RICARDO GIMENEZ

How I Sell Homes Others

FAILED TO SELL

Ricardo Gimenez

BACKED BY ARES REAL ESTATE BROKERAGE

★ ★ ★ ★ ★

GIMENEZCREALTY.COM

LUXURY · RESIDENTIAL · INVESTMENT PROPERTIES

FOREWORD

A Note Before You Start

I wrote this book for one reason: almost every seller I meet has been told, at some point, that their home "just isn't the right fit for this market right now." In my experience, that's rarely true. What's usually true is that the pricing, presentation, or negotiation strategy wasn't right — not the home.

The chapters ahead are the same strategies I've used on listings that expired with other agents, sat for months without a serious offer, or came with something working against them on paper. None of it is theoretical. All of it is the playbook I actually use, today, on real homes across South Florida.

If you only have time for one chapter, make it Chapter 16. Everything else in this book supports it.

— Ricardo

WHAT'S INSIDE

23 Chapters That Will *Change* How You Sell

01

Why Should You Read This Book?

Every year, thousands of South Florida homeowners list their property, wait, and eventually pull it off the market — not because the home wasn't good enough, but because of decisions made (or skipped) in the first two weeks. This book is the same playbook I use on listings other agents gave up on: homes that expired, sat for months, or were priced by guesswork instead of strategy.

You don't need luck to sell a home others couldn't. You need to understand the handful of decisions that actually move the needle — pricing, presentation, positioning, and negotiation — and get them right in order. That's what the next 22 chapters walk you through, one at a time.

02

Does Listing Price Matter?

More than almost anything else. Here's what most sellers don't realize: a listing gets the majority of its buyer attention in its first 7–10 days on the market. Buyer agents have saved searches with instant alerts. Portals like Zillow and Realtor.com boost brand-new listings in their algorithms. That first wave of interest is the highest-leverage moment you'll have during the entire sale.

Price 5–10% over market value and you don't just slow things down — you burn that window. By the time you cut the price to where it should have been, the listing carries a stigma ("why hasn't this sold?") and buyers assume something is wrong. I call this the boiling-frog trap: sellers who chase the market down in small increments almost always net less than if they'd priced correctly on day one.

03

What to Avoid

A few mistakes account for the majority of failed listings I take over:

Hiring the agent who tells you the highest number. A listing price is a promise, not a wish. If three agents give you comparable numbers and one is 15% higher, ask why — often it's simply what you wanted to hear.

Skipping a pre-listing inspection. Surprises found by the buyer's inspector cost you leverage. Surprises you already know about cost you nothing but preparation.

Being present during showings. Buyers don't relax, explore, or speak honestly with their agent when the seller is in the house.

Over-personalized photos. Buyers need to picture themselves living there, not you.

Negotiating from a defensive posture. The moment you sound anxious, you've told the buyer's agent everything they need to know.

04

Why It's So Easy to Sell for Less Than It's Worth

Buyers anchor on the first number and the first impression they see — and once anchored, even skilled negotiation can only partially recover the gap. A home marketed with flat, dim photography and no clear value story gets mentally priced down by buyers before they've set foot inside.

The second trap is emotional: sellers who accept the first offer out of fear that it might be the only one. In a well-marketed listing, the first offer is rarely the best offer — it's just the first buyer fast enough to act. Give the market room to show you what it's actually willing to pay before you assume you've seen your ceiling.

05

What Stops Perfect Homes from Selling

I've taken over listings that were, on paper, excellent homes — and they still sat. The reasons are rarely about the property itself:

Wrong timing or season for that buyer pool. **Wrong channel** — luxury buyers don't shop the same way first-time buyers do, and a one-size-fits-all marketing plan misses them. **Weak photography** that fails to communicate the home's actual strengths. **Inflexible showing access** that quietly filters out serious, busy buyers. And most commonly: an agent who lists the home on the MLS and simply waits — what I call "post and pray." A home is a product. It needs an actual go-to-market plan, not just a listing number.

