

DOWNLOADABLE REALTOR RESOURCE

STALE LISTING RESCUE PLAYBOOK

A WolfPatt guide for listing agents

When days-on-market climb in Chandler & the East Valley, this leave-behind helps you reset the home, freshen photos and get showings moving again — without over-improving.

BROUGHT TO YOU BY



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SIGNS A LISTING NEEDS A RESET

- **Showing fatigue**
fewer tours, more cancellations, or the same soft feedback week after week.
- **Photo drift**
online images look dark, cluttered or dated next to fresher nearby comps.
- **Price chatter without action**
sellers hear "price cut" but rooms still feel full and unfinished.
- **Life in the house**
mail piles, seasonal clutter and lived-in kitchens undercut every showing.
- **Vacant and flat**
empty rooms echo, lawns slip and the curb no longer matches the asking price.

WEEK-ONE TRIAGE WITH THE SELLER

- ☐ **Walk room by room**
note what buyers see first: entry, kitchen, baths, primary suite and yard.
- ☐ **Separate keep vs. clear**
personal items, excess furniture and garage overflow go on a simple list.
- ☐ **Flag quick wins**
deep clean, paint touch-ups, lighting, hardware and curb appeal that photograph well.
- ☐ **Agree on a goal date**
pick a target for new photos so the reset has a finish line.
- ☐ **One coordinator**
you stay the advisor; WolfPatt can handle the heavy lifting on contents and prep.

DECLUTTER BEFORE YOU RECUT PRICE

Surface clear

Counters, tables and nightstands empty enough that rooms feel larger in photos.

Furniture edit

Remove extra chairs and bulky pieces so traffic paths and light open up.

Closet & garage

Buyers open every door — half-full spaces read as storage, not stress.

Personal reset

Family photos and memorabilia boxed so buyers can picture their own life.

MARKET-READY WINS THAT PHOTOGRAPH

- **Deep clean + scent-neutral**
kitchens, baths, floors and windows so the first open feels crisp.
- **Paint & lighting**
touch up scuffs; swap yellow bulbs for bright, even light in key rooms.
- **Hardware & fixtures**
fresh pulls, clean faucets and working switches beat a big spend.
- **Curb & yard**
trimmed edges, clear walkways and a welcoming front door for drive-by appeal.
- **Stay matched to comps**
polish what buyers expect in this price band; skip projects that won't pay.

NEW PHOTOS, NEW ENERGY

1

Clear

Declutter, donate or stage out what distracts.

2

Clean

Deep clean the rooms that sell the home.

3

Polish

Paint touch-ups, light and curb appeal.

4

Shoot

Fresh photos and a tight listing refresh.

5

Invite

Re-engage your buyer pool with the update.

A price change lands better when the home looks different online. Reset the rooms first, then talk numbers.

HOW WOLFPATT RESETS CHALLENGING LISTINGS

01

Declutter

Keep / sell / donate
sorting with sellers

02

Clean-Outs

Haul-off when
rooms need a full
clear

03

Estate Sales

Turn contents into
progress, not clutter

04

Listing Prep

Market-ready
polish before photo
day

05

Coordination

One plan, updates
and a clear finish
date

NEXT STEP

SEND US THE ADDRESS + PHOTOS

We'll walk the home, flag what matters and give you a clear plan — so your listing hits the MLS ready.

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PARTNER WITH



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