



UNSOLD DOESN'T MEAN UNSALABLE.

GET THE TRUTH. GET BACK IN CONTROL.

YOUR PROPERTY DID NOT FAIL. THE CAMPAIGN DID.

A straight-talking guide for
Gold Coast sellers whose
property came off the
market unsold.



Before you relist, find out **what really happened**, **what needs to change**, and how to avoid another campaign where buyers wait, offers weaken, and **your life stays on hold**.



**WHY THE FIRST
FEW WEEKS MATTER**



**WHY A BIG PRICE
PROMISE MEANS NOTHING**



**WHY SELLING A LOT DOES
NOT MEAN SELLING WELL**



**WHAT TO CHECK BEFORE
CHOOSING THE NEXT AGENT**



**HOW TO RELAUNCH WITHOUT
REPEATING THE SAME MISTAKE**

**Scan before
you relist.**

Book the
Expired Property
Relaunch Plan.



SCAN ME



Conrad Hyslop
Gold Coast Property Specialist

Harcourts
Property Hub



BEFORE YOU RELIST. READ THIS.

A quick letter from Conrad Hyslop

If your property came off the market unsold, you do not need another agent giving you soft answers.

You do **not** need another big price promise.
You do **not** need another vague market update.
And you definitely **do not** need another campaign built on hope.

What you need is the truth.

Not the kind of truth that makes you feel worse.
The kind that helps you understand what actually happened, what needs to change, and how to avoid repeating the same weak campaign.

Because most unsold properties are not a property problem.
They are a plan problem.

- ⊕ The price may have been based on hope instead of evidence.
- ⊕ The wrong buyers may have been measured.
- ⊕ The first few weeks may have been mishandled.
- ⊕ The feedback may have been vague.
- ⊕ The agent may have gone quiet.
- ⊕ Or the campaign may simply have lacked the strategy needed to create real buyer pressure.

That is why I put this guide together.

So you can stop guessing.
So you can understand buyer behaviour.
So you can see what a proper relaunch should actually look like.
And so you can make your next move with more clarity and less stress.

As you read through this magalog, I want you to keep one thing in mind:

There is a buyer for every property.
The property is not the problem.
The plan is.

If this guide helps you see what went wrong — and what needs to change before you relist — then it has done its job.

And if you want a straight-talking conversation about how to relaunch properly, scan the QR code and book the Expired Property Relaunch Plan.

Conrad Hyslop
Gold Coast Property Specialist

“
The property
is not the
problem.
The plan is.
”

WHAT THIS GUIDE WILL SHOW YOU



Where campaigns
lose momentum



Why early buyers
matter most



Why kitchen-table pricing
means nothing without
evidence



What to check before
choosing the next agent



How to relaunch without
repeating the same mistake

SCAN BEFORE YOU RELIST

Book the Expired
Property Relaunch Plan
and get clear on what
needs to change before
you go back online.

 **SCAN ME**



Conrad Hyslop
Gold Coast Property Specialist

Harcourts
Property Hub

Your property did not fail. The campaign failed to create the right buyer response.

The property is not the problem. The plan is.

When a property does not sell, it does not just affect the sale. It affects your whole life. You stop making clear plans. You keep wondering what went wrong. You start questioning the price. You wonder if buyers know something you do not. You get sick of open homes. You get tired of vague feedback. You start feeling stuck.

And the worst part? Most sellers are never told the real reason the campaign failed. They get soft answers.

That is not good enough. If your property came off the market unsold, you do not need another agent giving you another promise. You need a proper diagnosis. Before you relist, get clear on what really happened — so you do not put your life on hold for another weak campaign.

WHAT THIS GUIDE WILL SHOW YOU

1. Why most campaigns fail (and it is not the property)
2. How buyer behaviour changes week by week
3. Why pricing at the kitchen table is dangerous
4. What a proper relaunch plan looks like
5. How to score your own readiness before relisting

⚠ If you are thinking about relisting with the same plan, same price, or same agent — this guide is for you.

