

**My Home  
Didn't Sell...**



# *What Now?*

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REALTOR

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# First, Let Me Say This...

Your home didn't sell, I want you to know something important before we go any further:

**This was not your fault!**

You trusted someone to sell your most valuable asset. You prepared, you hoped, you waited and it didn't happen. That's an exhausting, frustrating, and frankly embarrassing experience. You may have fielded awkward questions from neighbors. You may have had to explain to family why it's still on the market. You may have started to wonder if something is wrong with your home.

Nothing is wrong with your home.

What went wrong was the strategy or the lack of one.

I've spent over two decades helping homeowners in exactly your position. And I can tell you with confidence: the homes that don't sell aren't unsellable. They were simply under-served. Wrong pricing strategy, weak marketing, and most critically no one ever stopped to think about what the buyer was actually feeling when they walked through the door.

That's where everything changes.

I wrote this guide because you deserve real answers. Not just promises of "better marketing" or vague talk about "exposure." You deserve to understand exactly why your home didn't sell and exactly what a different strategy looks like.

You've already been through the hard part. Let's make sure the next time is the last time.

# What Your Last Agent *Missed*

When a home doesn't sell, most agents respond the same way: drop the price, refresh the photos, and hope for different results.

***That's not a strategy. That's a guess.***

The truth is, most agents were never trained to think about why a home doesn't sell. They're trained to list homes, not to diagnose them. Here's what typically gets overlooked:

## **The emotional experience of the showing was never evaluated.**

What did buyers actually feel when they walked in? What created hesitation? What subtle signals told them "this isn't the one"? Most agents never ask these questions because they don't know how to answer them.

## **The listing positioned features instead of a lifestyle.**

Buyers don't fall in love with square footage. They fall in love with the idea of their life in a home. If your listing read like a spec sheet, it never gave buyers a reason to feel anything.

## **The pre-market period was wasted.**

The first 7-10 days of a listing are everything. Without a strategic pre-launch campaign designed to create early demand, that window closes and getting it back is almost impossible.

## **The wrong buyers were targeted.**

Broad, generic marketing reaches everyone and moves no one. Your home has a specific buyer someone for whom it is the perfect fit. Finding that buyer requires targeted strategy, not just syndication.

## **No one managed buyer perception after the listing went stale.**

Once buyers notice a home has been sitting, they assume other buyers already looked and passed. That assumption quietly poisons every showing that comes after. This perception has to be actively reset not just with a price reduction, but with a complete repositioning.

**This is the work I do before we ever put a sign in the yard. Because getting the result right means diagnosing the problem honestly and building a strategy around what buyers actually need to feel in order to say yes.**

# What No Other Agent Will Tell You

## THE REAL REASON YOUR HOME DIDN'T SELL

**It wasn't the price. It wasn't the location.  
It was how buyers felt when they walked through the door —  
and no one was managing that.**

Most agents think selling a home is about exposure, get it on Zillow, post it on Instagram, Facebook, wait for offers. That's not a strategy. That's hope.

I think about selling differently. I think about it the way a buyer thinks. And that changes everything.

### **BUYER PSYCHOLOGY**

Buyers act when they feel certain, not when they simply see enough photos online

The moment a buyer steps into your home, they are not evaluating square footage. They are asking themselves one question silently, emotionally, instantly:

**"Can I picture my life here?"**

If the answer is yes they lean in. They linger. They start talking about where the furniture will go. They are emotionally bought in before they've seen every room.

If the answer is no, they smile politely, say "nice kitchen," and walk out. They won't remember why. They won't write it down. They'll just move on to the next home. And no price reduction will bring them back.

