

## Top 10 Ways to Turn Off a Homebuyer

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So, you're thinking about listing your Cape Coral property and you're scouring the Internet to find ways to increase the value of your home. Of course, you realize that every homebuyer is unique, so you're attempting to cover all your bases. Hold it right there! Yes, stop...Take a deep breath and read the following information. This may come as a huge surprise, but the top 10 things on our list of "homebuyer turn-offs" are pretty simple, yet are among the most overlooked. Maybe it's the "can't see the forest for the trees" mentality, who really knows, but time-and-again the following ten turn-offs have come into play with Cape Coral property sellers. Let's take a look:

### Top 10 List of Cape Coral Home Sales Killers

1. **What's that smell?** - You, as a Cape Coral property owner may be used to that 'summer musty smell' that has developed due to our humid tropical weather. Maybe you like that steam room feeling. After all, it cuts down on your electricity bill, right? Well, we assure you that a damp, musty, 'hint of mildew' air freshener is not what your prospective Cape Coral home buyers are looking for. A thorough, professional cleaning of carpeting, furniture, all household surfaces, and a thermostat set on at least 76 degrees should take care of that.

If you've gotten too used to the smell of your home, you may want to invite a couple of friends over to critique (or trust the opinion of your listing agent). Other offensive no-no's include pet odor and cigarette smoke.

2. **It's not a 'lived in look'...It's just dirty** - Maybe you're preparing to move out of the area and you've been extra busy lately. When was the last time you thoroughly cleaned your bathrooms, scrubbed the tile, scoured the surface of your stove, cleaned your oven, and removed that layer of dust on your baseboards? You may have become used to this way of life, but to a potential home buyer it throws up a ton of red flags. An unkempt, dirty house will have them wondering if you have kept up with proper maintenance. After all, if you don't have time to clean your home, how can you be expected to keep up with plumbing leaks or electrical repairs?

Have your Cape Coral home professionally cleaned from top to bottom before even thinking about putting it on the market.

3. **Outdated fixtures** - Isn't it funny how you've gotten used to the gold, peeling trim on your bathroom light fixtures or that unsightly brown ceiling fan you insisted on bringing from your first home? Actually, no...It's not that funny. Outdated fixtures are some of the least expensive things to replace, but sadly, the most overlooked by home sellers. Take a critical walk through

your home, removing nostalgic thoughts or emotional ties (take a clip board with you) and make a list of eyesores that need to be replaced.

4. **Popcorn ceilings** - Times have changed and so have styles of home decor. You may mistakenly think that a popcorn ceiling can pass with current home buyers, but I assure you, it can't. Do you know what a homebuyer sees when they look at a popcorn ceiling? Dollar signs and work. The first thing a potential homebuyer thinks when they see those little white clusters is, "Great, we won't be able to move any of our furniture in right away, because we'll have to deal with this first." Do yourself a favor and either do the work yourself to get rid of the outdated look, or be prepared to credit a potential buyer.
5. **Wallpaper ...It's not that bad, right?** - Wrong. It really is that bad...always. Even if a potential buyer doesn't mind wallpaper, the chance that they will be happy with yours is slim to none. Wallpaper creates an extremely personalized look. Do yourself a favor and get rid of it now.
6. **Too much clutter** - Ok, so compared to an episode of Hoarders you're good, right? Maybe not. Cluttered rooms will make your Cape Coral home appear much smaller (and darker) than it actually is. If you need to rent a storage unit (or start a small bonfire), then do what you have to do to make your rooms look as open and bright as possible.
7. **It's okay if the seller sticks around, right?** - Excited sellers sometimes think they should be there during a home showing...You know, to answer questions and point out features that might be missed. Unfortunately, sellers who stay for home showings do more harm than good. Why? Potential buyers are often apprehensive about asking tough questions or openly discussing things they perceive as flaws. If a buyer doesn't have the freedom to share his concerns openly, the agent won't be able to make additional points or help the buyer to work through their apprehensions. Bottom line...The home owner should not attend the showings.
8. **Misrepresenting your home** - Okay, there is clearly a difference between listing photos that show rooms and features in their best possible light, and photos that are just plain misrepresentations. If you have something to hide and you choose to conveniently leave it out of your photos, you are going to just aggravate your potential buyer (for instance, that 40 ft tall, completely dead and rotten tree that sits in the middle of your front yard). You will also cause buyers to wonder what else you've got to hide. Any form of misrepresentation just builds suspicion and mistrust. That's the last thing you want to develop when you are selling your Cape Coral property.
9. **Curb appeal** - Yes, you've heard it a hundred times in a hundred different ways, but has it become just a meaningless cliché? Adding curb appeal to your Cape Coral property is a huge and all-too-often overlooked selling point. Curb appeal involves a thorough and candid look at the entire message the outside of your property sends. This includes your exterior paint, the

driveway, shrubbery, condition of the lawn, and even your mailbox. Spruce it up...Send a message that says, "This is the house to own!"

**10. Eclectic taste** - Last but not least, we have the unique and sometimes rather odd decorating styles of home sellers. Your personal flair is fine and dandy for the period of time you reside in the home, but if you want it to sell, you're going to have to think 'neutral.' Maybe you loved your red living room carpeting and Samurai sword collection display, or your Al Pacino bathroom, but no one else is going to appreciate it...trust us on this one. When you are repainting, recarpeting, or retiling your Cape Coral property to prepare it for selling, think Martha Stewart, think muted and cheerful tones that can easily blend with any decor.

We hope this information has caused some light bulbs to go off in your head. Now that you are aware of the most common mistakes you'll be better equipped to avoid them.

Most of the items on the Top 10 list can be corrected without spending a fortune. Take care of these first and you'll be well on your way to signing the papers and closing the deal.

If you are looking for an agent to represent you as you put your Cape Coral home on the market, we would be happy to assist you. Give our office a call today and we will help you to assess the market value of your home, go over details and home improvements, and come up with a plan of action that is specifically designed for you.