MOST FAILED CAMPAIGNS DO NOT FAIL FOR ONE BIG REASON.

They fail because small mistakes stack up.

A property can sit on the market even when there are buyers around. That does not mean buyers hated it. It usually means the campaign did not give the right buyers enough reason to act.



! Mistake 1

The price was based on hope, not evidence. The number sounded good, but buyers did not support it. Hope is not a pricing strategy.



! Mistake 2

The agent had no real plan. The property went online, open homes happened, then everyone waited. Waiting is not selling.



! Mistake 3

The wrong buyers were being measured. Plenty of inspections can still mean nothing if the buyers are not ready to act.



! Mistake 4

Feedback was weak. "Nice property" does not help you make a decision. Proper feedback tells you what buyers are actually thinking and doing.



! Mistake 5

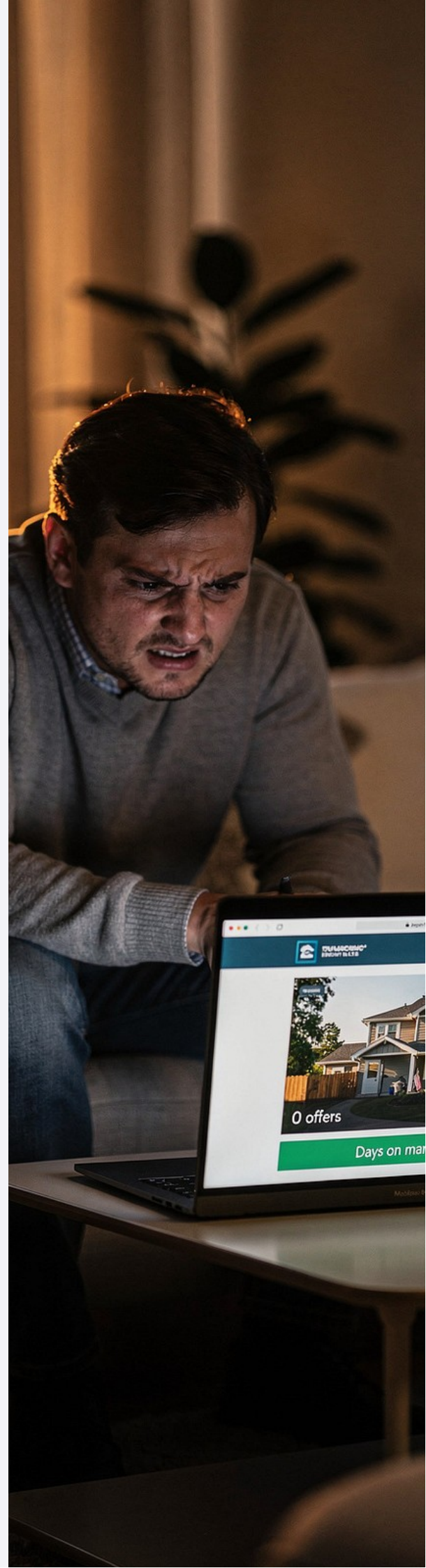
The campaign was not adjusted fast enough. By the time the plan changed, the strongest buyers had already moved on or sat back and lost interest.



! Mistake 6

The seller was not told the hard truth early enough. Soft talk wastes time. Every week of delay costs you options and momentum.

i A property does not need more hope. It needs a better plan.



THERE IS A BUYER FOR EVERY PROPERTY.

But the right buyer needs the right reason to act.

Every property has a buyer. The issue is not whether someone exists. The issue is whether the campaign reaches the right buyer, at the right time, with the right message, at a price that makes sense against the market.

Buyers do not sit in isolation. They compare your property to similar properties online, recent sold results, competing listings, what else they can buy right now, and what they think the seller might do next.