06

How to Sell a Home That Didn't Sell — Without Dropping the Price

When a listing expires or is withdrawn, most agents' first move is a price cut. That's rarely the real fix. My relaunch process resets the listing's days-on-market and re-triggers portal visibility — but only alongside real changes: new professional photography, a staging pass, and a rebuilt narrative.

Sometimes that means repositioning the story entirely. A home that reads as "dated" to a traditional buyer can read as an obvious opportunity to an investor or renovation-minded buyer, if you show comparable resale values instead of apologizing for the finishes. Same house, same price — a completely different buyer responds.

07

Avoid This Rule at Your Own Risk

If there's one non-negotiable in every successful sale I've run, it's this: never list a home without professional photography and a written pricing strategy backed by real comparables — not gut feeling, not "what we'd like to get."

Almost every failed listing I've taken over from another agent skipped one or both of these. It's the single clearest common denominator I've seen across 100+ transactions. Everything else in this book compounds on top of getting this part right first.

08

Why This 20% Rule Applies to Hard-to-Sell Homes

Homes with something unusual working against them — a busy road, a dated layout, an odd lot — carry extra buyer hesitation that a "fair" price doesn't overcome. My rule of thumb: price a hard-to-sell home so it sits in the top 20% of value relative to comparable active listings.

That doesn't mean giving the home away. It means the value has to be obvious enough that a buyer looks past the drawback because the math is simply too good to pass up. "Fair" asks a buyer to take a leap of faith. "Obviously a great deal" doesn't.

09

Grabbing Any Buyer's Attention

Online, you have about three photos before a buyer decides whether to keep scrolling or click in. Those first three images carry more weight than the rest of the gallery combined — lead with the strongest room or view, not the front door out of habit.

For anything above roughly $1M, video and drone footage aren't optional extras anymore; buyers expect them, and their absence reads as a listing that wasn't taken seriously. And the written description matters more than sellers think: lead with the lifestyle the home enables, not a checklist of square footage and appliance brands.

10

Luxury Home-Seller Strategy Sells Homes for 15% More

The single biggest difference between a standard listing launch and a luxury one is control. Instead of flooding every portal on day one, I preview the home privately to the top agent network before it hits the public MLS — building anticipation instead of announcing availability.

Pair that with full staging, twilight photography, and narrative-driven copy, and a controlled, appointment-only showing schedule instead of an open-door policy, and you create the one thing that reliably raises final sale price: perceived scarcity. Homes that feel available to anyone, anytime, rarely command a premium. Homes that feel like an opportunity you need to move on do.

11

Why Home Staging Really Matters

Most buyers cannot visualize potential — they react to what's directly in front of them. An empty room reads as smaller and colder than a furnished one. A room full of someone else's furniture and belongings reads as "not mine yet." A professionally staged room reads as "I could live here tomorrow."

Staged homes consistently sell faster and closer to (or above) asking price than vacant or cluttered ones. The cost of staging a home for a month is almost always smaller than the cost of a single price reduction caused by the home sitting unstaged.

12

Make Your Home Spotless

Of every pre-listing investment a seller can make, deep cleaning has the highest return relative to its cost. It's inexpensive, fast, and disproportionately shapes buyer perception: a spotless home reads as well-maintained, which buyers translate — fairly or not — into "fewer hidden problems."

Baseboards, grout, window tracks, ceiling fans, appliance interiors. Buyers notice more than sellers expect, and a home that feels cared for earns the benefit of the doubt on everything else.

13

Details Win Home Sales

Once the big items are handled, it's the small ones that close the emotional gap: mismatched door hardware, burnt-out bulbs, unfilled caulk lines, tired mulch beds, inconsistent light temperature from room to room. None of these are expensive fixes. All of them are things a buyer's brain registers, even when they can't articulate why a home "feels" finished or unfinished.

The same goes for showings themselves — fresh flowers, neatly folded towels, a home that smells intentional rather than lived-in. Buyers remember feelings, not features.

