

## Expired Listing Analysis Checklist

There are two ways to use this checklist below:

1. Print it out and use it without a Realtor® to better understand why your listing may have expired or
2. Call the Real Estate PLUS Team toll free at (877) 735-5657 for a **FREE expired listing analysis**. In addition to going over this form with you and explaining what each item means, we'll review your MLS listing for signs of trouble and run the latest comparable sales for you. There's no obligation to list with us.

We feel that a free expired listing analysis will be of great use to you as you get your home ready for sale, whether you ultimately decide to list with us or with another agent. If your home's listing has expired, understanding the problem is the first step to getting it sold and getting on with your life.

The form below has four sections: "Price, Agent, Condition, Exposure". We teach our sellers to use the P.A.C.E. acronym as a reminder of the four important components of a sale.

<b>Price</b>	
Did you interview multiple agents, and hire the one who agreed with (or increased) your price?	<input type="radio"/> Yes <input type="radio"/> No
If your agent suggested a price, did you negotiate with your agent to list it higher than suggested?	<input type="radio"/> Yes <input type="radio"/> No
What price did you list your home for?	<input style="width: 100px;" type="text"/>
What price did your listing agent suggest?	<input style="width: 100px;" type="text"/>
Did you make any adjustments to price during the listing period?	<input type="radio"/> Yes <input type="radio"/> No
Are you willing to adjust your price to get your home sold?	<input type="radio"/> Yes <input type="radio"/> No
<b>Agent</b>	
How often did your agent contact you during the listing period?	<input type="radio"/> Regularly <input type="radio"/> Sometimes <input type="radio"/> Never
Did your agent explain the nature of their fiduciary relationship to you?	<input type="radio"/> Yes <input type="radio"/> No
Was your agent responsive to suggestions during the listing period?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent suggest showing your home by appointment only?	<input type="radio"/> Yes <input type="radio"/> No
If you didn't have a lockbox, did your agent explain the benefits of a lockbox?	<input type="radio"/> Yes <input type="radio"/> No

If you didn't have a yard sign, did your agent explain the benefits of a yard sign?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent provide you with additional comparable sales data during the listing period?	<input type="radio"/> Yes <input type="radio"/> No
Was your agent within the listing area (less than an hour's drive away) or outside the area?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent show you the printout of your listing for review, and were you happy with the marketing information, etc.?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent explain the trade-offs about open houses?	<input type="radio"/> Yes <input type="radio"/> No
How often was your home held open?	<input type="radio"/> Never <input type="radio"/> 1-2 times <input type="radio"/> 3+ times <input type="radio"/> Every Week
Total commission you offered your agent? (Choose the closest match)	<input type="radio"/> Under 4% <input type="radio"/> 4 to 4.9% <input type="radio"/> 5 to 5.5% <input type="radio"/> 6% or more
Commission to buyer's agent side?	<input type="radio"/> < 2.5% <input type="radio"/> 2.5% to 3% <input type="radio"/> > 3% <input type="radio"/> Unsure
Commission to listing side?	<input type="radio"/> < 2.0% <input type="radio"/> 2% to 2.5% <input type="radio"/> 3% or more <input type="radio"/> Unsure
Did your agent suggest a price review during the listing period?	<input type="radio"/> Yes <input type="radio"/> No
<b>Condition</b>	
How would you describe the condition of your home?	<input type="radio"/> Excellent <input type="radio"/> Good <input type="radio"/> Fair / Lived In <input type="radio"/> Fixer
Did you discuss maintenance or repairs with your agent?	<input type="radio"/> Yes <input type="radio"/> No
Did you do the repairs suggested by your agent?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent explain the benefits of "staging" your home?	<input type="radio"/> Yes <input type="radio"/> No

Did your agent recommend a professional to stage your home?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent provide feedback on the home's condition from buyers who were shown the house?	<input type="radio"/> Yes <input type="radio"/> No
Did your agent explain the problem in recouping costs of remodeling?	<input type="radio"/> Yes <input type="radio"/> No
If your home was in great condition, how much did you adjust your price upward?	<input type="text"/>
If your home was in poor condition, how much did you adjust your price downward?	<input type="text"/>
Was your home vacant at the time of sale?	<input type="radio"/> Yes <input type="radio"/> No
<b>Exposure</b>	
Number of Web Sites Personally Controlled by Agent/Team	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> More than 1
Number of personal web sites where your listing was featured on the home page?	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> More than 1
If you search for "YourTownName Real Estate" on Google, Yahoo, etc., what page does your agent's site appear on?	<input type="radio"/> Page 1 <input type="radio"/> After Page 1 <input type="radio"/> Don't know
What were the showing instructions on your home?	<input type="radio"/> Vacant / Lockbox <input type="radio"/> Call 1st Lockbox <input type="radio"/> Appointment w/ Seller <input type="radio"/> Appointment w/ Agent <input type="radio"/> Other / Not Sure
Did your listing specify showings only during certain times of day or week?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
Did your agent feature your home on the Realtor® Tour for your area?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
Did your agent personally host the Realtor® tour and provide incentive for other agents to attend (food / drawing)?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
Did your agent do reverse prospecting through the MLS to identify buyers working with other agents looking for a home like yours?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure

Does your agent belong to more than one Multiple Listing Service?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
If your agent belongs to more than one MLS, did they cross-list your home?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
Did your agent use any multimedia tools such as Talking House or an audio flier?	<input type="radio"/> Yes <input type="radio"/> No
How many photos of your home appeared in the MLS listing?	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> More than 1 <input type="radio"/> Don't know
Considering the photos that appeared of your home, did the photos?	<input type="radio"/> Show home well <input type="radio"/> Show home as is <input type="radio"/> Show home poorly
Did your agent create and publish a virtual tour for your home?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Sure
Considering the fliers the agent may have created for your home, were they...?	<input type="radio"/> Outstanding <input type="radio"/> OK fliers <input type="radio"/> Poor / no fliers
Did your agent keep your flier box well stocked?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not sure