Why Listings Fail

The nine reasons homes sit, expire, or get pulled off the market, drawn from hands-on analysis of expired Grants Pass MLS listings. If your home was listed and didn't sell, the cause is almost always on this list, and every one of them has a fix.

THE DEFAULT

1. Overpricing

SIGNAL: LONG DOM, NO OFFERS, NO PRICE REDUCTIONS

The most common reason a listing fails, and the one most agents won't say plainly. Sellers anchor to what they paid, what they put into improvements, or what the market was doing in the early 2020s. The comps say otherwise, and the gap is often wider than anyone admitted during the listing period.

The market did surge. Sellers watched it happen and assumed those numbers set a floor. They didn't.

Jamie's angle: brings the actual comp-by-comp math - the same adjustments an appraiser makes - so the relisted price has a data trail, not a guess.

PRESENTATION PROBLEMS

2. Poor Photography

SIGNAL: DARK, BLURRY, OR BADLY FRAMED PHOTOS; LOW PHOTO COUNT; NO AERIAL FOR ACREAGE

Buyers scroll dozens of listings at a time and make an instant decision about whether to click through. That decision happens in seconds. Poor photography ends the conversation before a showing is ever requested. Even for a fixer upper or a property that needs work, there are ways to photograph it that show what it is and who it's for.

Jamie's angle: takes photography and visual presentation as seriously as pricing. Angle, light, and framing are not afterthoughts.

3. Clutter and Personal Belongings

SIGNAL: PHOTOS SHOW HEAVY PERSONAL ITEMS THROUGHOUT ROOMS; PROPERTY FEELS LIVED-IN RATHER THAN SHOWN

Different from poor photos. The issue is buyer psychology. When a home is full of someone else's belongings - in the listing photos and in person - buyers cannot form the mental image of their own life there. That image is what drives an offer. Personal items interrupt the moment. It does not matter how solid the house is underneath.

A targeted pre-listing cleanup and staging walkthrough costs almost nothing and can shift a listing from sitting to sold at the same price.

Jamie's angle: walks the property with the seller before listing and identifies the specific changes that let the house speak for itself.

4. Showing Quality

SIGNAL: GOOD HOUSE, GOOD PRICE, LOW OFFER RATE; PROPERTY HAS A STORY THAT WASN'T BEING TOLD

How a home is presented during a showing determines whether buyers leave emotionally connected or merely informed. Most agents open the door and step back. A good showing tells a story about the life that's possible in a place - pointing out what buyers might miss, building a sense of the neighborhood and location, letting the house make its case.

Staging for the showing matters too: how the space is set up, what's in the rooms, whether buyers feel like guests or visitors.

Jamie's angle: approaches showings as a storytelling exercise, not a door-opening one. Nearly 20 years of experience reading what buyers respond to.

BUYER POOL PROBLEMS

5. Price Point Exceeds Local Market

SIGNAL: LIST PRICE ABOVE ~$600K; LONG DOM DESPITE REASONABLE CONDITION AND MARKETING

Grants Pass is not a large market. Above a certain price point, the pool of local buyers who can and will move shrinks dramatically. Waiting for the right local buyer to appear is a strategy with long odds. At these prices, the buyer is often coming from somewhere else - California, the Pacific Northwest, or further - someone trading a high-cost market for acreage and a different pace of life.

Jamie's angle: actively markets to relocators, not just the local pool. Reaching buyers who haven't looked at Grants Pass yet but will the moment it's in front of them.

6. Narrow Buyer Profile - Wrong Framing

SIGNAL: UNIQUE PROPERTY TYPE MARKETED AS GENERIC RESIDENTIAL; FIXER, HOMESTEAD, MULTIFAMILY, OR PROJECT PROPERTY LISTED WITHOUT FINDING ITS AUDIENCE

Some properties have a specific buyer: the person who wants a fixer and can see past the condition, the family looking for a multifamily setup, the relocator looking for a homesteader's dream rather than a suburban house. Those buyers are motivated when they find the right property. But they need to hear a different message than a standard listing delivers. When the listing speaks to everyone, it reaches no one.