# What Creates Buyer Hesitation — *And How I Remove It*

These are the hidden buyer psychology triggers that cause homes to sit unsold. Most agents never see them because they're never trained to think like a buyer. I look for every single one of them before we re-list your home and I have a specific plan to remove each one:

<b>THE TRIGGER</b> Scent, clutter, or darkness on arrival	<b>WHAT BUYERS FEEL</b> "Something is off. I'm already looking for the problem."
<b>Dark or amateur listing photos</b>	"If they can't present photos well, what else is being hidden?"
<b>Listing description lists features, not lifestyle</b>	"Other buyers passed. There must be something wrong."
<b>Home has been sitting on market</b>	"I can wait. I'll lowball. No one else wants it anyway."

## **The stigma of a stale listing — and how I break it**

When a home has been on the market, buyers carry a bias before they ever set foot inside. They walk in already looking for the reason everyone else said no. That psychological weight is invisible to most agents but it kills deals every single day.

Dropping the price doesn't fix it. What fixes it is a complete repositioning of the presentation, the narrative, the energy around the home so that buyers encounter it as if for the very first time. That's what I do.

# A Fresh Start for *Better Results*

You've already tried the traditional way of selling — and it didn't deliver. If that approach had worked, your home would be sold by now. Now is the time for something different:

- A **new strategy**
- A **proactive agent**
- **Smarter marketing**
- **Serious buyers**
- And most importantly — **new possibilities**

Let's turn the page and take a smarter path forward.

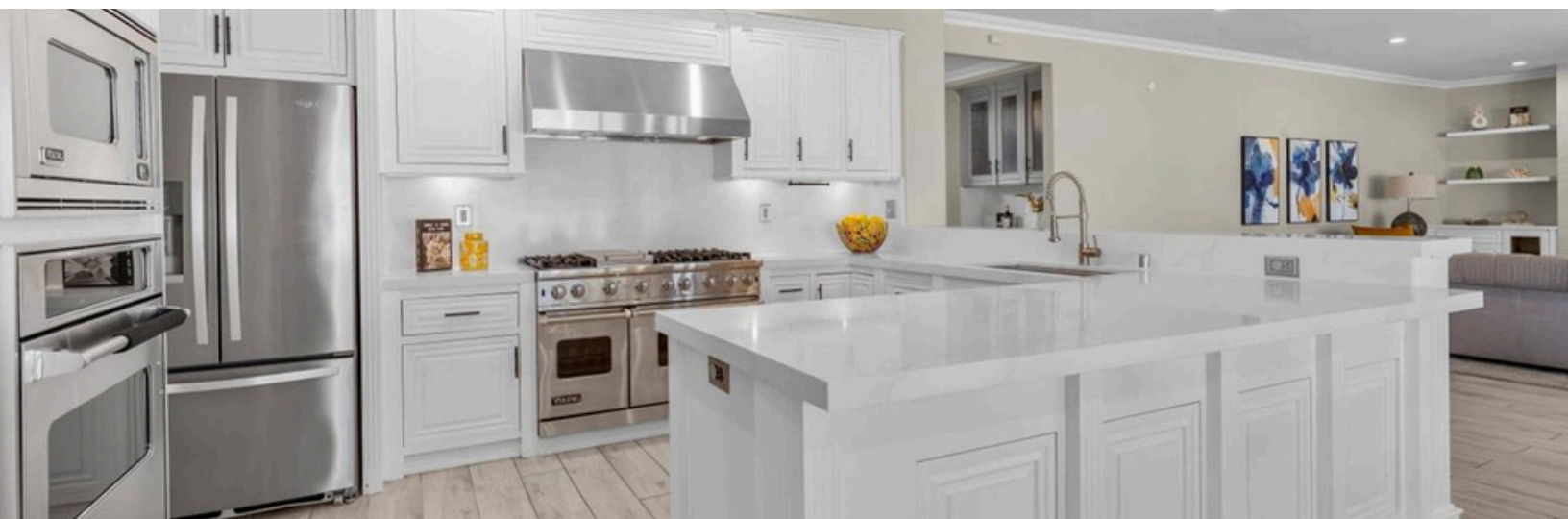
## Our Shared Goal: *A successful Sale*

Our mission is simple — and aligned with yours:

- **Get you the highest possible price**
- **Sell your home quickly**
- **Make the process as smooth and stress-free as possible**

Let's re-package, re-position, and re-energize your home's marketing to reignite the excitement you felt when it first went on the market.

