



FOR THE OWNER WHOSE LISTING DIDN'T SELL

THE EXPIRED LISTING REALITY CHECK

A short, honest look at why listings really expire — and what actually has to change before you relist.

**KNOW WHY.
KNOW WHAT
CHANGES.
THEN RELIST.**

Prepared by Kinsey Haddock, P.A. | Coldwell Banker Realty
Forgotten Coast to the Emerald Coast, Florida



An expired listing is information. It isn't a verdict.

You prepared your home, allowed showings, answered questions, and waited for the right buyer. When the listing ends without a closing, it's natural to feel discouraged. But an expired listing doesn't mean your home can't sell — it means the combination of price, presentation, exposure, access, and negotiation that was used didn't produce a closing.

The next step shouldn't be an automatic repeat of the last one. It should be a clear-eyed look at what actually happened, a real choice among your options, and — if you relist — a plan that's genuinely different this time. This is the short version of that review.



Kinsey Haddock, P.A.

Broker Associate – REALTOR®

Coldwell Banker Realty

Florida Broker Associate — License #BK3253849

Full-time real estate professional since 2010

Serving Florida's Forgotten Coast through the Emerald Coast

726 Navy Blvd, Panama City Beach, FL 32408

Call/Text [\(850\) 340-0646](tel:8503400646) | kinsey.haddock@cbrealty.com | kinseyhaddock@flpanhandlerealtor.com
kinseyhaddock.com | emeraldcoastbuyersguide.com/listing-presentation
emeraldcoastbuyersguide.com/guides/considering-selling-to-just-listed
emeraldcoastbuyersguide.com/blog/kinsey-haddock-experience-florida-realtor

REALTOR® · National Association of REALTORS® | ABR® | PSA | BPOR | MRP | RSPS | SFR®



COLDWELL BANKER REALTY
PANHANDLE REAL ESTATE • PC • PCB • 30A • DESTIN

Why a listing really expires

Listings rarely expire for just one reason. A useful review looks at the whole buyer experience — not only price.

- **Price** — the asking price stopped matching buyer perception, financing realities, condition, or newer competition.
- **Presentation** — photos, condition, staging, or first impressions didn't communicate the home's value.
- **Exposure** — the listing didn't reach enough of the right buyers, or the right buyer segment for this property.
- **Access** — showing restrictions, notice requirements, or slow responses created friction that cost showings.
- **Feedback** — comments were collected but never turned into an actual pricing or presentation decision.
- **Readiness** — insurance, association, title, permit, or condition questions surfaced late and cost buyer confidence.

A relaunch should solve the strongest, evidence-based objection from last time — not simply reset the days on market.



COLDWELL BANKER REALTY
PANHANDLE REAL ESTATE • PC • PCB • 30A • DESTIN

Test yourself before you relist

You don't need perfect answers. But if you pause on more than one, that's worth resolving *before* the sign goes back up, not after.

PRICING

- ☐ Can you point to specific closed sales and active competition — from the last 60-90 days — that justify your next asking price?

MARKETING

- ☐ Do you know exactly which photos, descriptions, or listing details may have limited interest last time — and what will look genuinely different this time?

BUYER RESPONSE

- ☐ Do you know your actual showing-to-offer ratio from the prior listing, and what that pattern says about price versus presentation?

READINESS

- ☐ Are there insurance, association, title, permit, or disclosure questions that surfaced last time and still haven't been resolved?

THE NEXT AGENT

- ☐ If you relist, could you explain — specifically — what will be different about the price, the presentation, and the marketing this time?

If you paused on more than one of these, that's not a failure — it's exactly what a relaunch plan needs to address.



COLDWELL BANKER REALTY
PANHANDLE REAL ESTATE • PC • PCB • 30A • DESTIN

Repeating isn't the same as relaunching

Same property, same price, same photos, and the same process usually produce the same buyer response. A real relaunch changes the inputs, not just the listing date.

Just Relisting	A Real Relaunch
Same list price, maybe a small cosmetic reduction	A pricing range rebuilt from current closed sales, active competition, and buyer-response data from the prior listing.
Same photos and description	New photography, a rewritten property story, and repairs prioritized around confidence and first impressions.
Same marketing reach	A coordinated relaunch across the right portals, agent outreach, and local activation — measured, not assumed.
No account of what buyers objected to	A documented review of prior feedback, offers, and objections used to shape the new strategy.

Do not relaunch until you can explain, specifically, what will be different this time.

