

Create a Pet-Friendly Showing

Pet owners face a unique set of considerations when it comes to selling a home.

For many, pets are cherished members of the family and their presence has likely left its mark on the home. However, presenting a pet-friendly environment while ensuring the property appeals to potential buyers can be a delicate balance.

The U.S. Census Bureau reports that more than half of households have a pet living in them and the National Association of Realtors says that half of those pet owners have renovated their home to accommodate their pets. They also say that 31% of pet owners will only make an offer on a house if it suits their cat or dog.

While pets are dear to your heart, not all potential buyers share the same sentiment. It's why it helps to plan ways to ensure that your home's pet-friendly ambiance shines through while appealing to a broad range of buyers.

PREPARING THE HOME

Set the stage for a positive showing. Start by decluttering pet-related items such as toys, beds and accessories. This creates a cleaner and more open



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REAL ESTATE 101

Buyer's Tips

Keep hold of your negotiating power. Don't seem too enthusiastic or talk too much about the property when you are touring homes — even if the owners aren't present. They may be listening via smart home technology or nanny cams.

feel that allows buyers to envision their own lifestyle in the space. Address any pet-related damage such as scratches or chew marks on furniture or walls. A fresh coat of neutral paint can help refresh the home's appearance.

A clean home is a must for making a favorable impression.

Regular vacuuming and cleaning of upholstery will help eliminate pet hair. Focus on pet areas like beds and litter boxes, ensuring they're spotless before showings. Regularly launder pet bedding and blankets to prevent lingering odors. To tackle pet smells, use enzyme-based cleaners that

neutralize odors rather than simply masking them.

Carpet and upholstery cleaning, along with air purifiers, can significantly improve indoor air quality.

WELCOMING BUYERS

Creating a pet-friendly atmosphere doesn't mean

excluding those without pets, but you can market to other animal lovers. Emphasize the benefits of your home's features, such as a fenced yard, laminate flooring, an animal washing station or proximity to pet amenities. Showcase these attributes as part of your home's overall appeal.

During showings, have your pets somewhere else. Arrange for a trusted friend, family member or pet-sitter to look after your pets during viewings. This minimizes distractions for potential buyers and accommodates those with allergies or concerns about pets. This helps to create a comfortable environment for all parties involved — and puts less stress on your animal companion.

Pay attention to the presentation of any outdoor space. You'll make a better impression with a well-maintained yard that is free from any pet waste. If there is wear and tear caused by pets, consider making any necessary landscaping.

When discussing your home's history with potential buyers, be forthright about any pets you have had in the home. Mention any recent updates or renovations you did to address pet-related wear and tear. Buyers appreciate transparency and it can help build trust during the negotiation process.



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HOMEWISSE GLOSSARY

Punch list: the term used to describe a list of items that need to be fixed in a newly constructed home before the parties attend the closing. **SOURCE:** Century 21

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