

Your 1-Page Relaunch Plan

3-POINT DIAGNOSTIC AUDIT / STARTING-POINT WORKSHEET

Before relisting, use your listing photos, showing feedback and any offer history to identify what deserves a closer look. Fill in what you know; leave unknowns blank.

PROPERTY ADDRESS

REVIEW DATE

01 GETTING BUYERS' ATTENTION

Review photos, the lead image, description and price against nearby competition. What might keep the right buyer from booking a showing?

YOUR OBSERVATION / CHANGE TO CONSIDER

02 TURNING SHOWINGS INTO OFFERS

Review access, condition, repeated feedback and how the home compared in person. What concern or expectation came up more than once?

YOUR OBSERVATION / CHANGE TO CONSIDER

03 GETTING TO CLOSING

If a contract fell through, review inspection, appraisal, financing and timing issues. What could be addressed earlier next time? If none, write "Not applicable."

YOUR OBSERVATION / CHANGE TO CONSIDER

PRIORITIZE YOUR NEXT THREE STEPS

Choose a specific action and a date. Confirm priorities during your personal review.

#	ACTION TO TAKE	WHY IT MATTERS	TARGET DATE
1			
2			
3			

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General starting-point worksheet. Not a completed personal analysis, valuation or guarantee of sale.