RIGHT BUYER

Targeted to those ready to act and comparing now

RIGHT MESSAGE

Clear, compelling, positioned against competition

RIGHT TIMING

Early campaign pressure when prepared buyers are most active

RIGHT STRATEGY

Evidence-based pricing, strong follow-up, proper negotiation

STRONGER RESULT

The best buyer acts at the best price

If the plan is weak, buyers can wait. If the message is unclear, buyers can ignore it. If the price has no evidence behind it, buyers can sit back and watch. If follow-up is poor, serious buyers can disappear. That does not mean the property is bad. It means the campaign did not create enough buyer pressure.

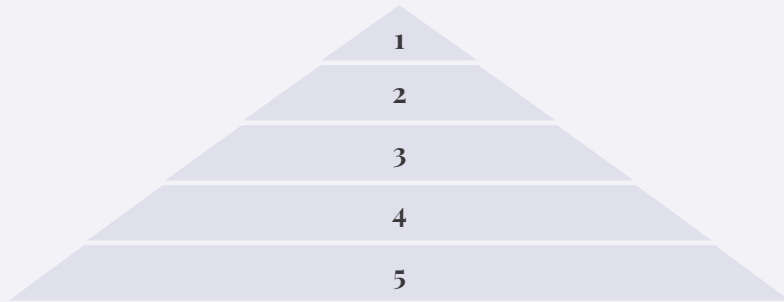
 The job is not just to find a buyer. The job is to create the right conditions for the best buyer to act.



THE BUYERS IN WEEK ONE ARE NOT THE SAME AS THE BUYERS IN WEEK SIX.

This is where many sellers finally understand what happened.

Not all buyers are equal. Ten weak buyers do not beat two serious buyers who are ready to act. Understanding who is walking through your open home — and when — is one of the most important things an agent should explain. Most don't.



- 1 Stage 1 — Ready Buyers**
Prepared, pre-approved, comparing now, ready to act
- 2 Stage 2 — Serious But Cautious**
Interested but need the right conditions to commit
- 3 Stage 3 — Comparing Buyers**
Still weighing options, not yet committed
- 4 Stage 4 — Not-Ready Buyers**
Early research phase, months away from deciding
- 5 Stage 5 — Tyre Kickers**
No real intention to buy, just looking

⚠ Most campaigns attract the strongest buyers in Week 1-2. By Week 5+, the serious buyers have moved on. The longer a property sits, the weaker the buyer pool becomes.

Week 1-2 100%

Week 1-2

PEAK BUYER ATTENTION

Week 3-4 60%

Week 3-4

BUYER PRESSURE DROPS

Week 5+ 20%

Week 5+

STALE LISTING RISK

Before you relist, you need to know which buyers you lost, which buyers were never serious, and how to create pressure with the next group. Understanding buyer stages is not theory — it is a practical tool for building a smarter relaunch.

Watch This First

Watch this before you ignore early buyer behaviour.

[Watch on YouTube →](#)

☐ **BOOK YOUR RELAUNCH PLAN — Scan to reserve your session**

QR code panel placeholder



THE PRICE IS NOT DECIDED AT YOUR KITCHEN TABLE.

A big number from an agent is not a plan.

THE KITCHEN-TABLE PROMISE

An agent sits across from you and says a big number. It sounds good. It feels safe. It makes you think: "They believe in my property."

But buyers never heard that kitchen-table promise. They never will.

That number exists only in your lounge room. It does not exist online. It does not exist at the open home. It does not exist in a buyer's comparison spreadsheet.

**Agent gives number →
Property goes online →
Open homes happen →
Everyone waits**

WHAT BUYERS ACTUALLY DO

Buyers only see the property online. Then they compare it to other properties. They look at recent sales. They check what else is for sale. They walk through the open home.

Then they decide if the price makes sense. If it does, they act. If it does not, they wait.

That does not mean your property is the problem. The property is not the problem. The plan is.

**Buyers compare online →
Buyers inspect → Buyers hesitate → Buyers move on**

⚠ **Kitchen-table promise does not equal buyer decision. The market decides the price. Not the agent. Not the seller.**

The price is not what you want. It is what a prepared buyer will pay, right now, against everything else available.

⚠ The bigger the kitchen-table number, the louder the silence from buyers online. An inflated price does not create competition — it creates hesitation. And hesitation is where campaigns go to die.