14

Important Features of a Home

Not every upgrade matters equally. In South Florida in particular, buyers weight a short list of things far more heavily than the rest: kitchen and primary bathroom condition, natural light, storage, and outdoor living space or view.

A home that's move-in ready commands a premium over a home with "great bones" — even when the second home is objectively a better long-term value — because most buyers are pricing in the hassle, not just the materials. Know which of these your home already wins on, and make sure your marketing leads with it.

15

Why Pictures Can Stop Your Home from Selling

More than 95% of buyers see your home online before they ever consider seeing it in person. Wide-angle distortion, poor lighting, phone photos, or clutter in frame don't just fail to help — they actively talk buyers out of scheduling a showing at all.

This is doubly true for anything waterfront, high-rise, or luxury: twilight photography and drone footage aren't decoration, they're often the entire reason a buyer decides your listing is worth their time over the twenty other tabs they have open. Professional photography isn't a marketing expense. It's the gatekeeper for every other strategy in this book.

16

The 3-Step Formula I Use to Sell Homes Others Couldn't Sell

This is the exact system behind almost every relisted or expired property I've taken over and sold.

Step 1 — Reset & Reposition. Before touching the listing, I audit why it didn't sell: price, presentation, or positioning. Relisting without answering this question just repeats the same result.

Step 2 — Rebuild the Story. New photography, staging where needed, and a narrative built around the right buyer for this specific home — not "any buyer," a specific one.

Step 3 — Relaunch with Intent. A controlled, high-visibility relaunch: a push through the agent network, a deliberate open-house strategy, and real urgency instead of a quiet re-listing nobody notices.

One property I took over this way had sat for 30 days with a previous agent and no serious offers. After the relaunch, it had 68 showings in a short window, multiple offers, and sold at the same price the prior agent hadn't been able to reach. The house didn't change. The strategy did.

17

Why Every Billionaire Home Sells

Ultra-luxury sellers rarely negotiate against themselves, and they almost never chase the market down with price cuts. Instead, they treat the sale like a product launch: a story, a moment of exclusivity, professional staging and photography as a baseline requirement rather than an upsell, and patience instead of panic.

You don't need an eight-figure listing to borrow this mindset. At any price point, the lesson is the same: treat your home sale like a real launch, with a plan and a narrative — not like a garage sale where you just wait to see who shows up.

18

Negotiation Mistakes

The most common negotiation errors I see sellers make: revealing urgency or motivation early ("we need to close by X because..."), negotiating against themselves before an offer even arrives, fixating only on price while giving away valuable terms — closing date, contingencies, inspection response — for free, and taking a low initial offer personally instead of treating it as simply an opening move to counter.

Almost none of these mistakes are about math. They're about composure. The seller who stays calm and lets their agent run the negotiation almost always ends up with a better outcome than the seller reacting emotionally in real time.

19

Simple Negotiation Ideas

A few practical habits change outcomes more than any clever tactic:

Always counter — never flatly reject an offer, even a low one; a counter keeps the buyer engaged and reveals how serious they really are. Negotiate on terms, not just price: closing costs, a home warranty, or closing-date flexibility can be worth more to you than an extra percentage point. Use competing interest as leverage transparently rather than bluffing. Know your walk-away number before you're in the conversation, not while you're in it. And let your agent be the buffer — direct seller-to-buyer negotiation almost always costs the seller money.

20

Why Your Dog Wants You to Hire Me to Sell Your Home

A lighter one. A dragged-out listing means weeks or months of last-minute showings, a house that has to stay "guest ready" at all times, and a household — pets included — living in a permanent state of mild chaos.

A well-run sale means one real photography day, a tight and respectful showing schedule instead of a revolving door, and a process that gets resolved in weeks instead of dragging into months. Your dog didn't sign up for an open-ended listing. Neither did you.

21

This Big Mistake Cost One Home Seller $36,000

One of the more expensive mistakes I've seen happen when a seller, working without strong representation, received a post-inspection repair credit request from a buyer's agent and simply agreed to it — in full, without a counter, without pulling comparable repair estimates, and without treating it as the second negotiation it actually was.

