

Shelburne Buyer Turnoff Alert

A practical worksheet for removing the condition, smell, clutter, pricing, deferred-maintenance, dark-room, outdated-kitchen, stale-listing, and disclosure problems that scare buyers away from a home in Shelburne.

How to use this guide: walk the property like a skeptical buyer, check only the items that are actually complete, and write a next action beside anything that could create doubt. The goal is not perfection; the goal is buyer confidence.

TRREB April 2026 Shelburne metric	Figure	Planning meaning
Average sold price	\$691,750	Broad context only; condition and competition decide strategy.
Median sold price	\$695,000	Useful for buyer expectation and price-band pressure.
Average days on market	36	Early buyer feedback should be monitored quickly.
Sale-to-list ratio	96%	Overpricing and unresolved objections can become negotiation pressure.
Active listings	75	Buyers have choice and can skip homes with avoidable doubts.
New listings	32	Fresh competition can shift attention quickly.
Detached average / median	\$756,750 / \$712,500	Detached pricing must reflect property type and condition.

Buyer Fear Translator

Buyer fear	What it sounds like	Seller response
Condition risk	"It feels like a lot of work."	Fix obvious items, document systems, and stop buyers from adding imaginary repair costs.
Odour concern	"Something smells off."	Find the source, clean deeply, ventilate, and avoid heavy fragrance.
Price doubt	"It is nice, but not at that price."	Compare to active competition and price what cannot be changed.
Layout confusion	"I cannot picture how we would use it."	Stage room purpose and use narrated media to explain flow.
Disclosure anxiety	"What are they not telling us?"	Separate material facts, stigma, documents, and legal advice before launch.

Preparation Worksheet

Use this table before photos, showings, and pricing decisions. If a problem cannot be fixed economically, decide whether it should be documented, disclosed, explained in media, or reflected in price.

Room / Area	Top fear to remove	Fix, disclose, document, or price?	Owner / Deadline
Exterior arrival			
Kitchen			
Bathrooms			
Basement			
Primary bedroom			
Garage / storage			
Mechanical systems			
Neighbourhood / stigma questions			

Important callout: if the home may involve a stigma, separate it from physical defects. Physical defects and material condition issues are not the same as non-physical buyer perceptions. Get advice, document instructions, and never build a strategy around an agent lying to a buyer or buyer representative.

1. Curb Appeal and First Arrival

Curb Appeal and First Arrival	Curb Appeal and First Arrival
<input type="checkbox"/> Front door clean, working, and freshly touched up	<input type="checkbox"/> Garden beds weeded and simplified
<input type="checkbox"/> House numbers visible from the street	<input type="checkbox"/> Garbage, recycling, and bins hidden or organized
<input type="checkbox"/> Porch swept and free of personal clutter	<input type="checkbox"/> Siding, brick, trim, and soffits checked for obvious damage
<input type="checkbox"/> Exterior lights working and bright enough for evening showings	<input type="checkbox"/> Fence gates open and latch properly
<input type="checkbox"/> Walkway safe, clean, and edged	<input type="checkbox"/> Deck, steps, and railings feel safe
<input type="checkbox"/> Driveway tidy with no distracting storage	<input type="checkbox"/> Backyard staged for practical use rather than storage
<input type="checkbox"/> Garage door clean and operating smoothly	<input type="checkbox"/> Pet waste removed from yard
<input type="checkbox"/> Lawn cut, leaves removed, snow managed, or seasonal debris cleared	<input type="checkbox"/> Exterior odours checked near bins, garage, and drains

Worksheet prompt	Notes
Highest buyer fear in this section	
Fastest visible fix before photos	
What must be documented, disclosed, explained, or priced	
Owner, budget, and deadline	

2. Odour, Air Quality, and Cleanliness

Odour, Air Quality, and Cleanliness	Odour, Air Quality, and Cleanliness
<input type="checkbox"/> Pet odour source identified rather than masked	<input type="checkbox"/> Fragrance kept neutral and light
<input type="checkbox"/> Smoke odour assessed in walls, fabric, and HVAC return areas	<input type="checkbox"/> Windows opened before showings when weather allows
<input type="checkbox"/> Cooking odours cleared before photography and showings	<input type="checkbox"/> HVAC filter changed
<input type="checkbox"/> Basement checked for damp smell after rain	<input type="checkbox"/> Bathroom fans working
<input type="checkbox"/> Floor drains and sinks flushed and checked	<input type="checkbox"/> Kitchen range hood working
<input type="checkbox"/> Carpet professionally cleaned or replaced if odour remains	<input type="checkbox"/> Laundry area cleaned and aired out
<input type="checkbox"/> Upholstery and curtains cleaned or removed	<input type="checkbox"/> Closets checked for mustiness
<input type="checkbox"/> Garbage areas cleaned before every showing	<input type="checkbox"/> Garage smell checked for fuel, storage, or pet issues

Worksheet prompt	Notes
Highest buyer fear in this section	
Fastest visible fix before photos	
What must be documented, disclosed, explained, or priced	
Owner, budget, and deadline	

