

The background of the entire page is a light blue color with a complex, overlapping network of thin black lines. These lines form various geometric shapes, including rectangles, triangles, and irregular polygons, creating a technical, architectural drawing or blueprint aesthetic. The lines are most dense on the left side and become sparser towards the right.

LISTING REVIVAL

BLUEPRINT

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP

TRANSFORM STALE LISTINGS INTO CLOSED DEALS

THE PROBLEM:

Your listing has been sitting. Showings have slowed or stopped. The seller is frustrated. You're doing the same things expecting different results.

THE SOLUTION:

A proven 4-phase system to realign pricing, reposition the property, and relaunch with strategic urgency, designed to move listings from stale to SOLD in 30-60 days.

WHAT THIS BLUEPRINT DOES:

- ✓ Guides difficult pricing conversations with data, not emotion
- ✓ Resets market perception through strategic repositioning
- ✓ Generates renewed buyer and agent interest across all channels
- ✓ Provides weekly accountability and measurable progress tracking

WHO THIS IS FOR:

Listings with 30+ days on market, declining showing activity, or misaligned pricing that need a complete market reset, not just a price drop.

WHAT YOU'LL NEED TO COMMIT:

- Seller buy-in for strategic pricing adjustment
- 30-60 days to execute the full relaunch
- \$150-300 marketing investment (ads, mailers, materials)
- Weekly data review and seller communication

YOUR OUTCOME:

A repositioned listing that attracts qualified buyers, generates offers, and closes, with a documented system you can replicate on every stagnant listing moving forward.

QUICK TOOLKIT

CATEGORY	TOOL / RESOURCE	PURPOSE
Data & Reporting	ShowingTime kvCORE SAGE CRM	Measure engagement & performance
Marketing & Design	MADI Chalk Digital ChatGPT	Relaunch campaigns & visuals
Partnerships	PLS Mortgage 2-10 HBW Capstone Title Preferred Partners Insurance	Buyer incentives & added value
Local Exposure	10-10-20 Plan	Re-activate sphere & community interest



LISTING REVIVAL TRACKER
 Measure your progress weekly for an automated spreadsheet to share with your Sellers.

	A	B	C	D	E	F	G	H	I
1	Listing Revival Dashboard								
2									
3	Current Week Row	2							
4	Previous Week Row	1							
5									
6	Metric	Current	Previous	Δ %					
7	Showings (this week)	4	2	100%					
8	Zillow Views	432	357	21%					
9	Website Views (kvCORE)	567	325	74%					
10	Social Reach	6789	4567	49%					
11	Price Δ (Change)	\$495,600	\$500,005	-1%					
12									
13									
14	Auto Summary								
15	Showings changed by 100%. Zillow views changed by 21%. Website views changed by 74%. Social reach changed by 49%.								
16									
17									
18									
19									

STEP 1: RESET & REPOSITION

OBJECTIVE: Secure seller buy-in on strategic pricing adjustment and refresh all property positioning to trigger new market attention.

START PHASE 1 WHEN:

- 30+ days on market with fewer than 1 showing per week, OR
- 45+ days with no offers, OR
- Feedback consistently mentions price or condition

BEFORE YOU BEGIN

Complete the “Review & Revive” seller meeting (script below). Exit this meeting with:

- Seller agreement on pricing strategy (adjustment, incentive, or both)
- Budget approved for any necessary updates (photos, staging, repairs)
- Commitment to 30-day relaunch plan

YOU’LL NEED

1. ShowingTime Pricing Report* (one-click export)
2. Access to your seller dashboard (kvCORE, SAGE, or Chalk Digital)
3. MLS Market Stats
4. [Listing Revival Tracker](#) (Excel template)

*Agent paid option

KEY ACTIONS

Seller Communication:

“This week I’m pulling comprehensive market data and refreshing how we’re presenting your home. We’ll meet [date] to review the numbers and map out our relaunch strategy. Please don’t make any pricing decisions until you see what I’m bringing you.”

