only wish we had called her first. ” — C. Luke, Verified Client | Atlanta, GA

THE PRICE FACTOR



"Most agents will tell you to drop your price."

"I will show you how to increase your value."

Bridgette Clonts + Realtor + Interior Designer + Stager

UNDERSTANDING THE MOST CRITICAL ELEMENT OF HOME SALES

Price is more than just a number - it's a marketing tool. Let's explore why pricing strategy makes or breaks a sale:

01 OVERPRICING — The #1 Killer

Buyers know prices—they've been researching online for months. Over pricing by just 10% cuts your potential buyer pool by 50%.

The first 30 days are the most critical for pricing. Price too high and buyers skip you entirely no matter how beautiful your home is.

THE REAL ESTATE MARKET REALITY

- **Buyers know prices** — they've been searching online for months and they ask AI about pricing
- **Similar homes set buyer expectations** — Overpricing by just 10% can cut potential buyers by 50%
- **First 30 days** are the most critical for pricing

WHY STRATEGIC PRICING MATTERS:

1. Buyer Psychology

- Too high: Buyers won't even look
- Too low: Raises suspicion
- Just right: Creates urgency

2. Digital Impact

- Price determines which searches you appear in
- Wrong price = wrong buyers seeing your home
- Missing your target buyer costs time and money

Scan For A free
Home Evaluation



THE LOOK FACTOR



02 POOR PRESENTATION — The Silent Deal Killer

Buyers make their decision in the first 7–10 seconds. They're asking: Can I see myself here? Is this worth the price? If your photos didn't stop the scroll and your home wasn't staged, you lost buyers before they ever walked through the door.

The way your home shows directly impacts your sales price.

QUICK FIXES WITH MAJOR IMPACT IMPROVEMENT	COST	AVG. ROI
Deep Cleaning	\$0 cost	89% ROI
Decluttering	\$0 cost	78% ROI
Fresh Neutral Paint	~\$1,500	152% ROI
Updated Lighting	~\$800	65% ROI
Basic Landscaping	~\$500	217% ROI
Professional Staging	~\$1,800	586% ROI

PROFESSIONAL PRESENTATION TIPS

- Remove all personal photos and memorabilia
- Clear every countertop less is more
- Maximize natural light in all rooms
- Create flow move furniture if needed Neutral
- scents only no strong fragrances

THE STAGING DIFFERENCE

- Staged homes sell 88% faster
- Command 20% higher offers on average
- Get 3x more showings than unstaged homes
- Photograph better and feel larger in person

THE MARKETING FACTOR

03 WEAK MARKETING — The Invisible Listing

97% of buyers start their search online. If your agent's strategy was MLS only, your home missed the majority of qualified buyers in the market. No targeted digital ads, no social media, no network outreach, no results.

The fix: Multi-channel marketing plan built specifically for your property.



MARKETING MATTERS — WHERE BUYERS ACTUALLY FIND HOMES

WHERE BUYERS SEARCH

Online: 97% start there
Social Media: growing 40%/yr
Professional networks
Targeted ad campaigns

POWER OF PRO PHOTOGRAPHY

Homes sell 32% faster
118% more online views
3x more inquiries generated
Commands higher offer prices

DIGITAL PRESENCE

Optimized listing description
Featured placement on all platforms
Professional virtual tour
Targeted social media ads

MARKETING DONE RIGHT

Reaches qualified buyers only
Creates urgency and competition
Drives consistent showings
Generates multiple strong offers

Psychology OF



HOME BUYERS

WHY SOME HOMES SELL WHILE OTHERS DON'T

THE 7-SECOND RULE

Buyers make their initial decision about a home in the first 7-10 seconds. They're asking:

- Can I see myself living here?
- Is this worth the price?
- Will this fit my lifestyle?

WHAT STOPS BUYERS FROM MAKING OFFERS:

1. Price doesn't match perceived value
2. Poor first impressions (online or in person)
3. Condition concerns or deferred maintenance
4. Outdated features
5. Layout challenges

