



YOUR LISTING EXPIRED. YOUR STORY DIDN'T.

The Second Launch

Your home's second act, and you lead it: an honest review, a clearer plan, and a relaunch built to learn.

*You make the call.
I'll bring the plan.*

Start with a conversation →

book.shalinthia.com

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Before You Read

The fine print for this guide, in one place.

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No agent can guarantee sale price, profit, buyer behavior, lender timelines, appraisal outcomes, title clearance, or closing date.

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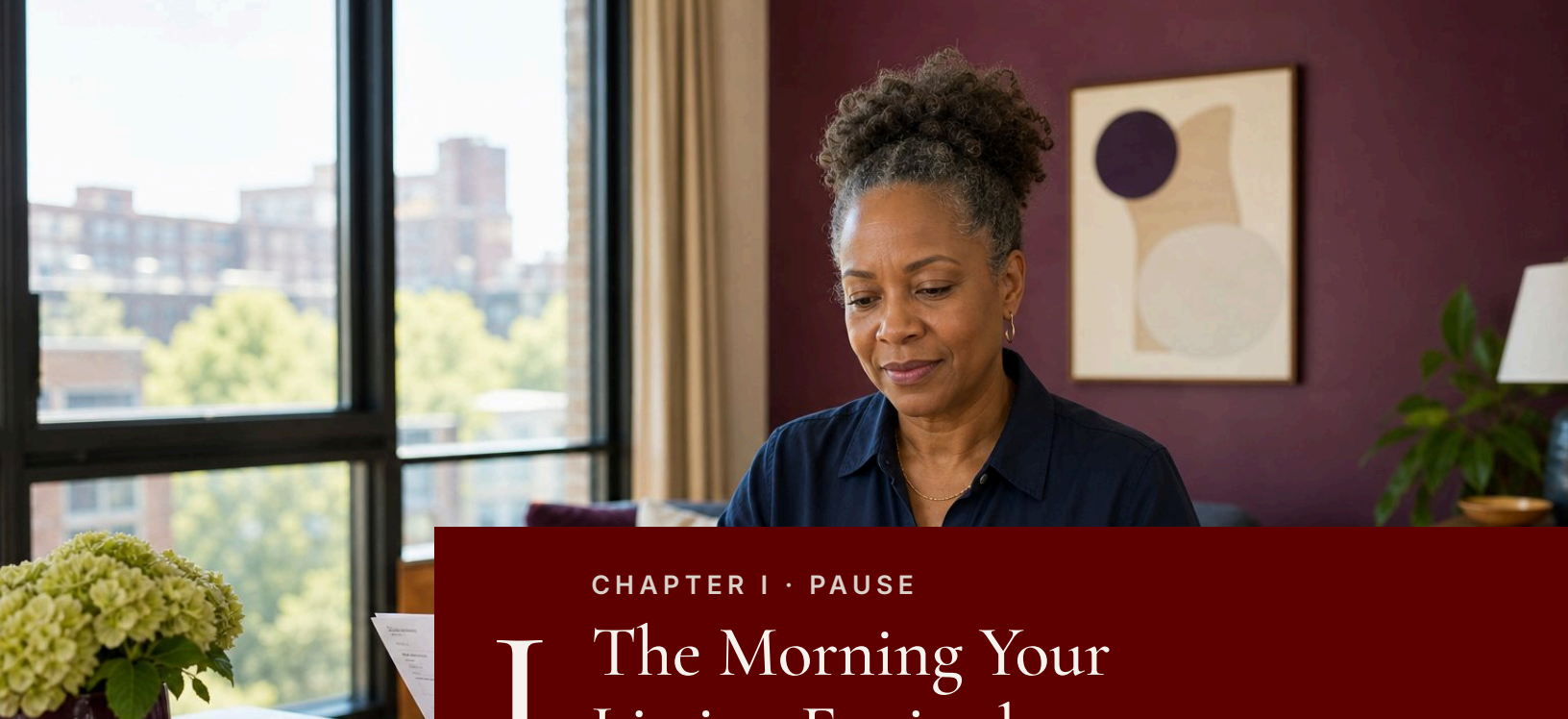
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Equal Housing Opportunity.

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CHAPTER I · PAUSE

I The Morning Your Listing Expired

If the phone started ringing early, here is something you can read slowly, on your own terms.

IT'S EARLY, and your phone buzzes on the nightstand. Then again, and again. Your listing expired overnight, and the voicemails are from people you have never met.

The change in status is public, and many agents watch for it. Some calls may be helpful. Nearly all will ask for your time before you've had a chance to think.

So let me begin differently. On this page, I'm not asking you for anything. I'm asking you to pause.

