ListerPros

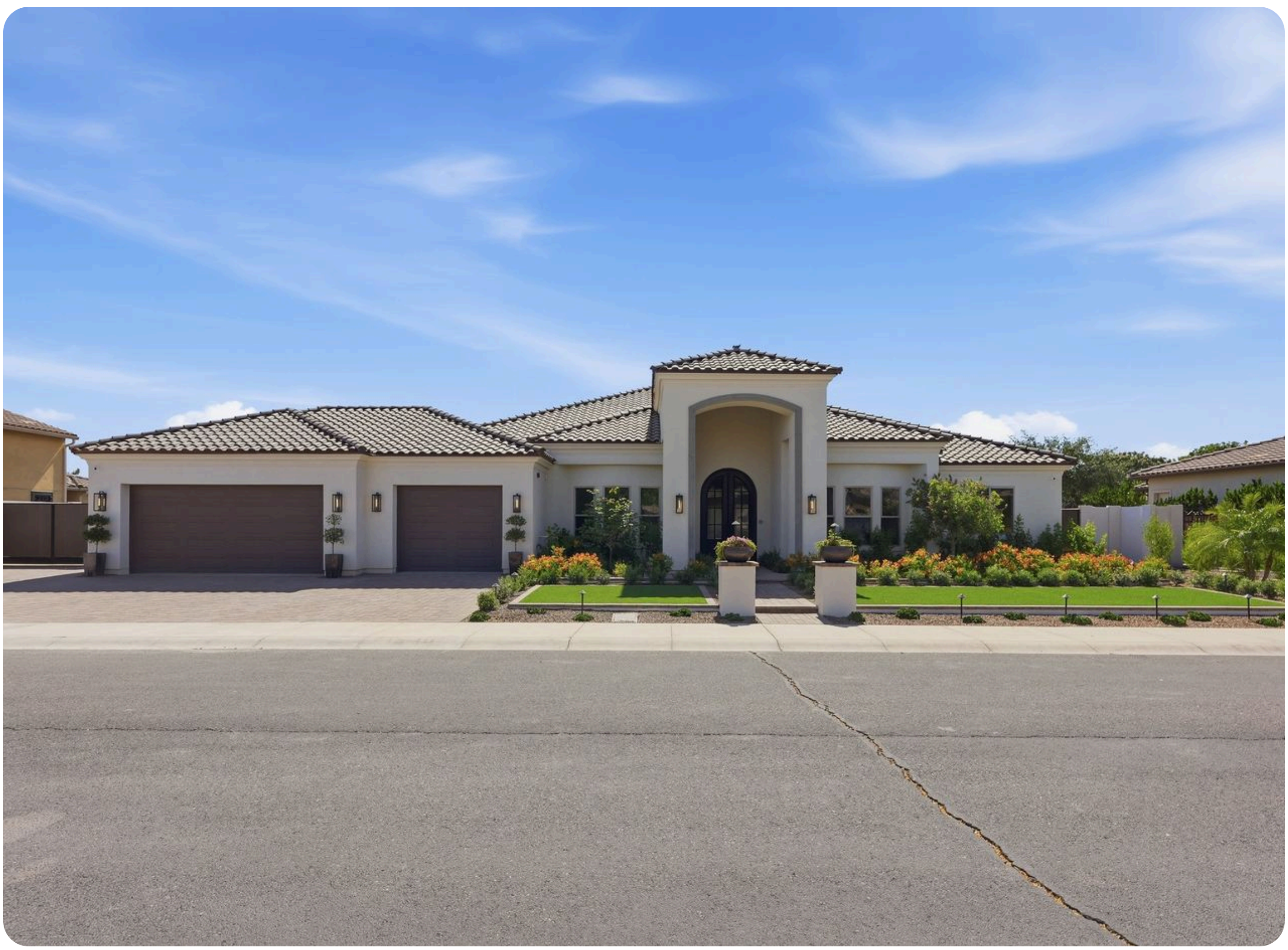
FREE AGENT GUIDE

FOR ARIZONA LISTING AGENTS

The Stale Listing Playbook

The rescue system for a listing that stopped moving: diagnose it in 14 days, decide with 2026 data, relaunch the media in 72 hours, and let the numbers carry the price conversation.