This is how we make it possible. 





## Pre-Listing Marketing: *Creating Early Demand*

**48 to 72 hours before your home is listed on the MLS**, we launch a strategic pre-marketing campaign to generate early excitement and interest

This includes

- Professional **Facebook Live walk-throughs**
- **YouTube** preview videos
- **Instagram, and FB promotions**
- **Direct mail postcards** to targeted buyers and agents
- Syndication to **specialized listing outlets**

By creating anticipation before your home officially hits the market, we build a strong pipeline of interested buyers—many ready to schedule a showing as soon as the listing goes live. This early momentum aligns with **buyer psychology**, as confidence increases when interest feels validated and competition feels real, **helping move buyers from curiosity to action right from the start.**

# MAXIMUM ONLINE EXPOSURE

Once your home is listed on the MLS, we launch a dynamic **online marketing campaign** designed to get your home seen by the greatest number of buyers.

Using the latest **Search Engine Optimization (SEO)** strategies, we actively promote your listing across more than **450 websites**, including high-traffic platforms like:

- **YouTube**
- **Facebook & Instagram**
- **Google**
- **Realtor.com**
- **Zillow, Redfin & Trulia.**
- **Yahoo Real Estate**

Our area is unique, because it attracts families, professionals, and long-term homeowners who value great schools, walkable neighborhoods, dining, and access to parks. **Reaching the right buyer requires more than exposure; it requires targeted marketing that speaks to how people actually live here.**



**DID YOU  
KNOW?**

Did you know

According to the National Association of Realtors, **over 92% of buyers begin their home search online.**

That's why we make our largest marketing investment in your home's online presence—because **that's where today's buyers are looking.**



We hire **professional real estate photographers** who specialize in capturing homes at their best—both online and in print. **High-quality photography is essential.** Beautiful, well-lit images are what inspire buyers to schedule a showing and picture themselves living in your home.

We help you identify smart, profitable improvements and guide you through the home staging process. With our background in interior design and a comprehensive Staging Guide, **we'll help ensure your home feels warm, inviting, and market-ready from the moment buyers walk through the door.**



Our **national and international referral network** extends your home's visibility far beyond the local market. Through strong relationships with experienced agents across the U.S., Canada and Asia. **We make sure our most distinctive properties are consistently seen by qualified, motivated buyers.**

In an age where communication often feels automated and impersonal, we believe in doing things differently. **We prioritize real connection over convenience-so you'll never feel like just another transaction.** We're here for you, fully engaged in your selling journey. Every step of the way.



**COMMUNICATION**



**KNOWLEDGE**

With deep roots in the Los Angeles area, **we offer local insight that goes far beyond what you'll find online.** From market trends to neighborhood nuances, **we use current data and hands-on knowledge to position your property competitively-and strategically.**

**My real estate experience spans more than two decades** across changing markets and hundreds of successful sales. **I am know for helping home owners succeed when a fresh strategy is needed most.**



**EXPERIENCE**

# meet your *Professional Team*

*Hablamos Español\**



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Read more  
about  
*the team*  
here >



**VALLEY SIDE HOMES**

Martha Gonzalez, Realtor®

Brokered by OG Realty Group

# We Bring You *Concierge* Level Service and...



## **EQUITY PROTECTION**

We treat your money like it's our own—strategically pricing, marketing, and negotiating to help you retain more of your hard-earned equity.



## **ASSERTIVE NEGOTIATIONS**

We negotiate respectfully but firmly to get you the best possible price and terms, protecting your interests every step of the way.



## **TRANSACTION MANAGEMENT**

From disclosures to deadlines, we handle the big issues and the small details so you can move forward with confidence and less stress.



