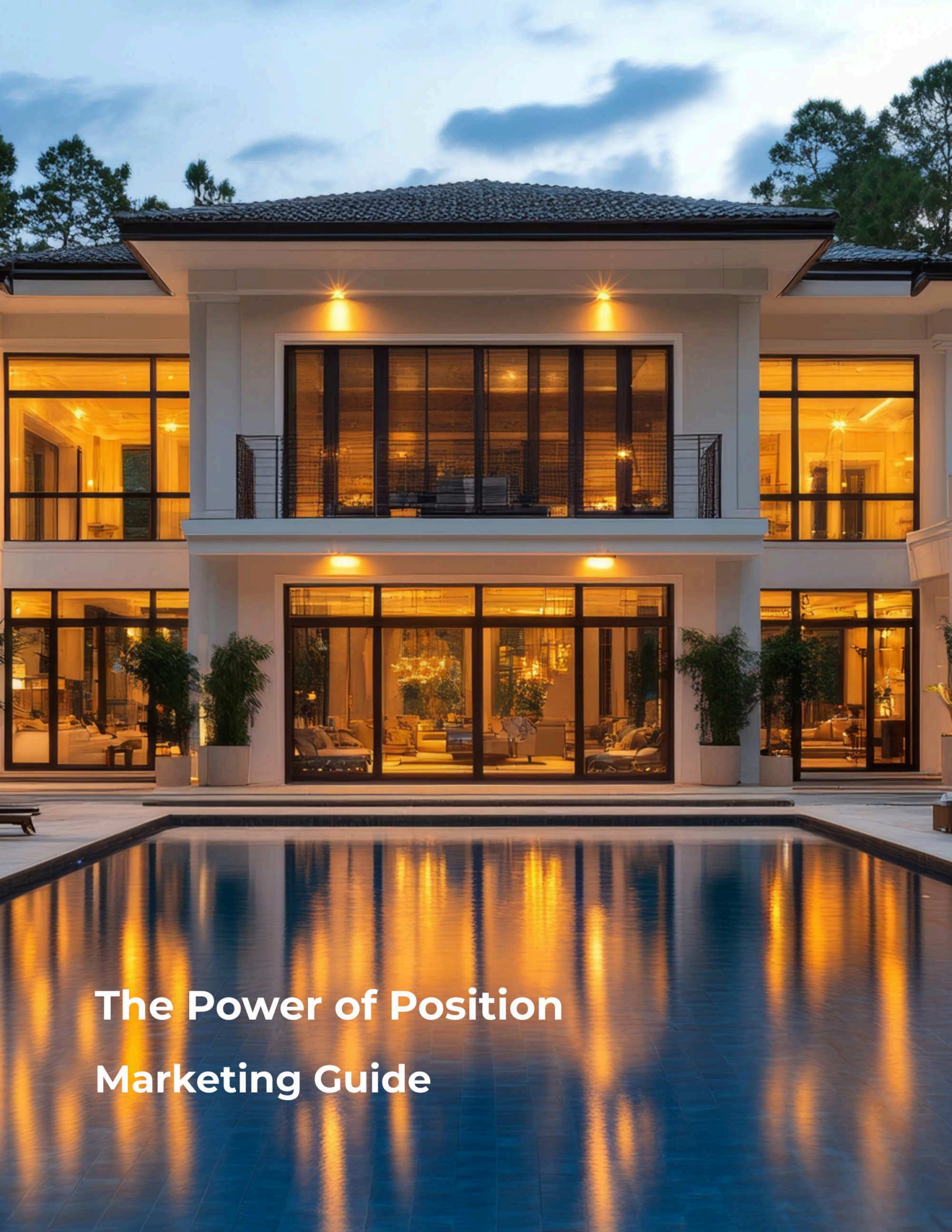




The Power of Position

Marketing Guide

A Different Approach to a Home That Didn't Sell

When a home comes off the market without selling, the easy move is to put it right back on with a different agent. New name on the sign. Same photos. Same story. Too often, the same result.

A new sign does not create a new outcome. Relisting puts a home back on the market. Repositioning changes how the market sees it. That difference is the heart of this booklet.

