



Your Home Didn't Sell. Here's Why.

— And How to Fix It

1

20–30% of listings expire

Warren County homes that don't sell the first time.

2

Almost always fixable

Expired listings fail for preventable reasons.

3

3 reasons listings fail

Price, photos, and marketing.

Your listing expired. That's frustrating — but you're not alone. In Warren County, 20–30% of listings expire without selling. The good news? It's almost always fixable. Most expired listings fail for one of three preventable reasons.

The 3 Main Reasons Listings Fail



Wrong Price

70% OF FAILURES

Even **5% overpriced kills showings**. Buyers search online by price range. If you're listed at \$325,000 but worth \$310,000, buyers searching up to \$320,000 never see it.

- 📄 **✓ THE FIX:** Competitive Market Analysis using recent sales + AI pricing data = right price from day one



Poor Photos

20% OF FAILURES

Buyers scroll past listings in **3 seconds**. Dark, cluttered, or cell phone photos get skipped immediately.

- 📄 **✓ THE FIX:** Professional photography package + virtual staging if needed



Weak Marketing

10% OF FAILURES

MLS alone isn't enough in 2025. Your home needs targeted exposure to thousands of local buyers.

- 📄 **✓ THE FIX:** Multi-platform digital marketing reaching **10,000+ local buyers**

SECTION 2

What I Do Differently

- **Data-Driven Pricing**
AI analysis + local sales data + market trends
- **Professional Media**
Photos, video, drone, virtual staging
- **Aggressive Marketing**
Facebook / Instagram / YouTube ads to targeted buyers
- **Weekly Updates**
You'll never wonder what's happening
- **30-Day Offer Guarantee**
No offer in 30 days = 1% commission reduction

SECTION 3

Warren County Market Snapshot

35

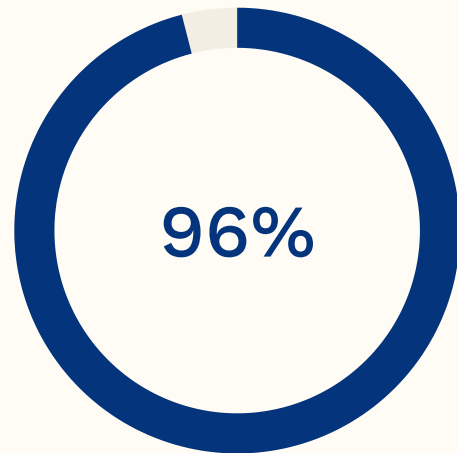
Days on Market

County average

19

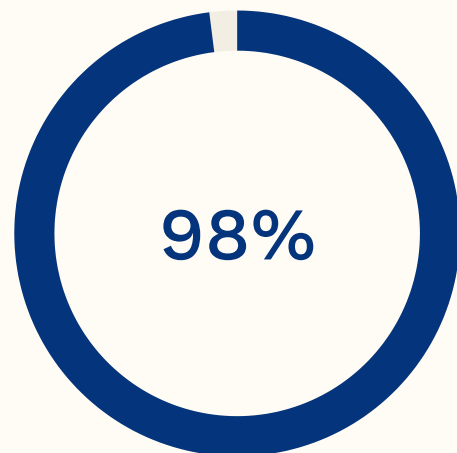
My Average

Days to sell



County Average

Sale price vs. list price



My Average

Sale price vs. list price

SECTION 4

Your Free Market Analysis Includes

01

Accurate Home Valuation

Based on recent comparable sales in Warren County

02

Complete Marketing Plan

Showing exactly how I'll promote your home to 10,000+ buyers

03

Pricing Strategy

Designed to generate offers quickly and maximize your net proceeds

04

Staging Recommendations

Practical advice to maximize your home's appeal before relisting

05

Timeline Projection

Realistic expectations for your specific situation and market conditions


Let's Get Your Home Sold — This Time

Your home didn't sell the first time, but that doesn't mean it won't sell. With the right price, professional presentation, and aggressive marketing, we can change the outcome. The consultation is completely free — let's find out exactly what it will take.



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Free Market Analysis

No cost, no obligation. Get honest answers about what your home is worth and how to sell it fast.

Proven Results

My listings sell in an average of 19 days at 98% of list price — well above the county average.

30-Day Guarantee



No offer in 30 days? I reduce my commission by 1%. I back my marketing with real accountability.

Fast Response

Call or email today. When you're ready to relist, speed matters — and so does choosing the right agent.

"Your home didn't sell because of a fixable problem — not because the market is bad. Let me show you exactly what went wrong and how we fix it."

— **Christopher Morrison, Realtor®**

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