HOMEWISE
Real Estate Tips and Advice

When a Home Sits Unsold

Why Price, Presentation and Timing Can Keep a Home From Selling

A home that stays on the market for weeks or months can draw attention from buyers and neighbors alike. Still, a long listing period does not always mean something is wrong with the property. In many cases, the answer is found in price, presentation or the wider housing market.

Real estate markets move in cycles, and not every home enters the market at the same moment.

Mortgage rates, seasonal buying patterns and the number of available homes can all affect how quickly a listing gets traction. A house listed in a slower stretch may simply need more time to meet the right buyer.



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PRICE MATTERS

Pricing is often the first place agents and sellers look when a property lingers. If a home is listed above what similar nearby homes have recently sold for, many buyers may pass it by before ever scheduling a showing.

That happens because today's buyers usually start online, where they compare square footage, condition and asking price in a matter of minutes. A home priced just above a common search range can also miss buyers who set firm filters.

FIRST IMPRESSIONS

Presentation can also shape a listing's path. Online photos, room condition and curb appeal all influence whether a buyer decides to visit in person.

Small issues such as dim lighting, crowded rooms or deferred maintenance can make it harder for buyers to picture themselves living there.

Location can matter too, though not always in obvious ways. A home on a busy road, near a commercial area or with an unusual floor plan may appeal to a narrower group of buyers. That does not make it a bad home. It simply means the match may take longer.

MARKET CONDITIONS

Broader conditions can slow sales across many neighborhoods at once. The National Association of Realtors reported that existing-home sales in 2023 fell to their lowest annual level since 1995, as higher mortgage rates and limited inventory reshaped the market. In that kind of environment, even attractive homes may take longer to move.

Local supply plays a role as well. When several similar homes are listed at the same time, buyers have more options and sellers face more competition. Price reductions, updated photos or modest repairs can help renew interest.

A long time on market can sometimes create a perception issue, with buyers wondering why others passed. That is one reason fresh presentation and realistic pricing matter. A listing can regain momentum when sellers respond to feedback and changing conditions.

For buyers, an older listing may offer an opening to take a closer look without assuming the worst. For sellers, patience and a willingness to adjust can make a meaningful difference. In real estate, timing matters, but so do strategy and perspective.



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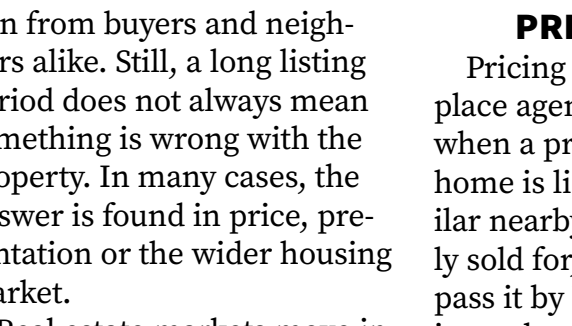
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REAL ESTATE 101



Look Past the Day Count

Do not judge a home by market time alone. Compare its price, condition and nearby sales first. Sometimes the issue is timing or presentation, not the house itself.

HOMEWISE GLOSSARY

Days on Market: Days on market, often shortened to DOM, is the number of days a property is listed for sale before it goes under contract or is taken off the market.

AD SPACE