An expired listing can feel like the end of your home's story. It isn't. It is information, and much of it is useful.

An expired listing is not a verdict on your home. It is information.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Before we look back, a short note from me. → P. 4

A Note Before We Begin

Who I am, what I bring, and why you stay in the lead.



I PAUSE	3	IV RELAUNCH	13
II REVIEW	5	V DECIDE	16
III RETHINK	8	 CONTACT	18

Somewhere in those weeks on the market are real signals: who came, what they said, which homes held their attention, and where interest faded. Read carefully, they show what to keep, what to change and what to test.

I'm Shalinthia Miles, a licensed real estate salesperson serving Brooklyn, Queens and the Bronx. I work with houses, co-ops, condos and multi-family buildings, and I treat a relaunch the way an analyst treats a problem: evidence first, opinions second.

This guide follows that approach in five short chapters. We pause, look back honestly, rethink the plan, relaunch with a system that learns, and end with a decision that is entirely yours. The ideas hold up whoever you sell with, and whether or not your home returns to the market.

Shalinthia

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Prefer a voice before a meeting? A short call, your questions first.

[Schedule a short call →](#)

MEET ME FIRST

[Watch my short intro video →](#)

First, a careful look back at what actually happened. → P. 5

II

What Happened, Honestly



Before anything changes, we separate what is documented from what is assumed.



THE OLD LISTING SHEET is spread across your table, beside the showing notes and the price history. When we sit down together, I bring two pads of paper: one for what we can document, one for what we only suspect.

I call this a postmortem. The purpose is practical: understand the last campaign well enough that the next one doesn't repeat it by accident.

We start with the record: every price change, days on market, any contract that fell through, showings, online engagement and what buyers' agents said. For a co-op or condo, we add the building side: board requirements, financials and the documents buyers asked to see.

Documented facts go on the first pad. Guesses go on the second, labeled as guesses.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Try the review yourself on the next page. → P. 6

What Do You Actually Know?

Tick one box per line: can you document it, or are you guessing?

ABOUT THE LAST LISTING		CAN DOCUMENT	GUESSING
1	Every price change, and its date	☐	☐
2	Days on market, including any relisting	☐	☐
3	Number of showings and second visits	☐	☐
4	What buyers' agents actually said	☐	☐
5	Which competing listings buyers chose instead	☐	☐
6	Which documents buyers or the board requested	☐	☐

No score. Circle the guess you'd most like answered.

Guesses are welcome. They just become questions we can test, never conclusions. From there, the review answers plain questions: what worked and should be kept, what fell short or was overlooked, what should not be repeated, and what deserves a fair test.

None of this is about the previous agent. Capable agents have listings expire. The point is evidence, not blame.

Facts on one pad, guesses on the other. Guesses become questions we can test.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Talk through what happened →

PREFER TO TEXT?

Text **RESET** to 646-863-8071



CHAPTER II · REVIEW

The Market You Actually Compete In

TWO BUYERS PAUSE in your doorway, then step inside. They have toured other homes nearby, and they carry every one of them into yours.

So I build the true competitive set, like for like: co-ops against co-ops, condos against condos, two-family houses against two-family houses. Mixing types produces a number that looks precise and means very little.

The search covers roughly a mile around your home: recent sales, homes in contract, active listings, price cuts, and listings that expired or were withdrawn. For apartments, I start with your own building and line. Then I name the rivals: the direct threat, the cheaper substitute, the premium home that set the ceiling.



I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

[Compare my real competition →](#)

PREFER TO TEXT?

Text [RESET](#) to 646-863-8071

III

A New Vision: Three Pricing Lanes

Rather than one price and a long wait, you choose a lane, a reason and a date to review it.

Waiting isn't a strategy. A review date, agreed in advance, is.



THREE SHEETS LIE side by side on your table, one for each pricing lane. Each has a reason, a trade-off and a review date written at the bottom.

This is where your home's second act begins. Setting a price, relisting and waiting isn't a strategy; it lets the market decide for you, slowly, while the days on market add up in public.

Instead, I map three lanes from the competitive set. Each carries review gates: dates set before launch when we look at the evidence together and decide whether to hold, refine or change course. No lane promises a price.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Lane one: value and velocity. → P. 9



CHAPTER III · RETHINK · LANE 1 OF 3

Value / Velocity

Suits owners who want momentum and the widest pool of buyers.



LANE 1

Priced to stand out against its closest active rivals, from its first day back on market.

HOW IT CAN PLAY OUT

A ONE-BEDROOM CONDO OWNER in Long Island City saw the first listing sit among new-development units offering similar views and amenities. For the relaunch, they laid the closest active listings side by side and chose to price where the unit would stand out when buyers filtered their search. Fresh photos led with the layout and light. The aim was a place on buyers' shortlists from the first week.