3. Repairs and Maintenance Confidence

Repairs and Maintenance Confidence	Repairs and Maintenance Confidence
<input type="checkbox"/> Water stains investigated and documented	<input type="checkbox"/> Loose handles tightened
<input type="checkbox"/> Roof age and known repairs recorded	<input type="checkbox"/> Sticky doors repaired
<input type="checkbox"/> Eavestroughs cleaned and drainage checked	<input type="checkbox"/> Cracked caulking replaced
<input type="checkbox"/> Furnace service date available	<input type="checkbox"/> Damaged trim touched up
<input type="checkbox"/> Air conditioning service date available	<input type="checkbox"/> Scuffed walls repainted where needed
<input type="checkbox"/> Electrical panel area accessible and tidy	<input type="checkbox"/> Broken blinds repaired or removed
<input type="checkbox"/> Plumbing leaks repaired	<input type="checkbox"/> Screens checked
<input type="checkbox"/> Slow drains addressed	<input type="checkbox"/> Smoke and CO alarms checked

Worksheet prompt	Notes
Highest buyer fear in this section	
Fastest visible fix before photos	
What must be documented, disclosed, explained, or priced	
Owner, budget, and deadline	

Callout: small repair patterns matter. One loose handle is minor; a house full of loose handles can make buyers assume hidden maintenance problems.

4. Kitchen, Bathrooms, and High-Scrutiny Rooms

Kitchen, Bathrooms, and High-Scrutiny Rooms	Kitchen, Bathrooms, and High-Scrutiny Rooms
<input type="checkbox"/> Kitchen counters mostly clear	<input type="checkbox"/> Bathroom grout cleaned
<input type="checkbox"/> Cabinet fronts cleaned	<input type="checkbox"/> Bathroom caulking fresh
<input type="checkbox"/> Hardware tightened	<input type="checkbox"/> Toilets cleaned thoroughly
<input type="checkbox"/> Sink and faucet polished	<input type="checkbox"/> Mirrors streak-free
<input type="checkbox"/> Appliances cleaned inside and out	<input type="checkbox"/> Shower glass and tub cleaned
<input type="checkbox"/> Fridge edited and deodorized	<input type="checkbox"/> Towels coordinated and minimal
<input type="checkbox"/> Pantry organized to show capacity	<input type="checkbox"/> Personal products reduced
<input type="checkbox"/> Under-sink area checked for leaks and clutter	<input type="checkbox"/> Exhaust and moisture issues addressed

Worksheet prompt	Notes
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Fastest visible fix before photos	
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Owner, budget, and deadline	

5. Light, Space, and Flow

Light, Space, and Flow	Light, Space, and Flow
<input type="checkbox"/> All bulbs working and consistent in tone	<input type="checkbox"/> Closets edited to show storage space
<input type="checkbox"/> Window coverings opened for photos and showings	<input type="checkbox"/> Garage organized to show parking or storage function
<input type="checkbox"/> Windows cleaned	<input type="checkbox"/> Entry sightline cleared
<input type="checkbox"/> Furniture edited to widen walkways	<input type="checkbox"/> Dining area staged at appropriate scale
<input type="checkbox"/> Oversized furniture removed where possible	<input type="checkbox"/> Bedrooms made easy to understand
<input type="checkbox"/> Each room assigned one clear purpose	<input type="checkbox"/> Dark corners lit
<input type="checkbox"/> Basement zones defined	<input type="checkbox"/> Mirrors used only where natural
<input type="checkbox"/> Office or work-from-home area clarified	<input type="checkbox"/> Flooring visible rather than covered by clutter

Worksheet prompt	Notes
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Fastest visible fix before photos	
What must be documented, disclosed, explained, or priced	
Owner, budget, and deadline	

6. Pricing, Proof, and Disclosure

Pricing, Proof, and Disclosure	Pricing, Proof, and Disclosure
<input type="checkbox"/> Average Shelburne price context reviewed: \$691,750	<input type="checkbox"/> Active comparable listings assessed
<input type="checkbox"/> Median Shelburne price context reviewed: \$695,000	<input type="checkbox"/> Recent sold comparables assessed
<input type="checkbox"/> Detached average reviewed: \$756,750	<input type="checkbox"/> Condition differences adjusted honestly
<input type="checkbox"/> Detached median reviewed: \$712,500	<input type="checkbox"/> Upgrade dates gathered
<input type="checkbox"/> 36 DOM benchmark considered	<input type="checkbox"/> Receipts and warranties organized
<input type="checkbox"/> 96 percent sale-to-list ratio considered	<input type="checkbox"/> Permits or renovation documentation found
<input type="checkbox"/> 75 active listings reviewed as buyer-choice context	<input type="checkbox"/> Rental items identified
<input type="checkbox"/> 32 new listings reviewed as competition context	<input type="checkbox"/> Known material facts discussed before launch

Worksheet prompt	Notes
Highest buyer fear in this section	
Fastest visible fix before photos	
What must be documented, disclosed, explained, or priced	
Owner, budget, and deadline	

Callout: April 2026 Shelburne data showed 75 active listings and 32 new listings. Buyers had choice, so pricing must match condition and buyer confidence.