YOU DO NOT HAVE TO TRUST MY PRICE. MAKE ME PROVE IT.

Do not trust any agent just because they sound confident.

You should not trust an agent's number. Not mine. Not the last agent's. Not the biggest agent's. Not the cheapest agent's. Make them show the facts. Here is what a proper pricing conversation should look at:



Recent Sold Results

What similar properties actually sold for in the last 90 days



Similar Properties

What is currently competing for the same buyers



Current Competition

What buyers are comparing your property against right now



Buyer Behaviour

What buyers are actually doing, saying, and offering



Market Mood

Is the market moving up, flat, or softening right now?



Clearer Price Strategy

A number backed by evidence, not hope

Evidence Category	What to Ask For
Sold properties nearby	Results from the last 90 days where possible
Property comparison	Similar land size, build size, floor plan
Property condition	Condition, aspect, street position, buyer appeal
Current competition	What buyers can buy instead right now
Market context	What the market was doing when those properties sold
Change factors	What has changed since those comparable sales

The Three Steps

01

Evidence first

The facts from the market, not the agent's opinion.

02

Strategy second

Built from the evidence. Not hope. Not ego.

03

Negotiation third

Planned in advance, not improvised under pressure.

WHAT TO ASK ANY AGENT BEFORE YOU SIGN:

- Show me the last 5 comparable sales in this suburb
- Show me what is currently competing with my property
- Show me your average days on market vs the suburb average
- Tell me what buyers in this price range are actually doing right now
- Show me how you will adjust the campaign if we get no offers in week 2

Evidence is not an opinion. It is the only honest foundation for a price.

Before you relist, ask for the facts behind the price so you do not get trapped by another kitchen-table number. Any agent who cannot walk you through clear, comparable evidence is not giving you a pricing strategy — they are giving you a guess.



Watch This First

Watch this before trusting another kitchen-table price.

[Watch on YouTube →](#)



GET THE EVIDENCE FIRST — Book your Relaunch Plan session





REAL SELLER STORY — PAGE 8

CASE STUDY — HIGHLAND PARK, GOLD COAST

SIX MONTHS STUCK. FOUR WEEKS SOLD.

Same property. Harder conditions. Better strategy. Better result.

❌ 6-7 MONTHS ON MARKET. UNSOLD. THEN EVERYTHING CHANGED.

One Highland Park property had already been on the market for around six to seven months before I was brought in. The seller told me the previous agent had gone quiet after the first few weeks. There was no clear feedback. No clear plan. No real explanation of what buyers were thinking.

The seller felt like they were left guessing. That is one of the worst parts of a failed campaign. You are trying to make a major life decision, but you do not know what is really happening.

BEFORE

The old campaign had not failed because the property was bad. The campaign failed because the plan was weak.

- Six to seven months on the market with no result
- Agent went quiet after the first few weeks
- No clear feedback from buyers
- Seller left guessing on every decision
- Uncooperative tenant making presentation difficult
- Laundry across the lounge at one point during inspections

THE TURNING POINT

This was not a perfect, easy relaunch. The conditions were harder than most. But that is exactly the point.

A property does not need perfect conditions. It needs the right plan.

The strategy changed from hoping for interest to building a campaign around clear feedback, stronger presentation, and a more disciplined approach to buyer response.

That shift made the difference.

✅ RESULT: Sold in 4 weeks. Same property. Harder market conditions. Better strategy.

The property was not the problem. The campaign was.

The seller felt like they were left guessing. That is one of the worst parts of a failed campaign. You are trying to make a major life decision, but you do not know what is really happening.

One Highland Park property had already been on the market for around six to seven months before I was brought in. The seller told me the previous agent had gone quiet after the first few weeks. There was no clear feedback. No clear plan. No real explanation of what buyers were thinking.

Before you relaunch, the lesson is simple: do not confuse time on market with market value. A weak campaign can make a strong property look stuck.

WHAT CHANGED?