☐ Sounds closest to my goals

I PAUSE

II REVIEW

III **RETHINK**

IV RELAUNCH

V DECIDE

Lane two: the market anchor. → P. 10



CHAPTER III · RETHINK · LANE 2 OF 3

Market Anchor

Made for sellers who want every figure backed by like-for-like sales.



LANE 2

Priced in line with the strongest like-for-like closed sales, with evidence behind every figure.

HOW IT CAN PLAY OUT

A TWO-BEDROOM CO-OP OWNER in Riverdale knew any buyer would need board approval and, usually, a lender's appraisal. So they chose to anchor the relaunch price to evidence: recent sales of similar units in the building and in nearby co-ops with comparable maintenance. They gathered the building's financials and house rules early, so buyers could see the full picture before making an offer.

☐

Sounds closest to my goals

I PAUSE

II REVIEW

III **RETHINK**

IV RELAUNCH

V DECIDE

Lane three: the premium test. → P. 11



CHAPTER III · RETHINK · LANE 3 OF 3

Premium Test

Right for owners whose home has an edge the comparables don't show.



LANE 3

Priced above the market anchor for a stated, visible reason the comparables don't capture.

HOW IT CAN PLAY OUT

THE OWNER of a renovated two-family brownstone in Bedford-Stuyvesant had a reason the comparables missed: a new roof, updated systems and an owner's duplex above a garden rental. They chose to test a premium, with the permits and rental income documented for buyers to check. Buyers could weigh the evidence themselves, and the owner would choose the next step from their response.

☐ Sounds closest to my goals

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

[Discuss my pricing lanes →](#)

PREFER TO TEXT?

Text **PLAN** to 646-863-8071

A System, Not a Hope

Seven steps that measure what buyers do, and adjust with reason, not nerves.

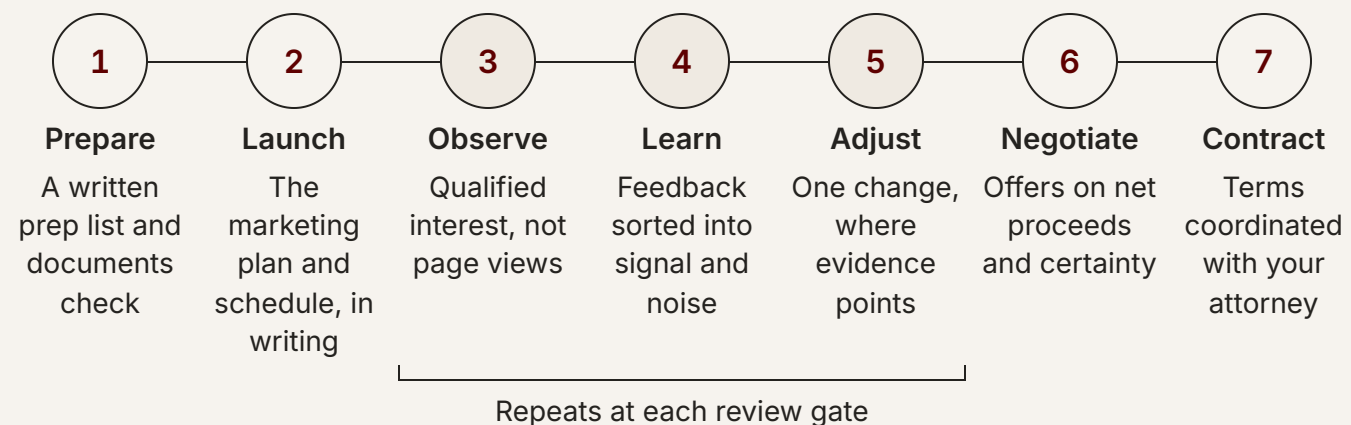
Change only what the evidence points to.



YOU ASK THE QUESTION that matters most: how will we know if it's working? I turn my notebook around and draw seven boxes, joined by arrows.

We change only the variable the evidence points to. Views but no showings? Look at the photos and description. Visits but no return? Condition or layout. Strong attention but no offers? Then price is the honest question.

YOU ARE HERE: STILL REVIEWING ↓



I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

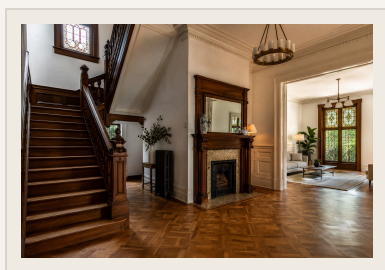
V DECIDE

Map these steps for my home →

But first, the home itself. → P. 13

IV

Prepared, Not Just Prettier



YOU START A FOLDER on the table: the building's financials, the board package checklist, a note about the closet door that sticks. I walk the rooms with you, noting what a buyer will see first.

