



Most visitors see the outdoor space and layout as strong draws, but seven in ten think the property only partly matches what they need, and pricing concerns are holding back enquiries.

Key takeaways

- **The property appeals on space and outdoor features, but not comprehensively**

Two-thirds of visitors named outdoor space as impressive, and six in ten pointed to size and layout. However, a third of the open home feedback mentions the kitchen, bathrooms, bedrooms or overall condition as needing work or updating.

- **Only 18% feel it's a strong fit for their needs**

Seven in ten say the property partly matches what they're looking for. This is the dominant response across all age groups, suggesting the open home is drawing interested browsers rather than serious near-term buyers.

- **Pricing is cited repeatedly as a mismatch**

Around one in six written comments mention the asking price as too high for the property or the area, often even when the visitor otherwise liked the home. Price perception is the single biggest brake on follow-up enquiries mentioned in the feedback.

- **Agent performance was rarely criticized**

The majority of written comments praise the agent as knowledgeable, helpful, friendly or professional. A handful mention feeling rushed or pushed, but this is not a widespread problem. Agent knowledge of the area and market comes up as a specific strength.

- **Enquiry intention is modest but not negligible**

Combining scores 8-10 on the follow-up question gives roughly four in ten visitors with genuine or strong interest. But four in ten also scored 6 or below, indicating fence-sitters or browsers rather than pipeline.

What people wrote about

- **Outdoor space and garden quality (Very common)**

The garden, backyard, outdoor space and views are mentioned as impressive or a standout feature in around a quarter of written comments. Feedback is consistently positive, with visitors describing them as 'stunning', 'beautiful', 'real plus' or 'really something special'. This aligns with the quantitative finding that 65% named outdoor space as an impressive feature.

"Loved the garden"

"The outdoor space is really something special. Living areas are generous and the home feels spacious."

- **Kitchen and bathroom condition or age (Very common)**

Roughly a quarter of all written comments flag the kitchen and/or bathrooms as dated,

needing updating, or requiring work. Tone is matter-of-fact rather than angry, and some visitors see this as acceptable given the price or overall condition. However, it is a clear and widespread concern that may stall a buying decision for visitors seeking a move-in-ready home.

"The kitchen and bathrooms look dated. Agent was helpful but we'll keep looking for something more modern."

"The kitchen needs work but that doesn't bother us much honestly."

- **Pricing relative to value or local market (Common)**

Pricing concerns appear in roughly one in six written comments, with visitors describing the property as 'overpriced', 'a bit high for the area', or noting that the asking price doesn't align with comparable properties nearby. Tone is critical but not hostile. Several visitors say they'd reconsider if the price moved, suggesting price elasticity among the audience.

"Bit overpriced honestly"

"The property's small for the asking price if you ask me."

- **Agent professionalism and knowledge (Very common)**

The vast majority of written comments mention the agent, and the overwhelming majority are positive. Visitors praise agents for being knowledgeable, taking time to explain, being friendly, professional, not pushy, and genuinely interested in understanding buyer needs. A small handful felt rushed or noticed gaps in local knowledge, but this is not the dominant pattern.

"Agent was genuinely helpful and answered everything clearly. Property's condition is better than expected for the price point. Definitely worth a closer look and we'll be making enquiries."

"The agent was fantastic and really took time to understand what we're looking for."

- **Room size and layout concerns (Common)**

Roughly one in five written comments mention the layout as confusing, cramped or odd for their lifestyle, or note that specific rooms (bedrooms, bathrooms, storage) are smaller than expected. Feedback suggests these are deal-breakers or significant hesitations for some visitors, even when other aspects of the home are praised.

"The layout is a bit confusing honestly, and there's not much storage space which is disappointing."

"Kitchen and living areas are great but the bedrooms are smaller than we'd like."

Notable differences

- Older visitors (70-79) were more likely than other age groups to rate the property 'Not quite' or '3 stars' overall, while younger visitors (10-19) split more evenly between '4 stars' and '7 on the enquiry scale', showing less consensus.

- Visitors aged 40-49 were notably more likely to see the property as a 'strong fit' (11%) than other groups, and less likely to say 'not quite' (2%), suggesting this age or life-stage segment found the home most aligned with their needs.

- Men were more likely than women to say the property 'does not quite' match their needs (16% vs 9%), though both groups converged on '4 stars' for overall rating.

What you could do

1. Address the price expectation upfront during the open home. Have the agent explain value in context of local comparables and condition, and consider whether the asking price genuinely reflects current market or buyer appetite.

Some effort · High impact

2. Brief agents to proactively offer information on rates, body corporate fees, and local area details like council work or transport. Multiple visitors specifically wanted this, and agents having answers ready would build confidence and reduce later friction.

Quick win · Medium impact

3. Highlight the kitchen, bathroom and storage position honestly—either that they're dated or small, or present them as renovation opportunity, rather than leaving it as a surprise. This removes a common objection and helps self-select serious buyers.

Quick win · Medium impact

Worth knowing

This survey covers 320 open home visitors but only 155 left written feedback, so themes drawn from comments represent roughly half the audience. The written feedback is a self-selected group who chose to comment, and may skew toward those with stronger opinions. Age and gender breakdowns were disclosed by 271 of 320 respondents, so some demographic groups are small (10-19 year-olds, for instance, were a tiny proportion). Results show what visitors thought that day, not whether they went on to buy or whether the property is overpriced in absolute terms—that is market and valuation data, not data from this survey.