Review:

- Days on Market vs. area average
- List-to-sale price ratio trends
- Absorption rate and active competition
- Properties that went pending since launch

Update the listing and visuals:

- Replace the hero photo with an aerial, twilight, or lifestyle image
- Reorder the top 7 photos for best first impression
- Correct visible exterior flaws before retaking photos
- Use staging (virtual or physical) if property is vacant

Adjust MLS visibility triggers:

- Add buyer incentives in remarks (“Seller offering closing cost credit...”)
- Make a price adjustment (\$2,500–\$5,000) to refresh syndication. Ideally 1-3% below comps.

What to Create

1. Your Listing Revival Plan Flyer ([in MADI](#))
2. Completed Listing Revival Tracker with:
 - Showing activity & trends
 - Digital engagement metrics
 - Comparable sales data
 - Days on market benchmarks

COMMON OBSTACLES & SOLUTIONS:

- **“Seller won’t budge on price”** → Offer alternative incentives (\$5K closing credit, home warranty, rate buy-down contribution) and 30-day price guarantee
- **“Photos are ‘good enough’”** → Show side-by-side of current hero vs. top-performing listings in area; offer to cover cost if no showing increase
- **“We already tried this”** → “This time we’re combining pricing + visuals + strategic relaunch simultaneously, not one tactic at a time”

STEP 2: RELAUNCH & REGAIN EXPOSURE

Goal: Reintroduce the listing across all digital, local, and sphere channels with a fresh narrative.

KEY ACTIONS

AI PROMPT TO REWRITE YOUR MLS DESCRIPTION

You are a top producing real estate agent and expert real estate copywriter.

Rewrite and optimize my MLS description to increase clicks, shows, and emotional connection while staying MLS compliant. Focus on lifestyle flow and buyer benefits, not just features. Here is my current MLS description. [PASTE CURRENT DESCRIPTION]

Before rewriting, ask me as many questions as you need to ensure you create the best MLS description possible. Once you have the information, rewrite the description with a strong emotional opening, clear scannable structure, and buyer centric language.

THEN OPTIMIZE IT FOR A SOCIAL RELAUNCH

Using the new MLS description, create an SEO and AEO optimized social post for Instagram, Facebook, and LinkedIn. Ask me as many questions as needed to give me the best result possible.

MADI for updated collateral:

- Create new social graphics, doorknocking flyers, and postcards

Relaunch Social Media Campaign:

- Post listing on Personal and/or Business Facebook & Instagram
- Share listing in:
 - Local Facebook groups
 - Nextdoor/Neighborhood App
- Encourage seller to share with CTA: "Tag someone who needs to see this!"
- Run a 7-day Facebook + Instagram ad
 - Budget: \$10-\$15 for 5-mile radius target
 - "Back on the Radar" or "Fall Through the Cracks? Not This One."
 - Good: Static graphic
 - Better: Carousel of images
 - Best: Video Reel

You'll Need

1. [MADI Marketing Graphics \(Company Package\)](#)
[Search "revival" in the searchbar](#)
2. Email template for relaunch
3. Social media ad copy and targeting parameters
4. 10-10-20 mailer or postcard template

What to Create

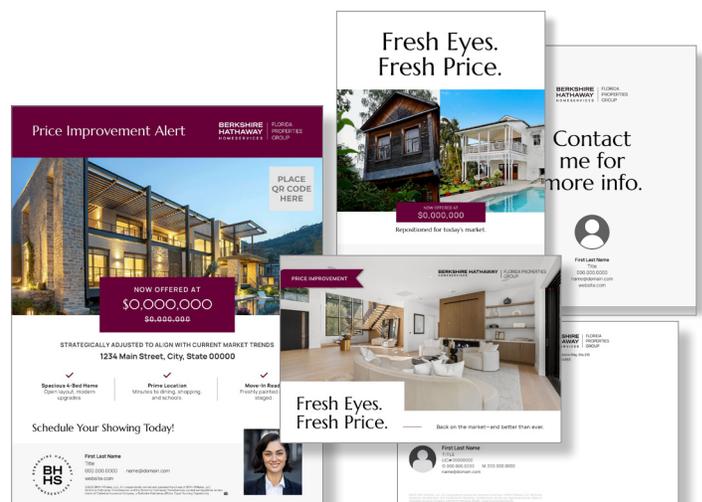
1. Social & email graphics bundle for rollout
2. One updated listing video (property or lifestyle focus)
3. One neighborhood highlight reel

Digital Communication:

- Send a "Still Available!" email to your database and agent network.
- Option 1: Thought of you—[456 Oak Avenue]
- Option 2: Quick question about [456 Oak Avenue]

Activate community awareness:

- Deliver refreshed mailers or pop-bys to the 10-10-20 neighbors
- PRO TIP: Add a QR code linking to the listing or upcoming open house



STEP 3: REENGAGE THE MARKET

Goal: Create urgency and re-capture agent and buyer attention through new market activity.