At The Seaside Living Group, our work begins long before a new listing goes live. We study what happened the first time. We learn what today's buyers respond to. We examine how the competition has shifted. Then we decide, with you, what must change the second time around.

In real estate, position is power. Where your home sits in a buyer's mind matters as much as where it sits on the map. Price, presentation, timing, and audience all shape that position. When one of them is off, buyers scroll right past. When all of them align, buyers stop, look, and act.

The pages ahead show you how we reposition a home with intention. You will see what we review, what we change, and why it works. The goal isn't simply to list your home again. The goal is to reintroduce it with purpose.

Colleen Waldoch
Team Lead, The Seaside Living Group

THE REPOSITIONING PHILOSOPHY

An expired listing is not automatically an indication that there is something wrong with the home. More often, something in the strategy did not connect with the market.

That may have been:

- Pricing
- Positioning
- Condition
- Presentation
- Exposure
- Buyer perception
- Timing
- Competition
- Marketing
- Showing experience
- Follow-up
- Or a combination of several factors

Before recommending another launch, we want to understand why the first one didn't produce the desired result. Because without answering that question, a seller risks repeating the same experience.

Our Core Formula

PRICE. POSITION. CONDITION. MARKETING.

Those four elements have to work together. Beautiful marketing cannot consistently overcome incorrect pricing. Correct pricing cannot fully compensate for poor presentation. A beautifully prepared home can still struggle if buyers never understand what makes it special. And exposure without strategy is simply activity.

PRICING & POSITIONING

The Most Important Conversation

Pricing is not about determining the highest number we can justify. It is about determining the price and position that will cause the right buyers to act. Today's buyer has access to an extraordinary amount of information.

Within minutes, buyers can compare:

- Square footage
- Recent sales
- Current competition
- Price per square foot
- Days on market
- Previous listing history
- Price reductions
- Renovations
- Lot and view
- Community amenities
- HOA and CDD fees
- Flood information
- Insurance considerations
- New construction alternatives

They are comparing value long before they walk through the front door.

Positioning asks a different question.

Not: "What can we list the house for?"

But: **"Where does this home need to sit within the competitive market so the buyer recognizes its value?"**

HOW WE REVIEW PRICE

Our pricing review includes:

Recent Closed Sales

What buyers have actually been willing to pay.

Pending Sales

Where the market may be moving right now.

Active Competition

What today's buyer will see alongside your home.

Withdrawn, Canceled & Expired Listings

Homes the market has already rejected and possible clues as to why.

Price Per Square Foot

Useful as one measurement, but never used by itself.

Adjustments for Property Differences

Including:

- Lot
- View
- Waterfront
- Pool
- Renovation level
- Roof
- Impact protection
- Age
- Floor plan
- Garage configuration
- Community
- Amenities
- Condition
- Location within the neighborhood

Previous Listing History

We also examine:

- Original list price
- Subsequent price reductions
- Days between reductions
- Showing activity
- Buyer feedback
- Offers received
- Changes in photography or marketing
- Seasonal market shifts

This helps us determine not simply where the property was priced but how buyers experienced the listing over time.

CONDITION & PRESENTATION

Pricing earns consideration.

Presentation helps create desire.

Before a property returns to market, we look at it through the eyes of a buyer seeing it for the first time. Not through the eyes of someone who has lived there and loved it. That distinction can be difficult and it is one of the reasons an experienced outside perspective matters.

We evaluate:

- Curb appeal
- Landscaping
- Paint
- Lighting
- Flooring
- Furniture placement
- Clutter
- Personal items
- Window treatments
- Kitchen presentation
- Bathrooms
- Lanai and pool areas
- Outdoor living
- Deferred maintenance
- Odors
- Pet evidence
- Minor repairs

Buyer objections that can be eliminated before listing This does not mean every seller needs to renovate. Often, a series of thoughtful changes can make a meaningful difference.

The question is:

What will improve buyer perception enough to justify the time and expense?