7. Media, Listing, and Showing Readiness

Media, Listing, and Showing Readiness	Media, Listing, and Showing Readiness
<input type="checkbox"/> First photo chosen for buyer curiosity	<input type="checkbox"/> Pets removed or managed
<input type="checkbox"/> Photo order tells a logical story	<input type="checkbox"/> Valuables secured
<input type="checkbox"/> Video narrated VR showing planned	<input type="checkbox"/> Temperature comfortable
<input type="checkbox"/> Room flow explained clearly	<input type="checkbox"/> Lights on before showings
<input type="checkbox"/> Storage and utility areas photographed appropriately	<input type="checkbox"/> Driveway access clear
<input type="checkbox"/> Neighbourhood benefits named accurately	<input type="checkbox"/> Feedback questions prepared
<input type="checkbox"/> Listing copy explains use, not just features	<input type="checkbox"/> First 72-hour performance plan set
<input type="checkbox"/> Showing instructions simple	<input type="checkbox"/> Stale-listing diagnosis plan ready if needed

Worksheet prompt	Notes
Highest buyer fear in this section	
Fastest visible fix before photos	
What must be documented, disclosed, explained, or priced	
Owner, budget, and deadline	

8. Stigmatized Property and Special-Risk Questions

Stigmatized Property and Special-Risk Questions	Stigmatized Property and Special-Risk Questions
<input type="checkbox"/> Physical defects separated from non-physical stigma	<input type="checkbox"/> Multiple representation risk discussed
<input type="checkbox"/> Known material condition issues discussed with professional advice	<input type="checkbox"/> Legal advice considered where appropriate
<input type="checkbox"/> Seller instructions documented if stigma may exist	<input type="checkbox"/> Buyer confidence strategy chosen
<input type="checkbox"/> Agent communication plan prepared before launch	<input type="checkbox"/> Pricing impact discussed
<input type="checkbox"/> Direct buyer-agent questions anticipated	<input type="checkbox"/> Marketing tone kept factual
<input type="checkbox"/> Non-answer risk understood	<input type="checkbox"/> Seller understands that hiding and lying are not the same issue
<input type="checkbox"/> Neighbour disclosure risk considered	<input type="checkbox"/> Disclosure approach reviewed before offers

Stigmatized Property and Special-Risk Questions		Stigmatized Property and Special-Risk Questions	
<input type="checkbox"/> Online address search risk considered		<input type="checkbox"/> Paper trail kept for instructions	
Worksheet prompt	Notes		
Highest buyer fear in this section			
Fastest visible fix before photos			
What must be documented, disclosed, explained, or priced			
Owner, budget, and deadline			

Callout: stigmatized real estate requires careful handling. A seller may need legal advice, written instructions, and a clear plan for direct questions before launch.

9. Offer Readiness and Follow-Up

Offer Readiness and Follow-Up		Offer Readiness and Follow-Up	
<input type="checkbox"/> Offer date strategy considered		<input type="checkbox"/> Repeated objections escalated quickly	
<input type="checkbox"/> Inclusions and exclusions clear		<input type="checkbox"/> Price response triggers set	
<input type="checkbox"/> Closing flexibility discussed		<input type="checkbox"/> Marketing response triggers set	
<input type="checkbox"/> Deposit expectations discussed		<input type="checkbox"/> Repair response triggers set	
<input type="checkbox"/> Condition expectations anticipated		<input type="checkbox"/> Seller availability confirmed	
<input type="checkbox"/> Inspection concerns prepared for		<input type="checkbox"/> Decision-maker alignment confirmed	
<input type="checkbox"/> Buyer objections logged by theme		<input type="checkbox"/> Backup plan prepared	
<input type="checkbox"/> Feedback reviewed after every showing block		<input type="checkbox"/> Next move timeline reviewed	
Worksheet prompt	Notes		
Highest buyer fear in this section			
Fastest visible fix before photos			
What must be documented, disclosed, explained, or priced			
Owner, budget, and deadline			

Offer-Week Feedback Log

Showing / Date	Repeated buyer concern	Fix, price, document, or explain?	Decision date
Buyer/Agent 1			
Buyer/Agent 2			
Buyer/Agent 3			
Buyer/Agent 4			
Buyer/Agent 5			
Buyer/Agent 6			
Buyer/Agent 7			
Buyer/Agent 8			
Buyer/Agent 9			
Buyer/Agent 10			

Final launch rule: clean what buyers smell, repair what makes them distrust, brighten what photographs poorly, stage what they misunderstand, disclose what matters, document what proves care, and price what cannot be changed.

Next step: request a Shelburne home evaluation at Flaherty.ca, call 226-270-6433, or book Kevin's calendar before spending money on repairs that may not increase net proceeds.