

Expired Listing Autopsy

Most expired listings don't have a visibility problem. They have a positioning problem.

If your home sat on the market, showed consistently, and still didn't sell — that's not bad luck. That's a signal. And signals leave clues. When a listing expires, it rarely means buyers weren't looking. It usually means something deeper was off: the way the home was framed, the message buyers received, the type of buyer being attracted, or where interest quietly broke down before anyone made a move.

An Expired Listing Autopsy isn't about pointing fingers. It's about getting honest — calmly and strategically — about what the data and the timeline actually tell us.

How the Home Was Positioned

Did the listing communicate the right value to the right buyer profile — or did it blend into everything else on the market that week?

What Message Buyers Actually Saw

The photos, the copy, the price anchor — buyers form an impression in seconds. What story did your listing tell the moment it loaded on their screen?

Whether the Right Buyers Were Attracted

Not every buyer is your buyer. Was the marketing built to reach the specific demographic, lifestyle, and motivation most likely to fall in love with your home?

Where Interest Broke Down Before an Offer

Showings without offers. Inquiries without follow-through. These patterns reveal where the process lost momentum — and why it never closed.

📄 *If your home expired and you were left with more questions than answers — you're not alone. Most sellers in that position were never shown the full picture. That's exactly what this is for.*

The next step isn't to just relist. It's to understand what the first listing missed — so the second launch is built on a completely different foundation.

What the Relaunch Changes

Relisting isn't the same as relaunching. Most agents put an expired home back on the MLS with minor adjustments and hope the market shifts. A true relaunch treats your home like a product entering the market for the first time — because in the minds of active buyers, that's exactly what needs to happen.

Every piece of the relaunch is intentional. Not a checklist of tactics — a coordinated system where each element amplifies the others.



Sharper Positioning

We identify the buyer most likely to love your home — their lifestyle, motivations, and priorities — then build the entire presentation around that person. Positioning isn't just pricing. It's the full story your listing tells.



Professional Photography

Buyers decide whether to visit in under three seconds online. High-quality, intentionally staged photography isn't optional — it's the first showing. Every room is captured to lead with its strongest impression.



Matterport / 3D Tour

A 3D walkthrough turns your listing into a 24/7 showing. Out-of-area buyers, busy families, and serious prospects can experience your home completely before ever requesting a visit — pre-qualifying their interest before they walk in the door.

Guided Open-House Conversations

Open houses work when they're run with a system — not just an agent standing in the living room with a clipboard. Every visitor interaction is designed to surface real interest and move conversations forward.



Buyer-Motivation Messaging

Most listings describe features. Winning listings describe feelings and outcomes. The copy, the headline, and the remarks are rewritten to speak directly to what the right buyer is actually searching for.



Drone Lifestyle Context

Aerial footage doesn't just show your home — it shows where your home lives. Neighborhood character, proximity to parks, water, or community amenities — these are the context shots that help buyers picture their life there.



Pricing Strategy Options

There isn't one right price — there are multiple pricing paths depending on your timeline, your goals, and what current absorption data actually supports. We walk through each scenario clearly so you can decide with confidence.

Stronger Follow-Up Architecture

Most showing feedback disappears into silence. A structured follow-up system keeps your listing top-of-mind with warm prospects, surfaces objections that can be addressed, and turns hesitant interest into real offers.

This is a system — not a series of random tactics. Each piece is connected to the others, and the relaunch only moves forward once the autopsy tells us exactly which pieces need to change.

What I Show Sellers Privately

STRATEGY SESSION — NOT A SALES PITCH

Before you decide whether to relist — with me or with anyone — you deserve to see a clear, honest analysis of what your listing most likely missed and exactly what a smarter relaunch would look like for your specific home.

That's what this session is. No pressure. No generic pitch deck. No script designed to get you to sign something.

- ## 01 What Likely Caused the Listing to Expire


We review the timeline, the showing data, the pricing arc, and the marketing presentation together. Not to assign blame — to understand what the market was actually responding to, and what it wasn't.
- ## 02 How I Would Reposition the Home

Based on the autopsy findings, I walk you through exactly how the new listing narrative would be framed — the positioning angle, the buyer profile we'd target, and how your home would be differentiated from everything else active in your price range.
- ## 03 Which Buyers to Target — and How to Reach Them

We get specific. Not "active buyers in the area" — the actual demographic, lifestyle segment, and motivational profile most aligned with your home's strongest features, and the channels most likely to reach them.
- ## 04 What Media and Marketing Assets Should Be Used

Photography strategy, 3D tour plan, drone scope, listing copy direction, digital distribution — you'll see the full media plan mapped out before a single dollar is spent or a single photo is taken.
- ## 05 Which Pricing Path Fits Your Goals

Your timeline matters. Your equity position matters. We walk through the pricing scenarios that make sense for where you are right now — not a one-size-fits-all number designed to get you to sign quickly.

 *Even if you're not ready to relist — this session will show you exactly what your last listing likely missed. Most sellers walk out with more clarity than they've had since the listing went live.*

Book Your Expired Listing Autopsy

A private, no-pressure walkthrough of what happened and what changes for a smarter second launch.

Request the Relaunch Strategy Session

See the full repositioning plan — positioning, media, pricing, and buyer targeting — built specifically for your home.

See How I'd Relaunch First

Review the complete relaunch approach before you decide whether to relist. No commitment required to have the conversation.

This is a private strategy session — not a listing appointment. You're not committing to anything by having the conversation. You're simply getting the information you should have had before the first listing went live.

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