BUYER PERCEPTION

One of the most overlooked parts of repositioning is understanding what buyers may already believe about the property. A home that has been on the market for an extended period can develop a story of its own.

Buyers may wonder:

- Why hasn't it sold?
- Is something wrong with it?
- Is it overpriced?
- Has the seller rejected reasonable offers?
- Will the seller reduce the price again?
- Is there an inspection issue?
- Can I negotiate aggressively?

That perception can exist even when none of those assumptions are true. A successful repositioning strategy must therefore do more than change the MLS agent.

It should create a new conversation around the property.

THE SECOND LAUNCH

We approach a repositioned property much more like a product launch than a listing upload. Before returning to the market, we determine what will be meaningfully different.

That may include:

- **New Pricing Strategy** - Not simply another reduction, but deliberate market positioning.
- **New Photography** - Fresh images can immediately change perception.
- **New Video** - This including property, lifestyle and community storytelling when appropriate.
- **Drone Photography & Video** - This is particularly important for waterfront, acreage, golf, luxury and lifestyle properties.
- **Revised Property Description** - A fresh story instead of recycled remarks.
- **Feature Prioritization** - Identifying which elements truly matter to today's likely buyer.
- **Lifestyle Positioning** - Selling not simply bedrooms and bathrooms, but what ownership allows the buyer to experience.
- **Updated MLS Strategy** - Including photography sequence, headlines, remarks, features and supporting information.
- **Agent-to-Agent Marketing** - Creating awareness among agents who already work with likely buyers.
- **Direct Buyer Marketing** - Digital and social campaigns targeted toward relevant buyer profiles.
- **Print Marketing** - When print supports the property's audience and positioning.
- **Broker Outreach** - Direct exposure to agents and referral partners beyond the immediate market.

PROFESSIONAL MARKETING

Marketing should not be a checklist of things an agent does simply because they have always done them. Every marketing decision should answer one question: Does this help us reach or persuade the likely buyer?

Our strategy always include:

Professional Photography

The first showing often occurs online. Photography should communicate space, quality, atmosphere and lifestyle not simply document rooms.

Property Video

Video allows buyers to understand the flow and feeling of the home in a way still photography cannot.

Drone (might be limited due to flight requirements)

For the right property, aerial imagery helps tell the larger story:

- Waterfront access
- Community
- Golf course
- Proximity to the Gulf
- Preserve
- Lot placement
- Neighborhood
- Amenities

Digital Marketing -Property exposure can include:

- Major real estate portals
- Social media
- Targeted online advertising
- Email marketing
- Property-specific digital content
- Video campaigns
- Retargeting when appropriate

Print - Depending upon the property:

- Professional brochures
- Direct mail
- Property books
- Neighborhood outreach
- Luxury collateral
- Event pieces

Broker & Referral Network

One of our differentiators is our ability to market beyond the immediate neighborhood. Many Florida buyers are coming from other markets.

Our relationships and outreach include agents and referral networks throughout areas including the Midwest and Northeast, where many Southwest Florida buyers begin their search.

The objective is not simply more exposure. It is relevant exposure.

LUXURY REPOSITIONING

Luxury properties require an additional layer of strategy. The buyer pool is smaller. The financial decision is larger - and buyers frequently have more alternatives.

A luxury home should therefore be positioned as three things simultaneously:

An Asset

Buyers understand market value and will compare alternatives carefully.

A Lifestyle

Waterfront, boating, beach access, privacy, golf, architecture, entertaining and community may matter as much as square footage.

An Opportunity

The buyer needs to understand what makes this property difficult to replicate. That is where scarcity becomes part of the marketing story.

LUXURY LAUNCH OPTIONS

Not every luxury property should be marketed exactly the same way. Depending upon the seller and the property, the launch may be:

Full-Throttle Market Launch

Designed for maximum exposure. May include:

- MLS
- Major portals
- Editorial-quality photography
- Cinematic video
- Drone
- Targeted digital campaigns
- Social media
- Broker outreach
- Print
- Public launch activity
- Strategic open houses or events

Controlled Launch

Designed for sellers who value discretion or for properties where selective exposure may strengthen positioning. May include:

- Broker network outreach
- Qualified buyer introductions
- Private property information
- NDA-protected information when appropriate
- Invitation-only previews
- Private broker or buyer events

The marketing method should serve the seller's objective not the other way around.

