



Did you know...

Pets Are a Possible Turn-Off for Prospects?

According to the 2023 World Animal Foundation Survey¹:

- 65% of U.S. households own at least one dog.
- 46% of U.S. households own at least one cat

However, that means that ***between 35% and 55% of homeowners do not own a cat or dog.***

According to a 2024 survey²:

- 27% of New Yorkers have a dog
- 21% of New Yorkers have a cat

This means that ***between 73% and 79% of New Yorkers do not own a cat or dog.***

Whether the reasons include allergies, aversions or other personal preferences, it's clear that a large portion of prospects viewing the listing with a household pet could turn off a potential buyer.

When a home is on the market, and especially during showings, pet owners need to remove all evidence that the home is occupied by a pet:

- Remove all pet food bowls, cages, and other items
- Remove all pet odors - since an owner is probably used to the smell, an honest friend can provide an assessment
- Most importantly, remove the pet. Homeowners should take the pet with them during open houses. For scheduled showings while the owner is present, get a neighbor or friend to temporarily house the pet.

¹ <https://worldanimalfoundation.org/advocate/pet-adoption-statistics/>

² <https://worldpopulationreview.com/state-rankings/pet-ownership-statistics-by-state>