

CHAPTER 3

Interpreting Feedback Without Distortion

When a home does not sell, feedback tends to arrive unevenly.

Some comments are direct. Others are vague. Many are secondhand. A few are contradictory. Taken together, this information can feel both overwhelming and insufficient at the same time.

The problem is not the absence of feedback. It is how quickly it is interpreted.

After a listing ends, it is common for every data point—showing comments, online activity, agent remarks, lack of offers—to be treated as equal. In reality, not all feedback carries the same weight, and not all signals are meant to be acted upon.

Some feedback reflects genuine buyer hesitation.

Some reflects preference.

Some reflects market conditions unrelated to the home itself.

Without context, these distinctions blur.

In this state, homeowners may begin to retrofit meaning onto isolated comments or draw conclusions from incomplete information. A single remark can take on outsized importance. Silence can be interpreted as rejection. Patterns may be assumed before they are actually present.

This chapter is about restoring proportion.

Interpreting feedback well requires restraint. It requires separating noise from signal and resisting the urge to make every piece of information actionable. Not every comment requires a response.

Not every absence of response indicates a problem.

Before deciding what feedback “means,” it is worth pausing to consider what kind of feedback it actually is—and what it is not.

Only then can information serve clarity rather than

distortion.