CONSUMER-CENTRIC REAL ESTATE GUIDES

Expired Listing Relaunch Scorecard

Why Didn't My Home Sell? — Relaunch Diagnostic Scorecard

Use this worksheet to evaluate each area of your previous listing. Rate each row: No Issue Identified | Review | Likely Adjustment | More Information Needed. This is an educational planning tool—not an appraisal, inspection, legal opinion, or prediction of sale results.

Rate each area ☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

Work through the twelve areas below and record what the earlier listing actually produced. Leave a field blank if you do not have the evidence yet — a gap is itself a finding.

01 Original asking price

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

02 Comparable sales

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

03 Active competition

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

04 Online views / activity

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

05 Showing volume

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

06 Buyer feedback

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

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07 Offers received

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

08 Photography

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

09 Listing description

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

10 Staging / presentation

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

11 Repairs / condition

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

12 Property-specific objections

☐ No Issue Identified ☐ Review ☐ Likely Adjustment ☐ More Information Needed

What happened last time?	Evidence	Change needed?	New strategy

The Five Questions That Matter Most

1 What evidence do we have—not what do we assume?

2 What changed in the market?

3 What can reasonably be improved?

4 What cannot be changed and must be priced or positioned appropriately?

5 What will be meaningfully different in the next strategy?

Your Tally and Notes

Count how many of the twelve areas you rated each way. No tally determines whether you relist, reprice, renovate, or sell as-is — use the evidence you recorded to support your own decision.

No Issue Identified	Review	Likely Adjustment	More Information Needed

Notes

Use this space for anything the fields above did not capture — contractor estimates, showing feedback in buyers' own words, agreement terms to review with your brokerage or an attorney, and the changes you want to see in a relaunch.