

Why Isn't My House Selling

"If your home's been sitting on the market longer than leftovers in the back of the fridge - it is time for a fresh strategy" I am Vonnie Potter, a local Central Iowa Realtor who's worked with Iowa Realty Agents 6 times to sell my own home; and just like you, wanted that feeling of turning frustration into a SOLD sign. This guide, "Why Isn't My House selling?", breaks down the most common (and often fixable) reason our home isn't moving - and what to do next. If you're tired of crickets instead of offers, you are in the right place. Let's get that SOLD sign in your yard, faster.



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Why Isn't My House Selling? A Troubleshooting Guide for Homeowners

If your home has been sitting on the market longer than expected, you're likely feeling a mix of frustration and confusion. As a local real estate expert who has helped hundreds of homeowners navigate challenging selling situations, I want to address the most common questions I hear from sellers and provide practical solutions to get your home sold.

The Hard Truth About Stalled Listings

When a home isn't selling in today's market, it typically comes down to one of three core issues:

1. **Price misalignment** with buyer expectations or market reality
2. **Property condition or presentation** falling short of competing homes
3. **Marketing or exposure** not reaching the right potential buyers

Let's dig deeper into each of these areas and explore solutions that actually work.

Will an Open House Really Make a Difference?

The honest answer: Probably not, at least not in the way most sellers hope.

While open houses are a traditional part of real estate marketing, they rarely directly result in a sale—especially for homes that have already been sitting on the market. Here's why:

- Today's serious buyers work with agents who arrange private showings
- Most open house attendees are neighbors, casual lookers, or not financially qualified
- If the home hasn't attracted interest through online listings, an open house typically won't change that

Better alternatives:

- Broker open houses (specifically for real estate agents) can be more effective
- Virtual tours and enhanced online visuals reach more qualified buyers
- Targeted social media campaigns to reach specific buyer demographics

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Effective Actions to Revive Your Listing

1. Reassess Your Price Strategy

Price is typically the most significant factor in a stalled listing. Consider:

- **Competitive Market Analysis (CMA) update:** Market conditions may have shifted since your initial listing
- **Price brackets in online searches:** Buyers search in price ranges—if you're priced at \$305,000, you're missing buyers who cap their search at \$300,000
- **Value perception:** Even a perfectly priced home can appear overpriced if presentation or condition issues exist

2. Enhance Property Presentation

Today's buyers are influenced by HGTV and staged homes on Instagram. Your competition isn't just other listings but buyer expectations:

- **Professional staging:** Even partial staging of key rooms can dramatically change buyer perception
- **Professional photography refresh:** New, better photos can attract renewed interest
- **Declutter and depersonalize:** Remove excess furniture and personal items that distract buyers
- **Address obvious repairs:** Deferred maintenance sends red flags to potential buyers

3. Revamp Your Marketing Approach

If your home isn't getting showings, your marketing may not be reaching the right audience:

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- **Listing description refresh:** Highlight features relevant to today's buyers (home office space, outdoor living, etc.)
- **Social media targeting:** Reach potential buyers based on relevant interests and demographics
- **Consider video tours:** Properties with video tours receive an estimated 403% more inquiries
- **Review online presence:** Ensure your listing appears correctly on all platforms

Will Reducing the Price Hurt Me?

The reality: A strategic price adjustment often helps rather than hurts your bottom line.

Many sellers fear that reducing their asking price signals desperation or leaves money on the table. However, the mathematics of carrying costs often tells a different story:

- Each month your home sits unsold means another mortgage payment, utilities, insurance, and maintenance costs
- A home that lingers on the market typically ends up selling for less than if it had been priced correctly from the start
- Fresh pricing creates renewed interest and can actually generate multiple offers

Strategic approach:

- Make meaningful adjustments (1-3% minimum) that change buyer perception
- Timing price reductions to coincide with new marketing pushes
- Consider adjustment thresholds that put you in new search brackets

Can I Increase My Zestimate on Zillow?

The straight truth: No, and you shouldn't try to manipulate it.

Zillow's Zestimate is generated by an algorithm based on public records, user-submitted information, and market data. While you can't directly increase your Zestimate, you can ensure it's based on accurate information:

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- **Claim your property** on Zillow to update basic information
- **Correct any factual errors** about square footage, bedrooms, bathrooms, etc.
- **Update home improvements** that may not be reflected in public records

More importantly, understand that serious buyers and their agents don't rely on Zestimates for determining offer prices—they look at actual comparable sales and property condition.

The Feedback You Need vs. Want to Hear

One of the most valuable services a good agent provides is honest feedback about why your home isn't selling. This feedback might include uncomfortable truths about:

- Dated finishes or decor that buyers aren't willing to take on



- Odors (pets, cooking, mustiness) that you may no longer notice
- Poor flow or layout issues that limit appeal
- Location challenges that require price adjustments to overcome

When It's Time to Consider a Fresh Start

If your home has been listed for significantly longer than the average days-on-market in (currently around X days), it may be time for a more dramatic approach:

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- **Taking a break from the market:** Relisting after 30+ days off-market makes your home appear "new" to buyers
- **Changing agents:** Sometimes a fresh perspective and different marketing approach can make all the difference
- **Rental or lease option:** If your timeline is flexible, temporarily taking your home off the sales market might be worthwhile

Moving Forward Successfully

The most successful sellers approach market challenges with flexibility and a willingness to adapt. By objectively evaluating price, presentation, and marketing—and making appropriate adjustments—most stalled listings can be successfully revived.

As your local Realtor, I'm happy to provide a no-obligation consultation to assess why your home isn't selling and develop a strategic plan to get it sold. Sometimes a fresh perspective is all that's needed to identify opportunities you might have overlooked. **Please contact me anytime at Vonnie@iowarealty.com Please follow my Blog Page for more free guides and tips for Real Estate Market, Neighborhood Guides, and highlights of Central Iowa best spots for dining, shopping, travel, etc. ~ Take Care Vonnie**