The Listing Audit

Six months of sold comps is not enough anymore. A listing can be priced right on paper and still sit, because buyers compare it to what they can tour this weekend. Run this audit at day 14, day 30, and any time showings slow down.

1 Price Against Today's Market

- [ ] **Pull the active competition.**
  Every home a buyer for this one would also tour. Rank yours against them on price and condition.
- [ ] **Review pendings from the last 30 days.**
  Those buyers were in your market and chose another house. Note list price and days to contract.
- [ ] **Shorten the sold window to 90 days.**
  Six month old sales describe a market that may no longer exist.
- [ ] **Net out concessions.**
  Sale price minus closing cost help, buydowns, and credits is the true comp.
- [ ] **Count price reductions and days on market.**
  How many competitors have reduced? How does your days on market compare to the median?
- [ ] **Check your search bracket.**
  A home at $405,000 is invisible to every buyer searching up to $400,000.
- [ ] **Run the absorption rate.**
  Sold in the last 30 days ÷ active listings. If 4 of 12 sell each month and yours ranks 9th, you know how long you will wait.

2 Put the Seller on a Market Watch

Active	Pending	Sold
The competition today. Every new listing is another option for the same buyer.	A buyer was out there and chose another house. Usually price, sometimes something else.	What the appraiser will use to find the value.

- [ ] **Set the seller up on one search for all three statuses.**
  Tight criteria, automatic emails, started at listing.
- [ ] **Confirm they are opening the emails, and reference them on every update call.**
  Let the market deliver the message for you.

3 Photos and Remarks

- [ ] **The first photo earns the click.**
  Use the strongest image and check the crop on a phone.
- [ ] **The first five tell the whole story.**
  Exterior, kitchen, living area, primary suite, best outdoor shot.
- [ ] **The order walks through the house.**
  Rearrange, and cut dark or duplicate shots.
- [ ] **Compare side by side with your top three competitors.**
  Which one would you book a showing on?
- [ ] **Rewrite the first two lines of the remarks.**
  Most sites cut off the rest.

4 The Public Sites

- [ ] **The map pin is in the right place.**
  Check Zillow, Realtor.com, Homes.com, Redfin, and Google.
- [ ] **Beds, baths, square footage, and lot size are correct.**
  Buyers filter on these numbers.
- [ ] **Every feature field is filled in.**
  An empty field drops you out of filtered searches.
- [ ] **All photos, price, and status syndicated.**
  Open each site and look as a buyer would.
- [ ] **Showing instructions are easy.**
  Every restriction is a buyer who toured something else.

5 Online Activity

Log views, saves, and showings from each site weekly. Compare them to a competitor that went pending.

Low views: an exposure problem. Check data, pin, bracket, first photo.

Views, few saves: photos or price are losing buyers online.

Saves, few showings: buyers like it and are waiting on price.

Showings, no offers: the house does not match what the price promised.

6 Showings and Feedback

- [ ] **Collect feedback from every showing.**
  Three mentions of the same issue is your answer.
- [ ] **Call the agents behind the pendings.**
  Ask why their buyer picked that home over yours.
- [ ] **Tour the competition in person.**
  Know firsthand what your seller is up against.

7 Bring It to the Seller

Summarize what the market showed you, your top three findings, and one clear recommendation on price, presentation, or access. Set the date for the next audit.

Stuck on a listing? Let's look at it together.
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