The Buyer Hesitation Checklist

Kevin Flaherty | Listing and selling homes in Orangeville since 1988



What question is the buyer left with?

Kevin Flaherty identifies uncertainty as a reason buyers walk away. A person looking at a listing or standing in a room may have the same question: what work, cost or limitation would I be taking on? Use this checklist to record what can be seen, what is known and what still needs checking.

The cover is an illustration. A mark above a window raises a question about its origin. A photograph alone cannot establish what caused it or whether the issue is current.

Which detail in your listing or home would you want explained?

Read the Orangeville buyer-deterrent guide

Match the concern to the next step

Open the listing on a phone, then walk through the home. For each concern, choose the action that answers the actual question.

Concern	Buyer question	Seller action
Possible moisture	Is the stain old or recurring?	Check the history and available repair records. If the source is unknown or moisture returns, arrange an appropriate assessment.
Incomplete work	What remains to be finished?	List the outstanding work. Complete practical repairs and give your agent an accurate description of anything still open.
Layout mismatch	Can the buyer see the route and any steps?	Compare the photo with the doorway view. Use another angle, measurements or a floor plan to explain the connection.
Price and condition	What supports the asking price given the work?	Review comparable sales with your agent and identify differences in condition, size and lot. Obtain a suitable estimate for proposed work.
Personal preference	Does the property meet an essential need?	State the feature clearly. A buyer who needs a main-floor bedroom can decide from the listing whether the home fits.

Which question would be most costly if left unanswered?

Record an answer a buyer can check

Hypothetical example: a buyer asks about discolouration above a window. The owner remembers a repair. Find the invoice, confirm its date and scope, and check whether the mark has recurred. If those facts are unknown, tell the listing agent what is still being checked.

What was visible or reported, and by whom?

What did the buyer or their representative actually ask?

What record, clearer photo or professional assessment could help?

What remains unknown?

Who will follow up?

By when?

☐ The answer and the listing now agree with the available evidence.

If no feedback comes back, leave the buyer's reason open. Use the next walkthrough to check the visible issue on its own merits.

Request a home evaluation