## **MARKET PREPARATION**

We identify smart, profitable improvements and ensure your home is fully prepped to shine in today's market.



## **HIGH IMPACT MARKETING**

Our multi-phase marketing plan is creative, aggressive, and customized and designed to get your home maximum exposure and more showings.



## **EDUCATION**

We believe informed sellers make stronger decisions. That's why we clearly explain the entire process from marketing strategies to disclosures and contracts—so there are no surprises along the way.

# From Stalled to Sold: *How Strategy Changes Everything*

A homeowner came to me after their home had been on the market for 61 days with another agent. No offers. Two price reductions. Growing frustration – and growing doubt that the home would ever sell.

When I walked through the property for the first time, I didn't see an unsellable home. I saw a home that had never been properly introduced to the right buyer.

The listing photos were dark and shot from unflattering angles – the living room looked small when it was actually generous and bright. The listing description led with the number of bedrooms and the square footage, and said nothing about the quiet cul-de-sac location, the mountain views from the primary bedroom, or the outdoor entertaining space that was genuinely one of the best features of the property.

Most importantly, no one had thought about the buyer. Who was the right person for this home? What did they care about? What would make them feel, the moment they walked in, that this was the one?

## **WE STARTED OVER**

We brought in a professional photographer who spent three hours capturing the home in the right light. We rewrote the listing description around the lifestyle the home offered. We identified the target buyer – a move-up family who valued outdoor space and a neighborhood with top-rated schools – and built the marketing campaign around reaching them specifically.

Before we relisted, we ran a 72-hour pre-launch campaign: Facebook Live walk-through, Instagram promotions, and direct outreach to agents with active buyers in that price range. By the time the listing went live on the MLS, we already had four showing requests.

**The home sold in 9 days. Full asking price. No contingencies.**

The home didn't change. The strategy did.

# We Turn Strategy Into *Results*

**20713 W Chestnut Cir** Closed • **Single Family Residence** •

List / Sold:

**\$1,370,000 / \$1,370,000**



0 days active in MLS • Sold On 05/30/2025

4 beds, 3 baths • 2,189 sqft • 65,171 sqft lot • \$625.86/sqft • Built in 2022

BAC:

Located in the highly sought after guard gated community of "The Canyons" in Porter Ranch. This gorgeous "ZORA" layout plan, recently built in 2022, has beauty and tranquility. 4 spacious bedrooms and 3 baths. One bedroom with full bathroom downstairs. Upgraded kitchen with quartz countertops, stainless steel appliances, built-in wine cellar, soft-close cabinets from floor-to-ceiling. Luxury outdoor li... [More](#)

**SOLD** same day on the market without dropping the price

**6570 Encina St**

Closed • **Single Family Residence** •

List / Sold:

**\$1,499,900 / \$1,510,000** ↑



4 days active in MLS • Sold On 12/09/2025

5 beds, 4 baths • 3,884 sqft • 20,302 sqft lot • \$388.77/sqft • Built in 2000

BAC:

**\*\*LUXURY LIVING IN CHINO'S MOST DESIRABLE NEIGHBORHOOD\*\*** Experience the ultimate in comfort and elegance in this remodeled 5-bedroom, 4-bath estate, perfectly situated on an almost half-acre corner lot in one of Chino's most sought-after neighborhoods. A grand double-door entry welcomes you to an impressive interior featuring soaring ceilings, custom staircase rails, and an open floor plan ideal for e... [More](#)

**SOLD** in 4 days on the market with multiple offers and above asking price

**1034 Thoroughbred Ln**

Closed • **Single Family Residence** •

List / Sold:

**\$1,599,900 / \$1,570,000** ↓



53 days active in MLS • Sold On 08/29/2025

4 beds, 4 baths • 3,895 sqft • 38,768 sqft lot • \$403.08/sqft • Built in 2000

BAC:

