SELLER GUIDE · THE SAN DIEGO HOME GROUP

Why San Diego Homes Don't Sell

And what changes the outcome the second time around.

If your home was on the market and came off without selling, you are not alone, and it is almost never because the home is unsellable. In nearly every case it comes down to a handful of reasons, and every one of them is fixable. Here is an honest look at the real ones, what they tend to look like in San Diego, and what changes when a home goes back on the market the right way.

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THE REASONS

Five reasons homes don't *sell.*

01

PRICING

The price was telling buyers the wrong story

Price is the number one reason a home sits. Not always because it was too high in a vacuum, but because of how buyers read it.

- **The first two weeks do most of the work.** A new listing gets its biggest wave of attention the moment it hits the market. If the price feels off during that window, the most motivated buyers move on and you spend the rest of the listing chasing them.
- **Search brackets matter more than round numbers.** Buyers shop in ranges. A home at $1,025,000 misses everyone who caps their search at $1,000,000. Sometimes the fix is a few thousand dollars, not a price cut.
- **The appraisal has to support the number.** Even a willing buyer needs the appraisal to come in. When it does not, the deal stalls, and a stalled deal can be just as damaging as no offer at all.

02

EXPOSURE

The right buyers never really saw it

A home cannot sell to people who never found it or never gave it a second look.

- **Photography is the listing.** Most buyers decide whether to tour a home from their phone. Dark, cluttered, or distorted photos quietly cost showings before anyone walks through the door.
- **Exposure beyond the MLS.** Getting onto Zillow and Redfin is the floor, not the ceiling. Where the home shows up, how it is described, and how it is promoted all decide how many real buyers see it.
- **The description has a job.** A flat, copy-pasted write-up wastes the one chance to tell a buyer why this home is worth the drive.

03

PRESENTATION

The home showed with friction

Small things add up to a feeling, and buyers buy on feeling.

- **Condition and the quick fixes.** The deferred items a seller stops noticing are the first things a buyer sees. A short, smart prep list often returns more than it costs.
- **Presentation and curb appeal.** Staging is not about decorating. It is about helping a buyer picture their life there. The first ten feet of the property set the tone for everything after.
- **Showing access.** Every hoop between a buyer and the front door is a reason for them to choose an easier home instead.

04

TIMING

Timing and the rate environment

- **Days on market tells a story.** The longer a home sits, the more buyers assume something is wrong, even when nothing is. That is why a clean relist, rather than another price reduction on a tired listing, usually performs better.
- **Rates move buyers, not value.** When rates jump, buyers pause, and a home priced for last quarter can feel expensive overnight. A home positioned for the market as it is today does not have that problem.

05

MARKET FIT

San Diego is not one market

San Diego is not one market, it is many. A condo in the city, a single-family home inland, and a coastal property are three completely different buyer pools with different expectations on price, condition, and timing. A strategy that works in one can fall flat in another. Pricing and positioning have to match the actual submarket the home sits in, not a county-wide average.

THE SECOND TIME AROUND

What changes on a *relist.*

A home that did not sell is not a failed home. It is a home that was positioned wrong for one or more of the reasons above. On a fresh start, the pieces that move the needle most are usually these.

01

Price to how buyers search

Set to recent comparable sales and the search brackets buyers actually use, not to last year's number.

02

New photography and copy

Fresh photography and a description written to sell, not simply to list the home.

03

A prep punch list, done first

A short list of fixes handled before the home goes live, not negotiated during escrow.

04

A clean relaunch

A fresh start so the home reads as new to the market, not as the one that has been sitting.

WORTH REMEMBERING

Two things worth *remembering.*

THE GOOD NEWS

A home that didn't sell is not a failed home.

It was positioned wrong for one or more fixable reasons, nothing more. The pieces that move the needle most on a relist, the price, the photography, the prep, and a clean relaunch, are almost all within your control.

WORTH KNOWING

Your home's real number beats any average.

San Diego is too broad for a single county median to mean much. A downtown condo, an inland single-family home, and a coastal property are three different markets. What actually matters is where your specific home stands today, which is something worth knowing before you make any decision about a second attempt.

Where to start

The simplest first step is to know exactly where your home stands today. I can put together a current, no-obligation valuation on your property that shows its present value, your equity, and what today's rates mean for your options. From there, if it is useful, we can talk through what happened with the last listing and what a stronger second attempt would look like. No pressure, and no commitment.

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This guide is a starting point, not a promise about any specific home or a substitute for professional advice tailored to your situation.