

WHAT INSTANTLY TURNS OFF HOMEBUYERS?



Every buyer is different. Some are looking for deals and will buy anything if the numbers make sense, while others need to feel an immediate connection to the home. From our experience working with buyers and sellers over the years, certain factors can turn buyers away without hesitation. Here are the biggest turn-offs:

- 1. Smells and Odors:** Whether from pets or smoking, unpleasant smells can be a significant turn-off for buyers. These odors can permeate the flooring, walls, ceilings, furniture, and window coverings. It's essential to address any odors effectively, and we recommend consulting professionals for their expert opinions to make informed decisions.
- 2. Moisture in the Basement and Ceilings:** Visible moisture can indicate deeper issues, causing buyers to flee at the sight of water. While it's not uncommon, it's crucial to investigate the cause and rectify any problems. Water can lead to mold, which poses health risks, so due diligence is highly recommended.
- 3. Mold in Attics and Crawl Spaces:** Mold often appears in attics due to poor ventilation or in crawl spaces due to high water tables and cracks in foundation. These issues need thorough examination and repair, especially if discovered before the home goes on the market.
- 4. Deaths in the Home:** While natural deaths are generally acceptable to most buyers, those outside this range can be a significant deterrent. Disclosure of such events is not required, as they fall under stigma; however, if it's important to you, it should be added to the Agreement of Purchase and Sale to ensure sellers disclose any known issues.
- 5. A Home That Feels Neglected:** A home that shows signs of neglect—broken fixtures, stained walls, and unkempt outdoor spaces—signals to buyers that there may be more underlying issues, prompting them to walk away.
- 6. Cluttered Home:** If buyers are overwhelmed by clutter and cannot see the home's potential, they'll likely abandon the property without a second thought. It's essential to declutter to help buyers focus on the home's features.

7. Messy Neighbors: Although you can't control your neighbor's property, the saying "Good fences make good neighbors" holds true. A fence, large trees, or shrubs can create barriers that distract from messy neighboring homes.

8. Poorly Maintained Exterior: Curb appeal matters; it sets the first impression. A tidy, well-maintained exterior can make a significant difference in how buyers perceive the home.

9. Over-Personalized Homes: Homes filled with personal photos and collections can distract buyers and make it challenging for them to envision themselves in the space. Depersonalizing your home is crucial for a successful sale.

10. An Unclean Home: Mess and lack of cleanliness can make spaces feel smaller, less inviting, and more dated or worn than they are. A clean, well-maintained home creates a stronger first impression and allows its best features to stand out.

*Angela Zezza, Real Estate Salesperson
Zezza Collia Realty Group, Sutton Group Quantum*