MORTGAGES WITH KIP

AGENT RESOURCE · RUN IT WHEN A LISTING GOES QUIET

THE STALLED LISTING RESCUE PLAN

A 21 day reset for any listing past day 30: diagnose, refresh, relaunch, with the seller conversation scripted. Save it and run it on every listing that goes quiet.

PHASE 1 DIAGNOSE · DAYS 1–3

- [ ] Pull the numbers: showings, online views, saves, and days on market vs the neighborhood average
- [ ] Read the pattern: views but no showings means price or photos are filtering people out; showings but no offers means the home isn't matching the price in person
- [ ] Collect every piece of showing feedback in one place, verbatim
- [ ] Re-pull comps including actives, because the competition changed since launch

PHASE 2 REFRESH · DAYS 4–10

- [ ] Reshoot or reorder photos (new lead photo minimum) and rewrite the first two lines of the description
- [ ] Fix the top two objections from feedback if they're fixable (paint, staging, that one room)
- [ ] Re-verify syndication and refresh social with a "back on your radar" post, not a "still available" post
- [ ] Hold the seller update call using the script below

PHASE 3 RELAUNCH · DAYS 11–21

- [ ] Make one decisive move, not three timid ones: a meaningful price improvement OR a buyer incentive, ideally a seller-funded rate buydown
- [ ] Lender touchpoint: your LO builds the "your payment at this home with the seller-paid buydown" one-pager for the listing and open house
- [ ] Broker open or targeted outreach to every agent who showed a competing home
- [ ] Announce the change everywhere at once so the listing gets a second first week

SCRIPT SELLER UPDATE CALL · DAY 8–10

> *"I want to show you what the market is telling us. We've had [X] showings and [X] online saves, and here's the feedback pattern: [top two objections]."*
>
> *"Homes are taking longer to sell everywhere right now, so this isn't unusual, but I don't believe in waiting and hoping. Two moves actually restart buyer attention: a price improvement, or keeping the price and offering buyers help with their interest rate, which my lender can structure. On paper, the rate help often costs you the same and attracts more buyers."*
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> *"My recommendation is [move]. Here's exactly what the next 10 days look like if we do it."*

PREPARED FOR YOU BY

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