

# After Your Listing Expires: What Matters Next

## A practical guide to deciding your next move — without pressure

An expired listing doesn't require an immediate decision. In fact, one of the most common mistakes homeowners make after a listing expires is moving too quickly — either relisting without changes or stepping away without clarity.

This guide is designed to help you pause, assess what happened, and choose your next step intentionally.

### The most important question to answer first

Before relisting, it's worth asking: Did the market reject the home — or the strategy? The answer matters, because the solution is very different.

### A simple self-check

- Did showings slow quickly after the first few weeks?
- Were buyers touring but not writing offers?
- Did feedback mention price, presentation, or hesitation?
- Was there a clear plan when momentum stalled?

If several of these apply, the issue was likely how the home was positioned — not the home itself.

### Three paths forward

**1. Relaunch with a different approach:** Often the most successful option when you still want to sell and are open to repositioning strategy.

**2. Pause — but with a plan:** Waiting can be smart when timing shifts, as long as you understand what would need to change later.

**3. Step back entirely:** Sometimes the right decision is choosing not to sell — clarity is still success.

### What successful second attempts have in common

Homes that sell after expiring don't simply relist. They relaunch with intention — addressing what didn't work, adjusting pricing and presentation, and responding to market feedback rather than ignoring it.

I'm **Tiffany Panhuis with Coldwell Banker Realty**. I help Central Ohio homeowners think through what comes next after a listing expires — whether that's relisting, waiting, or choosing a different direction altogether.