The strategy changed. The buyer message changed. The follow-up changed. The campaign was handled with a clear plan instead of hope.

FACTS

Honest diagnosis of what the first campaign got wrong

STRATEGY

A new plan built around evidence, not hope

RELAUNCH

Fresh campaign with stronger presentation and positioning

BUYER FEEDBACK

Real, actionable feedback tracked every week

FAST DECISIONS

No waiting. Adjustments made quickly when needed

NEGOTIATION

Planned in advance, not improvised under pressure

RESULT

The right buyer acts at the right price

🕒 **The campaign was handled with a clear plan instead of hope. That is the only thing that changed.**

Same property. Same market. Different plan. Different result.

WHAT THE SELLER SAID

"That is the service you should have had from the beginning." The seller said the previous campaign left them guessing and left them in the dark. Once the relaunch began, they finally had clarity, consistent feedback, and a clear sense of what was happening at every stage.

Buyer Focus

We identified who the real buyers were and what they needed to understand about the property's value.

Market Positioning

We mapped how the property compared to the market and created clear buyer pressure instead of passive waiting.

Proper Communication

Feedback was specific and actionable. The seller knew what was happening at every stage.

Offer Handling

Offers were managed with a clear plan — not improvised, not panicked, not accepted too early.

~4

Weeks to Sold

After six to seven months with the previous agent.

2+

Offers Received

Multiple offers created real buyer competition.



Above Asking

Sold for a premium result above the original asking level.

🕒 **This was not about more marketing. It was not about more flyers. It was about understanding buyer psychology, market sentiment, communication, and negotiation. That is what changes results.**

Before you choose the next agent, make sure they can explain exactly what will change this time — not just what they will spend on marketing.



THE "NUMBER ONE AGENT" CAN STILL GET IT WRONG.

Busy does not always mean better.

The test of an agent is not when everything is easy. The test is what they do when the campaign needs skill.

WHAT BUSY LOOKS LIKE

- Signs everywhere in the suburb
- Flyers in every letterbox
- "I have buyers ready to go"
- "I sell more than anyone in this area"
- Lots of listings. Lots of open homes.
- Your property becomes another number.

That can feel safe. But selling a lot does not mean every client gets the right service. Sometimes a property becomes another listing. Another open home. Another seller to call when there is time.

WHAT REAL CAMPAIGN SKILL LOOKS LIKE

- Clear explanation of what happened in week one
- Specific feedback that means something
- A plan that changes when the evidence says it should
- Calls you do not have to chase
- An agent who knows which buyers matter
- Negotiation that protects your result

That is what creates the result. Not the number of signs in the street. Not the size of the agency. The skill applied to your specific campaign.

⚠ A high-volume agent is not automatically a high-skill agent. Volume and skill are not the same thing.

The agent who sells the most properties is not always the agent who will get you the best result.

HIGH VOLUME

Many listings, fast turnover, less time per property

HIGH SKILL

Fewer listings, deeper focus, better buyer handling, stronger results

- ❑ Do not ask: "How many properties do you sell?" Ask: "What will you do when buyers hesitate, offers are weak, or the campaign needs changing?" That question tells you everything.



THE PLAN ONLY WORKS IF WE FOLLOW THE EVIDENCE.

This is the part most agents avoid saying.

⚠ **Sometimes a campaign fails because the agent had no plan. Sometimes the seller was not ready to hear the truth. Both need to change before relisting.**

Sometimes a campaign fails because the agent had no plan. Sometimes the agent went quiet. Sometimes the marketing was weak. Sometimes the feedback was poor. Sometimes the price was based on hope.

And sometimes the seller was given advice that was hard to hear. That does not make the seller wrong. It makes them human. Nobody wants to hear that buyers are not seeing the property the same way they do. Nobody wants to adjust after weeks of stress. Nobody wants to feel like they are giving money away.

WHAT THE AGENT MUST DO

Follow the evidence. Adjust the plan when the market tells you to. Communicate clearly and early. Do not hide behind reassurance when the facts are pointing somewhere else.