An inspection report is a list of items an inspector is trained to flag — not an automatic bill the buyer is entitled to. Almost every repair request is negotiable: by scope, by dollar amount, or by whether it's handled as a credit versus a price adjustment at all. Treating the number on the inspection response as fixed, rather than as an opening position, is one of the costliest and most avoidable mistakes a seller can make.

22

Read This Before You Sign a Contract With a Buyer

The terms sellers overlook most often: the strength of the buyer's financing (a pre-approval is a promise; a pre-qualification is a guess), whether there's appraisal-gap coverage if the home appraises below contract price, the length of the inspection period, closing-date flexibility or rent-back options if you need them, and the size of the earnest money deposit as a real signal of how committed this buyer actually is.

Two offers at the identical price are rarely equal offers. The contract terms behind the number decide how smoothly — or how expensively — the next 30 to 60 days actually go.

23

Should You Consider Hiring a Real Estate Agent?

An honest answer: for most sellers, yes — and not for the reason people assume. It's rarely about "putting a sign in the yard." It's pricing strategy grounded in real data instead of hope, a negotiation buffer between two emotionally invested parties, marketing reach most owners can't replicate on their own, and someone managing the paperwork and deadlines where a single missed contingency date can cost thousands.

For-sale-by-owner sellers often net less, not more, once the value of that negotiation leverage and time is counted honestly — even after accounting for commission.

If you do hire an agent, here's what to actually look for: real specialization in your specific market and price point, a genuine marketing investment (not just an MLS listing), clear and direct communication, and a track record with homes like yours — especially if yours has something unusual working against it. That's the whole test. Everything else is noise.

ABOUT THE AUTHOR

Meet *Ricardo Gimenez*

Ricardo Gimenez is a licensed real estate professional with ARES Real Estate Brokerage, specializing in luxury residential properties across South Florida. With years of hands-on experience, Ricardo has helped clients buy, sell, and invest in real estate — including properties others couldn't sell.

In this book, Ricardo provides an effective guide for you to have the most successful real estate transaction possible. If you don't have time to implement all the strategies, he'd be more than happy to provide his expertise and services to help you buy or sell your home.

EXPERIENCE
15+ Yrs Team

PROPERTIES SOLD
100+ Deals

MARKET
South Florida

CLIENT RATING
5.0 ★★★★★

READER & CLIENT REVIEWS

What People Are *Saying*

“

“We had 68 showings very quickly and a lot of offers. We ended up selling the house for the same price the other agent hadn't been able to sell it for. I don't think we would have sold the house without Ricardo.”

Seller — Local Real Estate Investor, South Florida

“

“After a disappointing experience with a previous agent who let my property sit for 30 days without serious inquiries, Ricardo had my unit under contract in just 14 days — an achievement I thought impossible.”

Seller — Luxury Condo Owner, Fort Lauderdale, FL

“

“What impressed me most about Ricardo was his in-depth knowledge of the luxury real estate market. His negotiation skills not only saved me money but also helped secure a fantastic property in a competitive market. If you're looking to purchase a luxury condo, I highly recommend reaching out to Ricardo — you won't be disappointed!”

Terry M. (Buyer), Miami, FL

“

“Ricardo was always available to answer my questions and provide guidance, making the entire process feel seamless. Once I found the right property for my portfolio, Ricardo skillfully negotiated on my behalf. Thanks to Ricardo, I now have a great income-generating property.”

Real Estate Investor (Buyer), Fort Lauderdale, FL

“

“Ricardo was a pleasure to work with. He communicated with us frequently in a prompt and professional manner. His knowledge made the transaction easy. We highly recommend Ricardo for all your real estate needs.”

Juan C. Cabrera (Buyer), Miami Beach, FL

READY WHEN YOU ARE

Let's Talk About *Your* Home

If you'd rather skip ahead and have this handled for you personally — a free, no-obligation consultation is one message away.

Phone +1 (305) 522-8458
Email info@gimenezcrealty.com
Web gimenezcrealty.com