



***So You're Selling A House
That Has A Pond....***

**FOR
SALE**

***The Seller Agent's Guide
To making sure the Koi Pond
Doesn't KILL the DEAL***

Water features can be a major selling point...or a last minute deal killer. A koi pond that looks beautiful during showings can quickly become a concern when buyers begin asking questions like:

- *Who maintains it?*
- *What if it leaks?*
- *What does it cost to run the pumps?*
- *Do we have to keep (and take care of) the fish?*

This quick guide will help you avoid common pond-related deal breakers and position the water feature as an asset instead of a liability.



Why Ponds Make Buyers Nervous

Many buyers love the idea of a pond, but they worry about the potential responsibility that comes with it (especially if they have never owned a pond before).

They worry specifically about things like Maintenance complexity, Electrical safety, Water leaks, Mosquito problems, Fish care, Winter operation, and Unknown repair costs.

Even when the pond is perfectly fine, these uncertainties alone can scare buyers. And when buyers feel unsure about property features they tend to ask for concessions, or walk away entirely!

The GOOD News is that most of these pond concerns are easy to address before listing.

The 5 Things Sellers Should Check Before Listing

- 1) **Pumps and filters are running.** Active circulation shows the pond is active and likely being maintained.
- 2) **The water looks healthy.** Clear or slightly natural-looking water is key. Green, brown, or foul-smelling water raises concerns.
- 3) **Electrical components appear safe.** Pumps, lighting, and their cords should look organized and protected.
- 4) **No obvious water loss.** Rapid drops in water level, or a half-empty pond, indicate a leak problem.
- 5) **Fish appear healthy.** Healthy, brightly colored koi and goldfish add beauty and optimism that the pond is well-maintained.

If any of these items raise questions during your walkthrough, a **professional pond evaluation** can address issues before the first potential buyers ever see the property.



Turning the Pond Into a Selling Feature

Remember, most pond concerns are easily addressed prior to listing. If questions arise during your walkthrough and/or during the professional pond evaluation, take steps to address those questions and concerns now. Doing so will give your potential buyers something pretty to look at versus something that makes them question the property.



Take a look at the sample images above. The pond on the **left** is a bit unsightly, water turning green with a mucky bottom, an overgrown weedy and somewhat disheveled appearance. The hose and maintenance equipment in the background will lead buyers to wonder if there is a leak or that the pond requires constant maintenance to keep it running. The pond on the **right** has clear water with a clean gravel bottom, freshly mulched landscape with well-maintained plants and no weeds. There is no maintenance equipment lying around, and the perimeter rocks all look like they are placed in a proper manner. The same pond, but a simple refresh takes it from an eyesore to an asset for potential buyers.

Buyers don't fear ponds themselves — they fear unknown problems.

Provide clear information and instructions to transform uncertainty into buyer confidence.

Now that the pond has been evaluated and “freshened up”, the final step to keep buyers excited is to proactively provide them with information that will allow them to feel comfortable that they have an easy path toward successful longterm maintenance.

A simple folder or binder containing the following items can be displayed during open house events and individual showings:

- **Maintenance history** – Shows the system has been professionally (or privately) cared for.
- **Operating cost estimates** – Most average sized pond pumps don’t cost much to run.
- **Basic care instructions** – Helps buyers feel confident about ownership.
- **Professional contact information** – Buyers feel reassured knowing help is available.
- **Equipment Owners Manuals**
- **Photos** - Show photos of what the pond looks like in different seasons, or progress photos from when the pond was being built (if available).

The Inspection Problem No One Talks About

Most home inspectors are not pond specialists. When they encounter something outside their expertise, their report often says something like:

“Recommend further evaluation by a specialist.”

Providing buyers with a pond inspection report or maintenance history can significantly reduce uncertainty and prevent unnecessary negotiations.

Seller's Agent Pro Tip:

Before listing a property with a pond, schedule a professional pond evaluation. These evaluations typically take less than an hour but can prevent costly negotiation surprises later in the transaction.

How Aquatic Edge Helps

- Pond inspections/ evaluations for real estate listings
- Repairs and cleaning to get ponds looking their best
- Branded folders for keeping manuals and reports organized
- Ongoing pond maintenance plans
- Website with FAQ's, maintenance descriptions and more
- Social media channels with tips, project photos, etc.

Contact Us

Website: aquaticedgeconsulting.com

Phone: 724-953-5539

Social Channels:

