

THE LOS ANGELES SELLER REPORT

SEPTEMBER 2026 SAMPLE EDITION | FOR HOMEOWNERS CONSIDERING A MOVE

A MESSAGE FROM MR. DW	SELLER FOCUS: EXPIRED LISTINGS
Los Angeles homeowners do not need more noise. They need a clear explanation of what is happening, what their choices are, and what to do next. This month, I am focusing on homes that came off the market without selling. An expired listing is disappointing, but it can also provide valuable evidence. The goal is not to repeat the same plan. It is to identify what blocked the sale and relaunch with stronger positioning.	If your listing expired, pause before simply changing agents or lowering the price. First review the full record: pricing, photographs, showing access, condition, buyer feedback, competing listings, marketing reach, and offer history. The best next move depends on what that evidence shows.

Your Listing Expired. What Should You Do Next?

1. Separate the result from the explanation

A listing can expire for several reasons. Price may have been too high, but that is not the only possibility. Limited showing access, weak presentation, deferred maintenance, permit concerns, confusing terms, poor follow-up, or a mismatch between the property and the target buyer can also reduce activity. Ask for evidence, not a quick opinion.

2. Review the pricing timeline

Compare the original list price, every price change, nearby competing homes, closed sales available during the listing period, and buyer feedback. A late reduction may not recreate the attention that a properly positioned launch receives. The relaunch price should reflect current competition, not the amount the seller hopes to recover.

3. Audit the presentation

Review the first photo, photo order, property description, room preparation, lighting, video, floor plan, and mobile appearance. Buyers often decide whether to schedule a showing before reading the full description. Strong marketing cannot repair an unrealistic price, but weak presentation can waste a realistic one.

4. Remove avoidable obstacles

Confirm showing instructions, occupant cooperation, repair disclosures, permit questions, financing limitations, and seller terms before returning to market. If buyers encountered unanswered questions the first time, resolve them before relaunching.

5. Build a written relaunch plan

The plan should identify the target buyer, launch price, preparation work, photography date, showing process, first-week promotion, agent outreach, open-house strategy, feedback schedule, and the conditions that would trigger an adjustment. A new sign alone is not a new strategy.

MARKET DATA NOTICE

Current August 2026 Los Angeles market figures could not be independently retrieved during preparation of this sample. No numbers have been inserted or estimated. Before publication, add verified figures from a dated source and clearly label whether they cover the City of Los Angeles, Los Angeles County, or a broader region.

A PRACTICAL RELAUNCH CHECKLIST

CHECK	ACTION
1	Request the complete listing history, showing activity, buyer feedback, and offer record.
2	Compare the home with current competition and recent closed sales, not outdated expectations.
3	Identify repairs, permit questions, access restrictions, or presentation problems that discouraged buyers.
4	Create a written relaunch calendar with responsibilities and decision dates.
5	Choose one measurable goal for the first seven days: qualified showings, agent feedback, or offers.

Three Questions to Ask Before Relisting

What specifically prevented the sale? The answer should be supported by market evidence and feedback.

What will be different this time? A relaunch needs material changes, not a recycled listing.

How will success be measured? Set review dates and decide in advance how to respond to weak activity.

CONFIDENTIAL EXPIRED-LISTING STRATEGY REVIEW

If your Los Angeles home came off the market without selling, I will help you review what happened and identify practical relaunch options. No pressure and no recycled sales pitch.

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