Sometimes a campaign fails because the plan was wrong from the start. Sometimes it fails because no one was willing to change it. The job is not to defend the campaign. The job is to protect the result.

That means listening to buyer behavior, checking the response, and acting before momentum is lost. It means telling the seller what is happening, not what is convenient to say.

THE EVIDENCE CHECKLIST

- Weekly buyer feedback reviewed and acted on
- Price position checked against new comparable sales
- Campaign adjusted if no strong offers by week 2
- Seller informed of hard truths early, not late
- Buyer qualification tracked, not just inspection numbers
- Negotiation strategy prepared before offers arrive

The plan is only as good as the willingness to follow the evidence — even when it is uncomfortable.

If the evidence says hold firm

We hold firm. And I explain exactly why, with data to back it up — not just reassurance.

If the evidence says change the price strategy

We change it. Early enough to matter. Not after the best buyers have already moved on.

If the evidence says presentation is hurting us

We fix what matters. Not everything needs doing. But the things stopping buyers need to be handled.

If the evidence says buyers are waiting

We deal with it. With a specific plan to create pressure — not with another round of hope.

If the evidence says the campaign needs a new angle

We rebuild it. A fresh relaunch with a clear reason for buyers to look again.

⊗ **If the evidence says the price needs to change, it needs to change. Waiting costs you buyers, momentum, and options.**

Before you relist, make sure you are ready for a plan based on facts, not hope. The market does not care what any of us hoped would happen. It only shows us what buyers are willing to do.

No blame. No ego. No soft talk. Just the evidence and the next right move.

WHAT I WILL TELL YOU THAT SOME AGENTS WON'T.

Most agents are very good at starting the conversation. Fewer are good at having the hard ones. Here is what you can expect from me — in plain language.



If the price is wrong

I will tell you. Not to condition you. Not to get a quick sale. Because pretending helps nobody — and soft talk costs you weeks.



If buyers are waiting for a price drop

I will tell you — and then we deal with it before the campaign drags and your best buyers disappear.



If presentation is hurting us

I will tell you. Not everything needs fixing. But the things that stop buyers need to be handled before they cost you a result.



If the campaign needs to change

I will change it. Fast. Not after the best buyers have moved on.



If we are on track

I will tell you that too. Clearly. With the evidence to back it up.



If an offer is not good enough

I will tell you why and what to do next. Not just accept it to close the deal.

You deserve an agent who tells you the truth — not just what you want to hear.

01

Week 1: Campaign launches

buyer response tracked daily

02

Week 2: Full feedback report

honest assessment of buyer behaviour

03

Week 3: Strategy review

adjust if needed, based on evidence

04

Week 4+: Clear plan

no silence, no guessing, no soft talk



Each week, you should know: what buyers said · what buyers did · what enquiry looked like · what changed in the market · what we are doing next · whether the plan needs adjusting. That is not a favour. That is the minimum you deserve.



CHEAP FEES ARE EXPENSIVE IF THE AGENT COSTS YOU THE RESULT.

If you think agents just open doors, choose the cheapest one.

If an agent's job is only to put the property online, open the door, and wait for offers, then a cheap fee makes sense. But that is not how the best result is usually created. The real work happens in the details most sellers never see.

Cheap Fee Thinking

- Open the door and wait
- Passive marketing — list and hope
- Vague feedback: "Nice property"
- No plan when buyers hesitate
- No negotiation strategy
- Reactive, not proactive
- Result: Weak outcome or no sale

The cheapest fee often creates the most expensive outcome. The money lost in negotiation alone can dwarf any fee saving.

Result-Aligned Thinking

- Active buyer management
- Strategic campaign with clear positioning
- Specific, actionable feedback every week
- Clear plan when buyers hesitate
- Negotiation prepared in advance
- Proactive communication throughout
- Result: Best possible outcome for the seller

A cheap fee that costs you \$30,000 in a weaker result is not a saving. It is an expensive mistake.