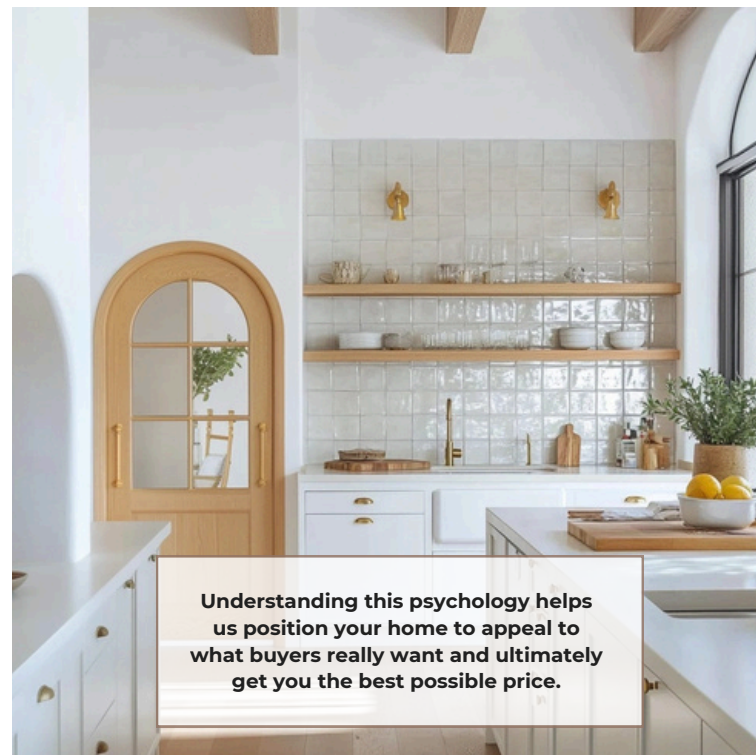
WHY HOMES DON'T SELL GUIDE

LET'S DISCUSS THE PSYCHOLOGY OF HOME BUYERS

Understanding today's buyers is crucial to selling your home. Here's what research shows about how buyers make decisions:

THE MODERN BUYER'S JOURNEY:

1. Online Research (90% start here)
 - Professional photos get 2x more showings
 - Virtual tours increase interest by 87%
2. Drive-by Viewing
 - Curb appeal sets expectations
 - Exterior condition matters
3. In-Person Showing
 - First impressions are critical
 - Flow and function are key
 - Buyers need to envision themselves living there



Understanding this psychology helps us position your home to appeal to what buyers really want and ultimately get you the best possible price.

THE DANGERS OF OVERPRICING:

- Fewer showings
- Extended market time
- Price reductions needed
- Lower final sale price
- Stigma of being "that house that didn't sell"



FINDING YOUR *sweet spot*

The right price creates a perfect storm:

- Maximum qualified buyers
- Multiple showings in the first 2 weeks
- Competitive offers
- Faster sale with better terms
- Higher net proceeds vs. a reduced sales price

REMEMBER: The market determines value. Our job is to position your home to capture that value through strategic pricing.

marketing matters
marketing
marketing



WHY STRATEGIC MARKETING MAKES THE DIFFERENCE

MARKETING MATTERS

In today's digital age, how your home is marketed directly impacts its sale, from the first online impression to the way potential buyers experience your property through virtual tools and targeted advertising. Here's what really works

WHERE BUYERS ACTUALLY FIND HOMES:

- Online (97% start their search here)
- Social Media (growing 40% year over year)
- 82% of Americans use AI (like ChatGPT or Gemini) to research the housing market, get neighborhood insights, or calculate costs.
- 39% of prospective buyers actively use AI tools during their day-to-day property hunt to handle tasks like checking property values, estimating monthly payments, and conducting virtual tours
- Professional Networks
- Strategic Signage
- Targeted Campaigns

THE POWER OF PROFESSIONAL PHOTOGRAPHY

- Homes with professional photos sell 32% faster
- Receive 118% more online views
- Generate 3x more inquiries
- Command higher offer prices
- Create emotional connection

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DIGITAL PRESENCE THAT WORKS:

1. Strategic Online Listing

- Optimized descriptions
- Featured placement
- Maximum exposure

2. Social Media Impact

- Targeted advertising
- Buyer network reach
- Market visibility

3. Virtual Experience

- Professional virtual tours
- Detailed walk-throughs
- 24/7 access for buyers



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MARKETING DONE RIGHT:

- Reaches qualified buyers
- Creates urgency
- Drives showings
- Generates offers
- Gets results

The difference between a home that sits and a home that sells often comes down to marketing, strategy and execution.





MARKET TIMING & CONDITIONS

UNDERSTANDING WHEN AND WHY HOMES SELL

Market conditions significantly impact home sales. Here's what you need to know:

SEASONAL IMPACT ON SALES:

Spring (March–May)

- Most active buyers
- Highest showing rates
- Maximum competition
- Peak pricing potential

Summer (June–August)

- Serious buyers
- Family-focused moves
- Quick closing needs
- Weather advantages

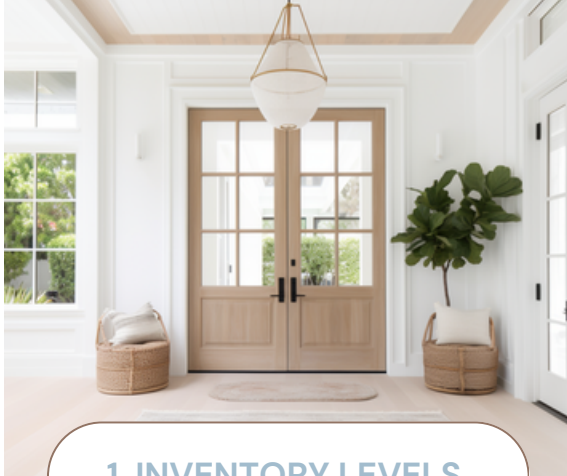
Fall (September–November)