Where expired listings go wrong a second time

- **Relisting at the same price** without new evidence — buyers who saw it the first time will notice.
- **Reusing the same photos and copy** — a relaunch that looks identical reads as identical to buyers watching the market.
- **Assuming buyers remember why it didn't sell** — most won't; the ones who do will expect something to have changed.
- **Skipping the hard interview questions** — picking the next agent (or the same one) on comfort alone, without a specific, evidence-based plan.
- **Letting emotional attachment override market feedback** — the price and presentation decisions become about validation instead of a sale.

None of this means your home won't sell. It means the plan — not just the sign — has to change.



COLDWELL BANKER REALTY
PANHANDLE REAL ESTATE • PC • PCB • 30A • DESTIN

See what's happening in your specific market

The Panhandle isn't one market — pricing, inventory, and buyer demand shift by city or home location. If your home sits in one of the areas below, this page has local, area-specific info to help you gauge where your listing stands.

Navarre

emeraldcoastbuyersguide.com/navarre-realtor

Crestview

emeraldcoastbuyersguide.com/crestview-realtor

Fort Walton Beach

emeraldcoastbuyersguide.com/fort-walton-beach-realtor

Sandestin

emeraldcoastbuyersguide.com/sandestin-realtor

Santa Rosa Beach

emeraldcoastbuyersguide.com/santa-rosa-beach-realtor

Panama City

emeraldcoastbuyersguide.com/panama-city-realtor

Port St. Joe

emeraldcoastbuyersguide.com/port-st-joe-realtor

St. George Island

emeraldcoastbuyersguide.com/st-george-island-realtor

Niceville

emeraldcoastbuyersguide.com/niceville-realtor

Freeport

emeraldcoastbuyersguide.com/freeport-realtor

Destin

emeraldcoastbuyersguide.com/destin-realtor

30A

emeraldcoastbuyersguide.com/30a-realtor

Panama City Beach

emeraldcoastbuyersguide.com/panama-city-beach-realtor

Mexico Beach

emeraldcoastbuyersguide.com/mexico-beach-realtor

Cape San Blas

emeraldcoastbuyersguide.com/cape-san-blas-realtor

Don't see your city or home location, or not sure which area applies? Reach out directly and I'll point you to the right info.



COLDWELL BANKER REALTY
PANHANDLE REAL ESTATE • PC • PCB • 30A • DESTIN

When it's worth interviewing a new agent

You don't have to decide anything today. But before you relist with anyone — the prior agent or someone new — a strong candidate should be able to tell you specifically what they believe prevented your home from selling, what will be different in the next 30-60 days, and how they'll measure whether it's working.

About Kinsey

Kinsey Haddock, P.A.

Broker Associate – REALTOR®

Coldwell Banker Realty

Florida Broker Associate — License

#BK3253849

726 Navy Blvd, Panama City Beach, FL
32408

Full-time real estate professional since
2010, serving sellers from Florida's
Forgotten Coast through the Emerald
Coast — Panama City, Panama City
Beach, 30A, and Destin.

emeraldcoastbuyersguide.com/blog/kinsey-haddock-experience-florida-realtor

REALTOR® · NAR | ABR® | PSA |
BPOR | MRP | RSPS | SFR®

Get a second opinion

A specific, evidence-based read on your prior listing and what a relaunch would actually take — no obligation to list.

(850) 340-0646

kinsey.haddock@cbrealty.com

kinseyhaddock@flpanhandlerealtor.com

kinseyhaddock.com |

emeraldcoastbuyersguide.com/listing-presentation

emeraldcoastbuyersguide.com/guides/considering-selling-to-just-listed

This guide is for general educational and marketing purposes only. It is not legal, tax, accounting, insurance, appraisal, inspection, lending, title, or financial advice, and it does not replace advice from the appropriate licensed or qualified professional. Real estate laws, contracts, forms, and transaction practices change, and the facts and documents required for a specific Florida property or transaction may differ. No sale, price, timing, savings, exposure, financing, inspection outcome, or closing is guaranteed. Brokerage relationships are established only by applicable disclosures and written listing agreements. Fair housing laws apply to all real estate advertising, communications, screening, and showings.

Coldwell Banker Realty. Each office is independently owned and operated where applicable. Equal Housing Opportunity.



COLDWELL BANKER REALTY
PANHANDLE REAL ESTATE • PC • PCB • 30A • DESTIN