\$9,000

1% fee difference

on a \$900K property

\$20,000–\$50,000+

Weak negotiation

can cost far more than the fee saving

Many times over

The right agent

pays for themselves repeatedly

⚠ Do not choose your agent based on who charges the least. Choose based on who will protect your result the most.

☐ I am happy to have a performance-based fee conversation. A fair base. Clear terms. Clear expectations. If the strategy helps create a stronger result, the fee can reflect that. The goal is aligned. You are not paying for talk or promises. You are paying for a clear plan, proper communication, and a result-focused process. **Exact fee terms are always agreed in writing before we start.**



THE EXPIRED PROPERTY RELAUNCH PLAN

Before we talk about relisting, we work out what really happened.

This is not a standard appraisal. It is a proper relaunch plan for sellers whose first campaign did not get the job done. Every part of it is designed to make sure the next campaign is built on evidence, not hope.



1. CAMPAIGN DIAGNOSIS

A proper review of what happened in the first campaign. Not guesswork. Evidence.



2. MARKET EVIDENCE REVIEW

Current comparable sales, competing listings, and buyer behaviour data.



3. BUYER PROFILE ANALYSIS

Who the real buyers are for this property right now and what they need to act.



4. EVIDENCE-BASED PRICING

A price strategy built from facts, not kitchen-table promises.



5. RELAUNCH STRATEGY

A clear campaign plan with specific actions, not just marketing spend.



6. WEEKLY COMMUNICATION

Specific, honest feedback every week. No silence. No soft talk.



7. NEGOTIATION PLAN

Prepared in advance. Not improvised when an offer arrives.



8. CLEAR DECISION FRAMEWORK

You will always know what is happening and what to do next.

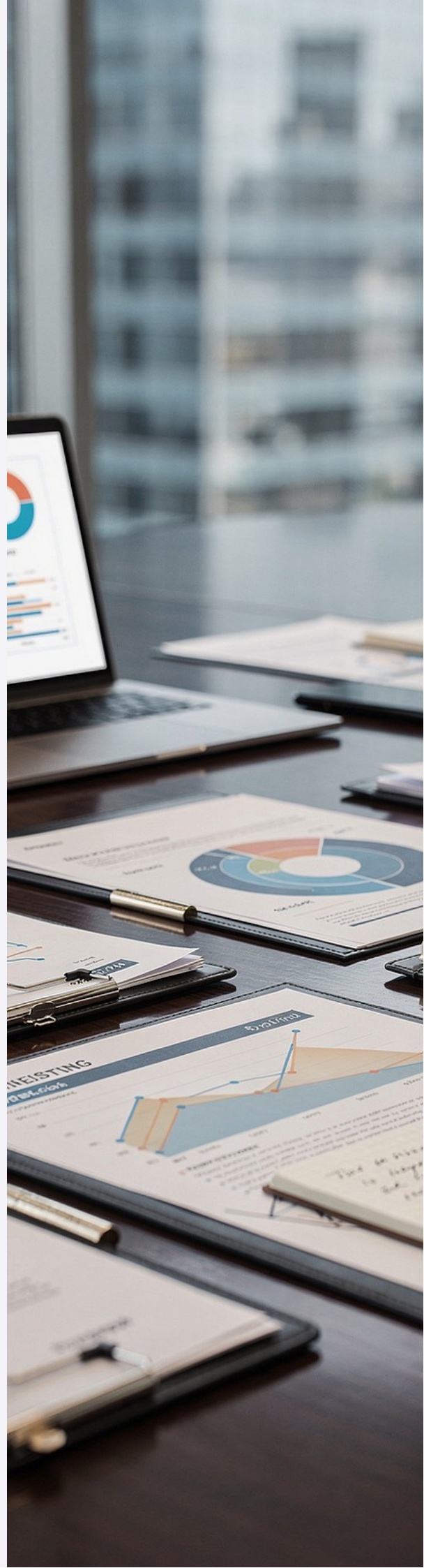
By the end of the plan, you should know whether I am the right agent — and I should know whether we can get the job done properly together.