- Motivated buyers
- Less competition
- Holiday timing pressure
- Value opportunities

Winter (December–February)

- Most serious buyers
- Less competition
- Year-end motivation
- Relocated buyers

KEY MARKET FACTORS



1. INVENTORY LEVELS

- Available similar homes
- Buyer options
- Price sensitivity



2. BUYER DEMAND

- Active buyers
- Market urgency
- Offer likelihood



3. INTEREST RATES

- Buyer purchasing power
- Monthly payment impact
- Market momentum



SUCCESS STRATEGY: Capitalize on current market conditions while addressing previous challenges to position your home for maximum success.



COMMON MISTAKES TO AVOID

WHY SOME LISTINGS FAIL (AND HOW TO SUCCEED)

Understanding common pitfalls helps ensure success in your next listing.
Here are the critical mistakes to avoid:



***The right approach—
smart pricing, expert
marketing, easy showings,
strong negotiation, and
clear communication—
delivers results.***

PRICING MISTAKES:

- Pricing for "room to negotiate"
- Ignoring recent market data
- Emotional pricing
- Following bad advice
- Chasing the market down

Solution: Price strategically from the start based on real market data

MARKETING MISSTEPS:

- Poor quality photos
- Limited online presence
- Inconsistent availability
- Weak description
- Wrong audience

Solution: Professional marketing plan with maximum exposure

SHOWING ISSUES:

- Restricted access
- Poor preparation
- Cluttered spaces
- Maintenance problems
- Owner present

Solution: Make your home easy to show and tour-ready at all times

NEGOTIATION PROBLEMS:

- Emotional reactions
- Unrealistic expectations
- Poor communication
- Missed opportunities
- Deal-killing counteroffers

Solution: Strategic negotiation based on market reality and buyer psychology

PRESENTATION PROBLEMS

SMALL CHANGES THAT MAKE BIG DIFFERENCES

The way your home shows matters. Here's what buyers consistently notice and how it affects their decisions



PRESENTATION PROBLEMS



THE STAGING DIFFERENCE

- Staged homes sell 88% faster
- Command 20% higher offers
- Get 3x more showings
- Photograph better
- Show bigger

PROFESSIONAL PRESENTATION TIPS

- Remove personal photos & decor
- Clear countertops
- Organize closets
- Maximize light
- Create flow

TOP BUYER FEEDBACK POINTS:

1. FIRST IMPRESSIONS

- Curb appeal needs work
- Entrance feels unwelcoming
- Clutter distracts from features
- Maintenance issues visible

2. COMMON DEAL-BREAKERS

- Overwhelming personal items
- Noticeable odors
- Poor lighting
- Cluttered spaces
- Dated finishes and style
- Deferred maintenance

QUICK FIXES WITH MAJOR IMPACT

- ✓ Deep cleaning (89% ROI)
- ✓ Decluttering (Cost: \$0)
- ✓ Fresh paint (152% ROI)
- ✓ Updated lighting (65% ROI)
- ✓ Basic landscaping (217% ROI)



REMEMBER

Buyers aren't just purchasing square footage they're buying the potential for their future life in this space.

THE PATH FORWARD

Now that you understand why homes don't sell, let's focus on your path to success.

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*creating your
success strategy*

CREATING A FRESH STRATEGY:

- ✓ Professional market analysis
- ✓ Strategic price positioning
- ✓ Enhanced marketing plan
- ✓ Property presentation updates
- ✓ Targeted buyer approach

SETTING REALISTIC EXPECTATIONS:

- Timeline for improvements
- Market response time
- Showing schedules
- Offer negotiations
- Closing process

YOUR SUCCESS TIMELINE :

- **WEEK 1-2:**
 - Property evaluation
 - Market analysis
 - Strategy development
 - Improvement plan
- **WEEK 3-4:**
 - Property updates
 - Professional photos
 - Marketing preparation
 - Launch planning
- **WEEK 5 AND BEYOND:**
 - Active marketing
 - Qualified showings
 - Offer negotiations
 - Successful closing

NEXT STEPS FOR SUCCESS

- Professional evaluation of your home
- Current market analysis + strategic pricing plan
- Enhanced marketing strategy
- Clear path to sold

READY TO TURN "FOR SALE" INTO

sold?



LET'S CREATE A CUSTOMIZED STRATEGY FOR YOUR HOME.

I specialize in helping homes that didn't sell the first time find success with a fresh approach.



CALL OR SCAN TODAY
FOR YOUR FREE EXPIRED
LISTING ANALYSIS

Remember: Sometimes the difference between "for sale" and "SOLD" is just the right strategy. Your home deserves a second chance with an agent who brings the right tools to the table.

Bridgette Conts

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