Day-14 Diagnostic · 72-hour relaunch · 4 seller scripts · Every stat sourced



THE MARKET

Half the market is sitting. Yours does not have to.

In February 2026, 52.2% of U.S. listings had sat 60 or more days without going under contract, a record $347 billion in stale inventory (Redfin, March 2026). Phoenix ran leaner at 46.1% stale, but that is still nearly half the yard signs in the Valley (Redfin, March 2026). The agents winning right now treat a sitting listing as a diagnosable condition, not a waiting game.

Redfin stale inventory report, March 2026

35.5%

of Phoenix listings took a price cut in June 2025, top five nationally, with a 40-day median to pending

Zillow, July 2025

66 days

for the typical February 2026 home that did go under contract, the slowest February pace in a decade

Redfin, March 2026

27

homes delisted for every 100 newly listed, up from 20 per 100 a year earlier

Realtor.com, 2025

THE REFRAME

A stalled listing is not a verdict. It is a diagnosable condition. Roughly 6% of all active listings have been pulled off the market every month since mid-2025 (Realtor.com, 2025), most with no plan beyond waiting for a better season. Meanwhile 80% of sellers only ever contacted one agent (NAR 2025 Profile). The agent who shows up with a diagnostic, a decision framework, and a relaunch calendar keeps this listing and quietly earns the next three.

Diagnose

Read views, saves, and showings against first-week benchmarks. The funnel tells you which lever is stuck before you touch anything.

Days 1 to 14

Decide

Cut, relaunch, or both. One scheduled meeting, three options, chosen before the listing is desperate for it.

By day 30

Relaunch

Seventy-two hours from reshoot to re-push: new hero, reordered gallery, rewritten first line, fresh vertical video.

72 hours

Relist

Know your MLS reset mechanics cold, then relist changed or not at all. The clock can reset. Buyer memory does not.

Only with a reason

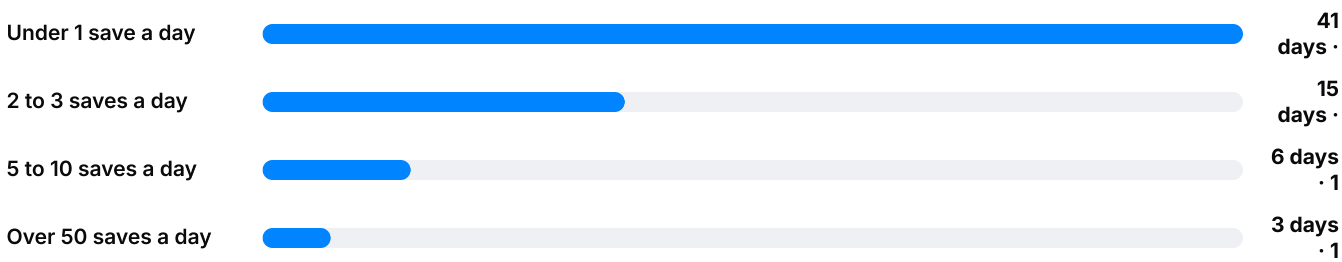
THE DIAGNOSTIC

The first 14 days tell you everything

Attention is front-loaded: a new listing's views halve by day two and fall to a quarter by day seven (Redfin, 2019). And homes that go pending in week one are 2.6x as likely to sell above list, 44% versus 17% (Zillow, April 2026). Week two is not a warm-up. It is the checkup.