Stunning Norco Hills Estate with Pool, Panoramic Views! Welcome to your dream home in the highly sought-after Norco Hills community! Situated on an expansive nearly 1-acre lot, this gorgeous estate pool home is the perfect blend of luxury, comfort, and functionality. Step inside to find new porcelain tile flooring throughout the first floor, setting the stage for elegant living. The flexible downstairs... [More](#)

**SOLD** through strategic repositioning and expert negotiation in a shifting market


# What Home Owners are *Saying*



5.0 ★★★★★

moment. Since the start, we felt like Martha and her son had our back, we ... [More](#)

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 **rockstar2778**  
2 reviews

★★★★★ 2 years ago

Martha is the best, she has helped my wife and I sell and then purchase our new home. There is no one else who has more experience in every aspect of the home selling and buying process. She will create the best plan for your specific situation and then execute every detail flawlessly for the best result.

5.0 ★★★★★



 **Agnes Krzysik**  
1 review


★★★★★ 3 years ago

Martha Gonzalez is an incredible professional. Given the short and competitive timeframe we had in selecting our home, Martha was there every step of the way. She is very flexible on showing homes, offers strong advice and is a wealth of knowledge to get us through what seemed an impossible task. She makes the process of home buying stress and worry free. We highly recommend Martha-she's a professional who truly has the best interest for her clients. Thank you for getting us into our beautiful home, forever grateful for your services Martha.

5.0 ★★★★★

🙏 1 📌

 **Abraham Chaidez**  
2 reviews · 1 photo

★★★★★ 3 years ago

Best realtor in town! A+A+A+ Top real state Agent  
Second time we do business with Marta Gonzalez.  
We got more than expected for our home, Quick 1 week sold. smooth transaction.  
escrow closed in less than a month.  
Thank you

Read more *testimonials* here



# *the Top 7*

## REASONS YOUR HOME DIDN'T SELL

1. Your photos were not professional
2. You hired the wrong agent
3. Your home has minimal curb appeal
4. You didn't have guidance to de-clutter properly
5. It was all about the price
6. You opted for lower commission and sacrificed overall quality
7. Buyer psychology was never addressed

If it was one of these reasons or something else...

*Wouldn't you want to know?*



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HOMES DON'T FAIL; STRATEGIES DO

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# Let's Find Out Exactly Why Your Home Didn't Sell

*You don't need more promises. You need answers.*

That's why I offer every expired seller a complimentary Home Strategy Session — a focused, no-pressure conversation where we dig into exactly what happened with your listing and what a different approach would look like for your specific home.

## ***In 30 minutes, you'll walk away knowing:***

- The most likely reason your home didn't connect with buyers
- What needs to change before you relist — and what doesn't
- What a realistic, buyer-focused strategy looks like for your property
- What your home could realistically sell for with the right approach

There's no obligation. No sales pitch. Just honest answers from someone who has helped homeowners in your exact situation.

## **The market doesn't wait. And neither do the right buyers.**

Every week your home sits off the market is a week of lost momentum, lost equity, and lost opportunity. The good news is that a stalled listing can absolutely be turned around — when the strategy is right.

Not intended to solicit properties already listed for sale



# My house didn't sell... *What Now?*

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MARTHA GONZALEZ  
REALTOR

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When your house doesn't sell, **it's not the end: it's a turning point.**

*In "My House Hasn't Sold... Now What?", real estate expert Martha Gonzalez explains why houses don't sell and exactly what to do. With over two decades of experience, Martha reveals proven strategies, smarter marketing, and proactive planning that transform stalled properties into successful sales.*

*This practical, **easy-to-understand guide walks homeowners through re-positioning their property, generating serious buyer demand, and protecting their equity-without guesswork or stress.** From high-impact marketing to expert negotiation, this book shows why a fresh approach matters-and why Martha Gonzalez is the realtor to call when results matter most.*

Not intended to solicit properties already listed for sale