KEY ACTIONS

Host a rebranded open house:

- “Second Look Saturday” or “Fresh Eyes Friday”
- Invite the 10-10-20 neighbors personally (**call, text, or pop-by**) see **pocket script** below
- Partner with local vendors or your PLS Mortgage partner for giveaways, refreshments, or rate sheets.

Pocket Script (Short Version)

- Hi, this is [Name] with Berkshire Hathaway HomeServices Florida Properties Group. I’m inviting neighbors to our open house at [Address] this [Day/Time]. You’re nearby, and you always have the best insight on the neighborhood, I’d love for you to stop by early. Quick question: I’d be the worst Realtor if I didn’t ask, what would be the magic number that would make you consider selling your home?

Re-engage buyer agents:

- Email: “Listing Revived: New Photos, Adjusted Price, Motivated Seller.”
- Offer agent-friendly incentives (home warranty or bonus credit).

Create social proof:

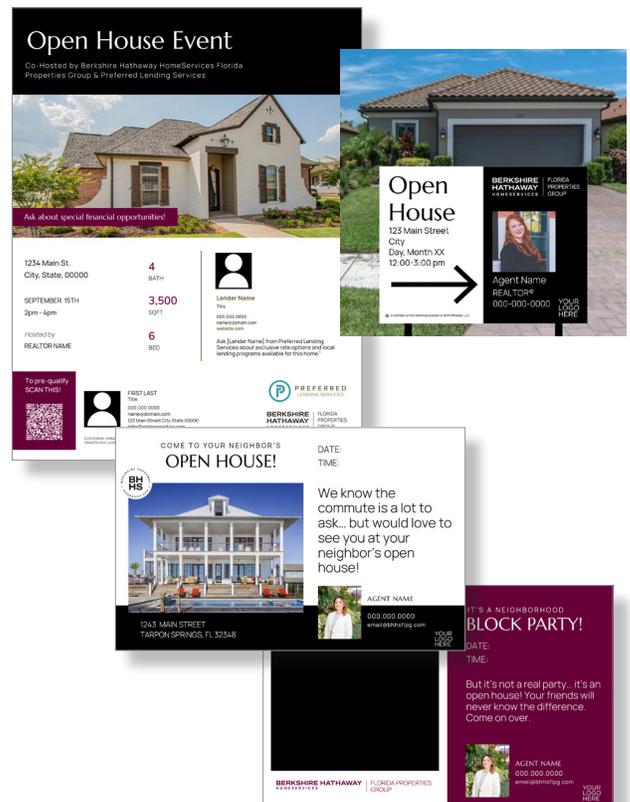
- Post results after open house
 - “12 groups through this weekend!”
 - If fewer than 5 attendees: Post teaser instead: ‘Serious buyers came through, if you missed it, let’s schedule a private showing.’ Do NOT publicize low turnout.
- Use IG Story polls (“Would you move for the right house?”).

You’ll Need

1. MADI Open House Flyers & Social Posts
2. PLS Mortgage Rate Sheet
3. kvCORE Open House App or printed sign-in sheets
4. 2-10 Home Warranty partner details

What to Create

1. Open House social graphics
2. Broker invite email template
3. Short recap video or “market moment” post



STEP 4: REVIEW & ADJUST

Goal: Maintain momentum through consistent data review, seller communication, and micro-adjustments.

SUCCESS METRICS: Maintain 2+ showings/week average, 1+ offer received within 60 days of relaunch, seller satisfaction score remains high

KEY ACTIONS

1. Weekly check-in with seller
2. Review showing count + feedback
 - Pull data from:
 - kvCORE Seller Reports
 - SAGE CRM Activity Reports
 - Zillow
3. Decide: Keep going, adjust again, or pause
 - Use Decision Matrix

You'll Need

1. Access to kvCORE, SAGE CRM, and other dashboards
2. [Listing Revival Tracker](#)

What to Create

1. Seller report summary email



LISTING REVIVAL TRACKER

Measure your progress weekly for an automated spreadsheet to share with your Sellers.