Redfin 1.2 million listing study, 2019 · Zillow Research, March 2025

FIRST-WEEK SAVES PER DAY VS DAYS TO PENDING



Zillow Research, March 2025 · first-week averages, not guarantees

THE READ	THE VERDICT	THE MOVE
Views low, saves low	Price, almost always	One meaningful cut across a search band, landed the same morning as a media relaunch
Views fine, saves low	The card is losing	New hero, new first line, reordered first eight. Buyers are skipping you at thumbnail size
Saves fine, no showings	Access or payment friction	Loosen showing windows, then talk concessions: rate buydown or closing costs
Showings fine, no offers	Condition or in-person letdown	Walk it like a buyer, fix what the photos hid, then revisit price

READ IT LIKE THIS

Views measure demand for the card. Saves measure demand for the home. No published research settles exact cutoffs, so treat the benchmarks above as first-week averages, not promises. But Zillow's own line is that five is the magic number for daily saves (Zillow Research, March 2025), and a listing running low on views AND saves is almost always a price problem, not a photo problem.

THE DECISION

Cut, relaunch, or both

Homes that close about four weeks after listing sell 1.8 percentage points above the period average for comparable homes. Homes that sit 18 weeks close 1.3 points below it, a 3.1-point swing (Realtor.com, June 2026). On a $500,000 listing, that swing is roughly $15,500 riding on how fast you decide.

Realtor.com weekly listing-price analysis, June 2026

4 to 6

weeks after listing: where 2026 price cuts peak. That is the decision window, not the panic window

Realtor.com, June 2026

26.6%

of U.S. listings took a price cut in June 2025, a record. A cut is repositioning, not surrender

Zillow, July 2025

44.4%

of Q1 2025 deals carried seller concessions: closing costs, repairs, rate buydowns

Redfin, April 2025

1. **Decide inside the window.** Price cuts now peak at weeks four to six, not week three like the hot 2021 market (Realtor.com, June 2026). Hold the decision meeting at day 14 and act by day 30. Drifting into month three is the expensive option.
2. **Cut once, not in drips.** Four $5,000 nibbles read as distress on a price history every buyer can pull up. One meaningful move reads as repositioning. Decide what the market told you, then say it back once.
3. **Cross the search band.** $515,000 to $499,000 puts you in front of every buyer whose filter stops at $500,000. $509,900 shows the same cut to almost nobody new.
4. **Land the cut and the relaunch together.** The attention bump from a cut is brief, so schedule the new price and the new media for the same morning. The traffic should hit a rebuilt listing, not the same tired card.
5. **Sometimes the move is a concession, not a cut.** When the payment is the objection, a rate buydown can do more for a buyer than the same dollars off the price, and concessions are mainstream now, in 44.4% of Q1 2025 deals (Redfin, April 2025). Confirm the wording, and where you may advertise it, with your broker.

WHAT MOST AGENTS GET WRONG

A price cut alone buys you one day of attention. In Redfin's 1.2 million listing study, a cut lifted one listing from 17 views a day to 29, for exactly one day (Redfin, 2019). The cut is the door. The relaunch is what buyers find on the other side. Cut without rebuilding the card and you spend your one day of attention on the same photos buyers already skipped.

THE RELAUNCH

The 72-hour media relaunch

No verified study says new photos sell a home X% faster, and anyone quoting one is reciting folklore. Here is what is verified: 52% of buyers first saw the home they bought online (NAR 2025 Profile), and buyers rate photos (81%) and floor plans (57%) very useful when shopping (NAR 2026 Generational Trends). The card is the product. Rebuild the card.

NAR 2025 Profile · NAR 2026 Generational Trends

DAY 0 **Decide and book**
Hold the decision meeting, pick the price move, book the reshoot. In Phoenix heat, claim the morning exterior window or plan a twilight.

DAY 1 **Reshoot what changed**
Current-season exteriors (winter-brown Bermuda in an August listing dates it instantly), monsoon dust off the patio set and pool, twilight if the west face earns it. ListerPros has photos back within 5 hours of the end of the shoot, so a morning reshoot is buildable that evening.