**THIS IS NOT A FREE APPRAISAL. IT IS A PROPER RELAUNCH PLAN.
Book your session before you relist.**

BOOK YOUR RELAUNCH PLAN

Scan to reserve your session



ARE YOU READY TO RELAUNCH PROPERLY?

This only works if we are prepared to follow the facts.

Score yourself from 1 to 5 on each statement below. 1 means not ready. 5 means fully ready. Be honest. This is not a test — it is a tool to help you decide if now is the right time to relaunch, and whether the next campaign will be different from the last one.

1
1 I am ready to hear an honest assessment of what went wrong in the first campaign — even if it is uncomfortable.
Score yourself 1–5.

2
2 I am open to adjusting the price if the evidence supports it.
Score yourself 1–5.

3
3 I understand that the first two weeks of a campaign are the most important.
Score yourself 1–5.

4
4 I am prepared to make fast decisions if the evidence says we need to.
Score yourself 1–5.

5
5 I want specific, honest feedback — not soft reassurance.
Score yourself 1–5.

6
6 I am ready to choose an agent based on their plan, not just their promises.
Score yourself 1–5.

25–30 — READY TO RELAUNCH

You are in the right mindset. Let's build the plan.

15–24 — ALMOST READY

A few things to work through first. Let's talk.

Under 15 — NOT READY YET

That is okay. But relisting now would likely repeat the same result.

"Readiness is not about being perfect. It is about being honest."

✓ **If you scored 20 or above — book the Relaunch Plan now. Do not wait.**

Book the Expired Property Relaunch Plan →



Before you relist, diagnose the first campaign.

A failed campaign is evidence. Use it before repeating the same approach with a new signboard.

- **Separate price feedback from presentation and process.**
- **Review enquiry, inspections, offers and follow-up.**
- **Identify the exact point where buyer confidence fell away.**
- **Build the relaunch around the cause - not a guess.**



GET THE RELAUNCH PLAN

Scan with your phone camera. The destination is tested before release.

Conrad Hyslop | Harcourts Coastal | Gold Coast

Four questions your next agent must answer.

The next appointment should produce a better plan, not another price promise.

- What specifically will change this time?
- How will buyer feedback be captured and acted on?
- What happens if enquiry is weak in week one?
- How will you protect the property's market position?



SEE THE COMPLETE RELAUNCH PLAN

Scan with your phone camera. The destination is tested before release.

Conrad Hyslop | Harcourts Coastal | Gold Coast

Your property did not fail. The first plan did.

If you want an evidence-led review of what happened and what should change, start with the dedicated relaunch plan.

- No automatic relisting recommendation.
- No recycled campaign presented as a strategy.
- A clear diagnosis before the next decision.
- A confidential conversation when you are ready.



OPEN THE EXPIRED PROPERTY RELAUNCH PLAN

Scan with your phone camera. The destination is tested before release.

Conrad Hyslop | Harcourts Coastal | Gold Coast



UNSOLD DOESN'T MEAN UNSALABLE.

GET THE TRUTH. GET BACK IN CONTROL.

YOUR NEXT CAMPAIGN NEEDS A BETTER PLAN. NOT ANOTHER PROMISE.

Your property did not fail.

The campaign failed to create the
right buyer response.

That can be fixed.

But not by guessing.

Not by choosing the biggest kitchen-table number.

Not by choosing the cheapest fee.

Not by relisting with the same weak plan.

Not by hoping buyers suddenly act differently.

The next campaign needs:

- ① facts
- ① strategy
- ① buyer understanding
- ① clear communication
- ① strong follow-up
- ① proper negotiation
- ① decisions made at the right time

There is a buyer for every property.

The job is to find the right buyer, create
the right pressure, and manage the
campaign properly until the result
is achieved.

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you relist.

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SCAN ME

Get the plan before buyers wait,
offers weaken, and your life
stays on hold.



Before you relist, book the **Expired Property Relaunch Plan**
and find out what needs to change so you do not repeat the same mistake.



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Straight answers
before you relist.