

## 4 Reasons Why Buyers Get Turned Off by an Otherwise Ideal Property

When prospective buyers view your property, you hope they will think it's the perfect fit for them. It might well be. However, there are things that can get in the way of a buyer recognizing that perfect fit and making an offer.

Take a look at these common reasons why some buyers will walk away from an otherwise ideal property:

1. **Poor staging.** Is staging really that important? According to several studies, an effectively staged home will usually sell faster and for a higher price. Staging not only makes your home look good to buyers, it also shows off all the positive characteristics of your property.
2. **Clutter.** Psychologists tell us that clutter often makes people uneasy. That's definitely not the feeling you want to convey when showing your property! Also, clutter is more apparent to visitors than it may be to you. So, if you have a room that seems a bit cramped to you, imagine how it feels to the buyer.
3. **Maintenance issues.** Just as clutter does, maintenance issues make buyers uneasy. If they see a dripping faucet in the bathroom, they may worry there are more serious issues lurking elsewhere. Also, maintenance issues are distracting. (Buyers will notice the faucet leak rather than the beautiful tiles.) So, get any



needed repairs done when preparing your home for sale.

4. **List price.** Setting the list price is both an art and a science. You want the price to attract as many qualified buyers as possible. If it's set too high — or even too low — buyers who might have otherwise made an offer won't even bother to see your property. Make sure your home is priced right.

The good news is, these situations are easy to avoid. So don't give buyers reasons not to like your property, especially if it may be ideal for them. Make sure your home shows its best.

## How to Determine the Best Features of your Home

What is it about your property that stands out? What will buyers like most about it? What are your home's most enticing features?

Answering those questions will help you determine which features to emphasize when selling your home. After all, you want buyers to notice and appreciate your property's best characteristics.

But here's the challenge...

It can be difficult to determine which

features of your home are particularly desirable to buyers. You live there! So, there might be a fantastic characteristic of your property that you've gotten used to. You might not even realize its value.

One way to gain perspective is to ask friends, "What is it about our property that you like most? What stands out to you?" Ask them to be candid. Often, they'll reveal characteristics about your home that may surprise you. You'll definitely gain insights that will help you when listing.

Another technique is to compare your property to others in the neighbourhood. Buyers often target neighbourhoods, so realizing how your home stands out can be helpful when marketing it. For example, your property might have a larger backyard than most others on the street, or it might have a lot of recent upgrades.

Another way to discover your home's most attractive features is to talk to me. I can tell you what buyers will like most about your property.

## Think, Act... Live!

"The ache for home lives in all of us, the safe place where we can go as we are." [Maya Angelou](#)

"Just because my path is different doesn't mean I'm lost." [Gerard Abrams](#)