DAY 2 **Rebuild the card**
Pick the new hero at thumbnail size next to your actual competition, reorder the first eight photos, add the floor plan, rewrite the description to lead with a different feature.

DAY 3 **Land everything at once**
New price and new media go live the same morning. One coordinated change reads as a relaunch. A slow trickle reads as tinkering.

DAY 3 **Re-push**
One fresh vertical video to social, boosted by geography and interests only. Message every agent who showed it: new price, new photos, worth a second look.

- [ ] New hero chosen at thumbnail size, beside the competition
- [ ] First eight photos reordered to tell a new story
- [ ] Exteriors reshot for the current season
- [ ] Twilight swap if the west face or pool earns it
- [ ] Floor plan added to the media set
- [ ] First line of the description rewritten around a new feature
- [ ] One fresh vertical video cut for the re-push
- [ ] Price landed across a search-band break
- [ ] Showing access loosened for the first 14 days back
- [ ] Syndication spot-checked on the major portals

THE SCRIPTS

The seller conversation, word for word

Marketing the home sits at the top of what sellers say they want from a listing agent (NAR 2025 Profile), and nothing markets you like a plan delivered before it is needed. These scripts build the decision point in from day one, so the day-30 call executes a plan instead of announcing a problem.

THE PRE-COMMITMENT · AT THE LISTING TABLE

Zillow's research calls five the magic number for daily saves in week one (Zillow Research, March 2025). So here is our agreement: if we are under [5] saves a day by day [14], we meet that week and pick from three moves: reposition the price, relaunch the media, or both. I would rather set that trigger now than negotiate it under stress in month two.

THE DAY-30 CALL

[Seller name], here is the honest read: [412] views, [9] saves, [2] showings in 30 days. Buyers are seeing the home and not saving it, and that is fixable. What I do not want to do is wait it out: Phoenix values are down 3.5% year over year per Zillow's July 2025 report, so time is not neutral. Here is the plan I want to run Thursday.

THE ONE-CUT PROPOSAL

I am not proposing we chase the market down in $5,000 steps. One move: [$515,000] to [$499,000], across the search break, so we show up for every buyer whose filter stops at [$500,000]. Same morning: new hero photo, reordered gallery, rewritten first line, fresh video. One cut, one relaunch, full attention.

THE WEEKLY CHECK-IN TEXT

Week [3] on [address]: [214] views, [6] saves, [1] showing. Saves ticked up after the photo swap. Our decision point is still [Thursday] as planned. Full numbers in your inbox Monday morning.

From: You · To: Your seller · Monday, 8:05 AM

Week 2 on [1428 E Palo Verde]: the numbers and the next step

1. Quick read on week two against our week-one baseline.
2. Views: [388], down from [710]. Expected: listings lose half their views by day two (Redfin, 2019).
3. Saves: [4] a day against the [5] a day benchmark we set at listing (Zillow Research, March 2025).
4. Showings: [2], including one second visit.
5. We are just under the save benchmark, so Thursday's meeting is live. I will bring three options: reposition, relaunch, or both, with my recommendation.

Send this every Monday from week one and the price conversation becomes a scheduled decision, not an ambush.

THE RESET

Relist rules, and what a reset cannot do

Nearly 45,000 delisted homes were relisted in January 2026, a record 3.6% of everything on the market, and 36.1% of them came back priced below their original list, also a record (Redfin, March 2026). Relisting is a real move. It only works when something actually changed.

Redfin relistings report, March 2026 · ARMLS DOM policy, 2025

The 45-day rule

On ARMLS, a true days-on-market reset requires the listing to sit Cancelled or Expired for more than 45 consecutive days. Relist on day 46 or later under a new listing number and both ADOM and CDOM start at zero (ARMLS, 2025).

Inside 45 days, the clock follows you

Cancel today, relist next week, and both numbers carry forward (ARMLS, 2025). Coming Soon and Temporarily Off-Market time does not count toward the 45 days, so parking it there does not run the clock.