DECISION MATRIX	
KEEP GOING	showings steady + positive feedback
ADJUST AGAIN	showings declining 40%+ or consistent price feedback
PAUSE	zero showings 2 weeks straight + seller refuses further changes

SCRIPT & TEMPLATE LIBRARY

“Review & Revive” Seller Meeting Script

Used in: [Step 1 – Reset & Reposition](#)

Script:

“Thanks for meeting today. I’ve pulled updated market data and buyer insights so we can look at how your home is performing compared to similar properties. My goal is to give you clarity, show you exactly what buyers are seeing, and outline how we’ll relaunch your home with stronger positioning.

Here’s what we’ll review:

1. How many buyers have viewed or toured the home
2. What the market is doing right now
3. What buyers are saying
4. What’s working – and what we can improve

I want us to walk away today with a clear strategy to refresh the listing, regain momentum, and get you the result you want.”

Updated Listing Description Template

Used in: [Step 1 – Refresh + Reposition](#)

Template:

Headline Options:

“Freshly updated and ready for its next chapter.”

“Reintroduced with new enhancements.”

“Even better than before – now with improved value.”

Body Template:

“This home offers the lifestyle buyers want – [highlight feature], [highlight location perk], and [highlight upgrade]. Recent improvements include [list updates]. With its refreshed marketing and improved presentation, this home is positioned competitively within the current market.”

“Still Available” Email Templates

Used in: [Step 2 – Relaunch & Regain Exposure](#)

OPTION A – STILL AVAILABLE

Subject: Still Available, Thought You’d Want to See This

Body:

“Hi there, just a quick update, the home at [address] is still available and has been refreshed with new photos and updated pricing. If you or someone you know considered it before, now is a great moment to revisit. Would you like me to send the details?”

OPTION B – QUICK QUESTION

Subject: Quick Question About a Listing

Body:

“I wanted to ask if you’re still looking in the [area] area. A refreshed listing just came back onto buyers’ radar, and you were one of the people who had shown interest in similar homes. Want the info?”

Neighborhood Highlight Video Script

Used in: [Step 2 – Digital Relaunch Content](#)

Script:

“Today we’re taking a quick tour around the neighborhood of [address]. One thing buyers love about this area is [feature: parks, schools, shops]. With the listing now refreshed and reintroduced to the market, I want to highlight what makes living here so attractive.”

Pocket Script: Neighbor Invite to Open House

Used in: [Step 3 – Reengage the Market](#)

Script:

Hi, this is [Name] with Berkshire Hathaway HomeServices Florida Properties Group. I'm inviting neighbors to our open house at [Address] this [Day/Time]. You're nearby, and you always have the best insight on the neighborhood, I'd love for you to stop by early. Quick question: I'd be the worst Realtor if I didn't ask, what would be the magic number that would make you consider selling your home?

Broker Invite Email Template

Used in: [Step 3 – Agent-to-Agent Promotion](#)

Subject: Fresh Photos + New Price = Take Another Look

Email:

"Hi [agent name],

We've refreshed [address] with new photos, updated remarks, and a newly aligned price. If you have buyers searching in [area], this one is worth a revisit. We're hosting a preview on [date/time] and I'd love for you to stop by."

Script: "Would You Move for the Right House?" Social Poll

Used in: [Step 3 – Engagement](#)

Options:

"Would you move for the right home if it hit the market tomorrow?"

"If the perfect house popped up, would you jump?"

"What's stopping you from moving right now?"

"If the timing was right, would you sell this year?"

Seller Report Summary Email

Used in: [Step 4 – Review & Adjust](#)

Template:

Subject: Your Weekly Listing Activity Update

Body:

"Here's your weekly update for [address]:

- Showings: ____ (up/down from last week)
- Online views: ____
- Feedback themes: ____
- Competition changes: ____

Next steps: ____

I'll check back in on [day] with updated data."

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