Preparation starts with what buyers noticed last time, in order of impact and cost: repairs, decluttering, a deep clean, better light, paint where it truly helps.

For co-ops and condos, readiness reaches beyond your walls: the managing agent, the board package, the building documents. For houses and multi-family buildings, it means disclosures, leases and rent details organized from day one.

And the visual story stays accurate. I never digitally add views, renovations or amenities that aren't there, and any virtual staging is disclosed.

A prettier listing that meets the same objections will likely meet the same result.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Your readiness checklist is next. → P. 14

The Readiness Checklist

Tick what's done; skip lines that don't fit your home.

CONDITION

- ☐ Small repairs: leaks, doors, outlets, tiles
- ☐ Worn walls repainted; entry or hallway tidied
- ☐ Super or managing agent briefed on showings

PRESENTATION

- ☐ Rooms decluttered, lightly staged; closets thinned
- ☐ Deep clean; every bulb working
- ☐ Floor plan measured; photography scheduled

DOCUMENTS

- ☐ Co-op: board package requirements, recent financial statements
- ☐ Condo: offering plan, bylaws, recent financials
- ☐ House or multi-family: certificate of occupancy, permits, leases
- ☐ Disclosure forms reviewed with your attorney



Blank boxes are normal. They become the agenda for our walkthrough.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

[Book a pre-listing walkthrough →](#)

PREFER TO TEXT?

Text **WALK** to 646-863-8071

The First Three Weeks, Gate by Gate

What would need to be true for you to make an offer?



After every showing I ask the buyer's agent three questions: What did you like most? What concerns you most? What would need to be true for you to make an offer? The answers, sorted into signal and noise, decide what happens at each gate.

WHEN	WHAT HAPPENS	WHAT YOU DECIDE
Days -7 to -1	Prep, photos, pricing evidence done	Approve lane, photos, listing copy
Day 0	Listing goes live	Confirm showing access
Days 1-3	Marketing reaches brokers and buyers	Nothing yet; early numbers noted
Days 4-7	Showings; the three questions asked	Read the sorted feedback
Day 7 · Gate	Interest reviewed against your lane	Hold course, or change one thing
Days 8-14	Act on what the evidence flags	Approve any change first
Day 14 · Gate	Showings, feedback, offers or none	Confirm the lane, or switch lanes
Days 15-21	Offers weighed on net proceeds and certainty	Choose an offer, if any

A plan we adapt, not a promise of a sale or a contract date.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Plan my first three weeks →

One question remains. → P. 16



CHAPTER V · DECIDE

V Your Next Conversation, on Your Terms

A FEW DAYS LATER, the phone is quieter. You might relist soon, wait a season, rent the home or stay put. You might work with me, your previous agent or someone else.

If you'd like to talk, choose the depth that suits you. None of these comes with an obligation.

QUICK

A short call

Answers to a few questions. No preparation.

[Book a call →](#)

UNHURRIED

A walkthrough

At your home. Bring your page 6 ticks, if you like.

[Pick a time →](#)

IN DEPTH

A full consultation

Your evidence and relaunch plan, walked through.

[Book it →](#)

NOT NOW

Keep this guide

Take your time. Reach out whenever you're ready.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

[Meet at your home →](#)

PREFER TO TEXT?

Text [MEET](#) to 646-863-8071



EPILOGUE · THE SECOND ACT

Same Stoop, a Different Morning

Remember the morning on the cover? Phone face-down, sign still blank. He didn't answer every call. He read, made notes, and when he was ready, he called me.

What came next wasn't luck, and it wasn't a promise. It was the work in these pages: an honest look back, a pricing lane he chose, a home prepared, and a relaunch built to learn.

Today he hands over the keys, smiling, and every choice that brought him here was his.

He made the call. I brought the plan.

I PAUSE

II REVIEW

III RETHINK

IV RELAUNCH

V DECIDE

Your turn. → P. 18

Your Second Act Begins With a Question

What's the one question you'd want answered before you relist?

Bring it to me. Call, text a keyword or book a time below; you choose the depth. No obligation, and this guide stays yours whatever you decide.



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Choose how we meet →

PREFER TO TEXT? TEXT A KEYWORD TO 646-863-8071

RESET

Talk through what happened

PLAN

See a relaunch plan

WALK

Book a walkthrough

MEET

Meet at your home

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