Buyers see the history anyway

Portals display listing and price history no matter what the MLS clock says. Assume every buyer and every buyer's agent reads all of it. Treat the reset as compliance mechanics, never as a memory eraser.

Tucson runs its own rulebook

MLSSAZ mechanics are not ARMLS mechanics, and policies change. Check current MLSSAZ policy before you promise a Tucson seller anything about the clock.

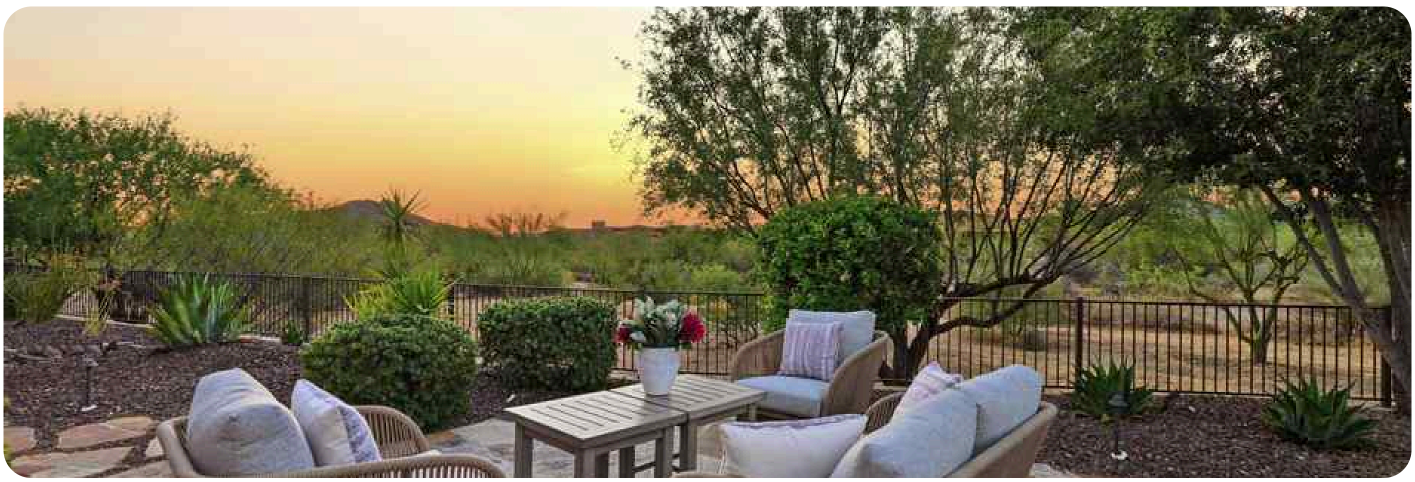
THE RELIST TEST

The clock resets. Buyer memory does not. Redfin's agents put it plainly: if you cut from $550,000 to $525,000 and then delisted, do not relist at $550,000, because buyers are savvy (Redfin, March 2026). Come back with a different hero, a different first line, and usually a different price, or do not come back yet. Then run the return like a true debut: the companion guide, The Listing Launch Playbook at listerpros.com/playbook, covers that week.

PRINT IT, PIN IT, RUN IT

The stale listing rescue checklist

- [ ] Set the save benchmark and the day-14 decision meeting at the listing appointment
- [ ] Run the Day-14 Diagnostic: views, saves, showings, offers
- [ ] Cut once, across a search-band break, never in $5,000 drips
- [ ] Rebuild the card: new hero at thumbnail size, reordered first eight, floor plan, new first line
- [ ] Relist on ARMLS only after 45+ days off market, and only with real changes
- [ ] Send the Monday metrics email every week, starting week one
- [ ] Low views and low saves: reposition the price, not the photos
- [ ] Land the cut and the media relaunch the same morning
- [ ] Offer a concession when the payment is the objection, with broker-approved wording
- [ ] Check current MLSSAZ policy before promising a Tucson seller a reset



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Book your relaunch shoot
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Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request.