Common misframings: acreage with gardens and outbuildings listed as "horse property." A 4-bedroom home with a second unit listed as a standard single-family. A solar-equipped property with "solar" mentioned once as a footnote.

Jamie's angle: identifies who the real buyer is and writes the listing and outreach to speak to that person specifically.

INVESTMENT AND CONDITION PROBLEMS

7. Over-Renovation / Over-Customization

SIGNAL: SIGNIFICANT RENOVATION INVESTMENT; STRONG STYLISTIC CHOICES VISIBLE IN PHOTOS; LONG DOM DESPITE APPARENT QUALITY

When sellers make significant renovations with strong personal aesthetic choices, buyers do something counterintuitive: they do not add the investment to the value - they price in the cost of what they would change. A buyer at the upper end of the market has a clear vision of their own. When they walk into a home that reflects someone else's vision equally strongly, they start calculating the cost of reconciling the two.

This is not a judgment on the quality of the work. It is a buyer psychology mechanism. The renovation may be genuinely beautiful. The issue is that it narrowed the buyer pool, and in a small market, a narrower pool means a longer wait.

Jamie's angle: goes into this honestly with the seller - both the comp math and an honest assessment of how the renovation is landing with buyers, and what it would take to close.

8. Undermarketed Special Features

SIGNAL: SOLAR, ADU, WATER RIGHTS, MULTIFAMILY CONFIG, OFF-GRID SYSTEMS MENTIONED IN PASSING OR NOT AT ALL

Some features that would be a primary motivator for a specific buyer get buried in the listing as a line item or a footnote. Solar systems are a consistent example: a working solar system is tangible, ongoing value - lower operating costs, energy independence, something a buyer feels in their monthly bills from day one. When it is treated as a footnote, the buyers who specifically want it move on.

ADU potential, water rights, multifamily configuration, and proximity to specific amenities fall in the same category.

Jamie's angle: nearly 20 years in solar means solar is never a footnote in her listings. Special features get positioned as headlines and explained in terms of actual buyer benefit.

WHEN IT'S JUST THE MARKET

9. The Market Is the Problem

SIGNAL: SOLID HOUSE, REASONABLE PRICE, DECENT PRESENTATION - AND IT STILL SAT

The rarest and most honest diagnosis. Sometimes the property, the price, and the presentation are all fine. The market is simply soft, and no one is saying so plainly.

Grants Pass home values are down 1-3.5% year-over-year as of mid-2026. Nearly 60% of homes are selling below asking price. Days on market have stretched well beyond the pace of even two years ago. The structural factors behind this - interest rates, the end of the pandemic migration wave, softened buyer demand - are not resolving quickly. Waiting for a turnaround is not a reliable strategy in the near term.

Most sellers who pull a listing are betting on a recovery. The old playbook said: wait it out, the market always comes back. That bet is harder to win now. The structural factors behind the current softness - rates, the end of the pandemic migration wave, softened demand - are not resolving on a seller-friendly timeline. This is not a temporary dip to wait through. It is closer to a new baseline.

The honest question is simple: do you need to sell? Not whether you want to, or whether the timing feels right - whether you need to. If yes, the price has to meet buyers where they are today. Waiting will not change that. The conversation most agents avoid having is the one that actually helps.

> Jamie's angle: will have this conversation directly and without softening it. Goes through the current comps, explains where buyers are today, and is willing to say plainly that waiting is not a strategy she can honestly recommend right now.

IF YOUR LISTING EXPIRED

> Most expired listings have more than one issue. Price is the most common, and the other eight are rarely alternatives to the pricing diagnosis - they are compounding factors. The useful question is not "what one thing went wrong" but "which two or three of these applied to my listing, and what does each one cost to fix." A diagnosis that names the specific reasons buyers were not engaging is the difference between relisting into the same result and relisting into a sale.

Jamie offers this diagnosis as a flat-fee session called The Listing Post-Mortem: an honest, evidence-based read on why the listing sat, with the comp math shown. You can also take the two-minute Listing Post-Mortem quiz or read Why Didn't My House Sell on the website. Market figures cited in this guide reflect conditions as of mid-2026 and change; confirm current numbers before making decisions.