THE BROKER NETWORK MATTERS

Real estate marketing is often focused almost entirely on consumers.

We believe other agents matter enormously. Somewhere, another agent may already be working with the buyer for your home.

That is why our repositioning strategy can include:

- Direct agent outreach
- Broker previews
- Private broker events
- Agent email campaigns
- Personal calls
- Follow-up after showings
- Referral-network exposure
- Outreach into feeder markets

The goal is to make sure the agents most likely to encounter the buyer understand why this property deserves another look.

FEEDBACK IS INFORMATION

Not all feedback is useful.

But patterns are.

If several buyers independently say:

- The home feels dark
- The price feels high
- The flooring is an objection
- The view is spectacular
- The lanai feels small
- The kitchen is exceptional
- New construction offers more incentives
- Another community provides greater value

That information should influence strategy. We do not simply collect feedback.

We interpret it.

SHOWING ACTIVITY IS DATA

Showings tell us something. Lack of showings tells us something.

Repeated showings without offers tell us something else.

Generally:

Little or No Showing Activity

The market may be rejecting the home's position before buyers ever arrive.

Showings but No Offers

There may be a disconnect between online expectations and the in-person experience—or between the home and competing alternatives.

Offers Well Below Asking Price

Buyers may be consistently identifying a different market value.

Strong Activity Immediately After Launch

The market is telling us we have captured attention.

Our responsibility is to listen to what the market is saying and respond early.

REPOSITION EARLY - NOT LATE

One of the biggest mistakes in listing strategy is waiting too long to respond.

The strongest period of attention typically occurs when a property is newly introduced. If the market tells us something isn't connecting, we should evaluate it. We do not want to spend months chasing the market downward.

A strong strategy establishes in advance:

- What we expect
- What we will measure
- When we will review results
- What may trigger a change
- How we will communicate

Repositioning should be proactive rather than reactive.

THE FIRST 30 DAYS

The first month should provide meaningful information.

We watch:

- Online engagement
- Showing activity
- Agent inquiries
- Buyer feedback
- Competitive listings
- New pending sales
- New closed sales
- Price reductions
- New construction incentives
- Offers
- Market shifts

Then we discuss what the information means. Not every change requires a price reduction. But every important market signal deserves attention.

WHAT SUCCESS LOOKS LIKE

The goal is not simply:

More clicks.

Or:

More open-house traffic.

Or:

More people through the door.

For many properties especially luxury homes, success is better measured by:

- Qualified interest
- Meaningful inquiries
- Confident showings
- Repeat visits
- Strong agent engagement
- Serious buyer conversations
- Competitive offers
- Clean negotiations
- A successful closing

Activity is useful.

Results are the objective.

QUESTIONS BEFORE REPOSITIONING

Before recommending a strategy, we want to understand your previous experience.

Seller Experience

- What do you think prevented the home from selling?
- What did your previous agent tell you?
- How often did you hear from them?
- What feedback did buyers provide?
- Were there any offers?
- What did you think of the marketing?
- Were there parts of the process you liked?
- What frustrated you?
- Were there showing restrictions?
- Did your plans change during the listing?

And one particularly important question:

If the right buyer had walked in and paid the price you wanted, would you have sold?

**If the answer is yes, the objective may not have changed.
The strategy needs to.**

OUR PROMISE TO THE SELLER

We cannot promise what the market will pay. We cannot promise the exact day a buyer will arrive. And we will not manufacture certainty where it doesn't exist.

What we can promise is a thoughtful, professional strategy based upon:

- Market evidence
- Clear communication
- Strong presentation
- Intentional marketing
- Honest evaluation
- Active follow-up
- And adjustments when the market tells us they are needed



Colleen Waldoch | Broker Associate®
Seaside Living Group | Compass Florida LLC
1575 Main St, Sarasota, FL 34236
colleen.waldoch@compass.com
941.468.5555

