CALEDON EAST / BEFORE YOU SIGN

Caledon East Home Seller's Guide

Choosing the Right Realtor



Compare the evidence. Understand the plan. Choose with confidence.

A practical interview workbook for Caledon East homeowners: compare candidates, review marketing and property records, and prepare for the listing agreement.

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Keep this beside your written proposals. Check current market conditions separately when preparing your property-specific price plan. Reviewed November 10, 2026.

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1. Start Your Realtor Shortlist

A suitable listing professional should explain the work proposed for your actual home. A subdivision property, condominium, village home or acreage can have different records, ownership, services and access questions.

[ ] Candidate name and brokerage recorded.	[ ] Written marketing plan received.
[ ] Phone and email recorded.	[ ] Listing agreement reviewed.
[ ] Local Caledon East experience discussed.	[ ] Questions answered clearly.
[ ] Comparable sales reviewed.	[ ] Current market source and period recorded.

What to look for before you sign

[ ] Has relevant listing experience in Caledon East, Caledon or comparable nearby properties.	[ ] Discusses likely property-specific buyer questions before launch.
[ ] Explains differences between village homes, estate lots, subdivisions and rural properties.	[ ] Shows examples of property-specific marketing.
[ ] Uses relevant sold evidence and explains current competing listings.	[ ] Explains how online presentation helps buyers understand the property before a visit.
[ ] Explains pricing strategy without pressure or vague promises.	[ ] Explains the proposed audience without assuming every local buyer has the same priorities.
[ ] Identifies applicable private services, wood-burning appliances, survey, planning and equipment questions.	[ ] Has a process for accurate remarks, floor plans, visuals and feature sheets.
[ ] Provides a written plan for preparation, launch, marketing, showings, feedback, negotiation and conditions.	[ ] Recommends preparation priorities with a reason for the spending.
[ ] States a clear communication standard for updates.	[ ] Explains negotiated remuneration, included services, cancellation terms and extra costs.
[ ] Explains what happens if the listing does not receive strong interest.	

Use evidence and written explanations. A title, brokerage label or highest suggested price does not by itself establish the best fit.

Compare Three Written Proposals

Record the same information for each candidate. Use the table as a discussion aid, not an automatic score or hiring decision. Note the evidence, exclusions and questions that still need answers.

Candidate	Name / brokerage	Contact / interview date
A		
B		
C		

Evaluation area	A: evidence / notes	B: evidence / notes	C: evidence / notes
Relevant Caledon East / property knowledge			
Pricing evidence and explanation			
Written marketing deliverables			
Property and rural due-diligence process			
Online presentation examples			
Communication and reporting			
Clear agreement and fee terms			
Advice without pressure			

Your priorities and unresolved questions

Priority / question	Who will answer it?

2. Questions Before Signing

Ask the same core questions in each interview. Request examples and record the important answers in the written proposal, representation agreement or service schedule.

[ ] What evidence supports your recommended list price?	[ ] How will showing feedback be collected and interpreted?
[ ] Which sold homes are most comparable, and which should not be treated as comparables?	[ ] How often will I receive updates?
[ ] What is your strategy if buyer activity is strong immediately?	[ ] Who handles calls, inquiries and showing questions?
[ ] What is your strategy if buyer activity is weaker than expected?	[ ] How do you evaluate an offer beyond price?
[ ] How will you market the layout, land, improvements, location and actual features?	[ ] What are the listing term, holdover, negotiated remuneration, cancellation terms and excluded services?
[ ] Will you create a property-specific webpage or use only MLS and portals?	[ ] Are any marketing expenses paid separately?
[ ] Will my listing include professional photography?	[ ] Which preparation items are worth considering, and which are not?
[ ] Will my listing include video, floor plans and a narrated online showing?	[ ] What risks should I understand before going live?
[ ] How will you explain private services, wood-burning appliances, survey and propane if applicable?	[ ] What would you do differently for this property compared with a standard subdivision listing?
[ ] What documents should I gather before launch?	

Your next follow-up

Question that needs a clearer answer	Candidate / follow-up date

Confirm brokerage or designated representation, services, negotiated remuneration, applicable tax, expiry, termination and holdover. Ask an Ontario lawyer about interpretation specific to your agreement.

RECO: representation agreements and payment terms

3. Warning Signs to Investigate

An unclear answer is a reason to ask for evidence or explanation. Compare the proposed work and accountability without assuming all agents or brokerage models behave the same way.

[ ] Promises a sale price without explaining the evidence.	[ ] Cannot explain what happens after launch.
[ ] Uses the highest suggested price as the main reason to sign.	[ ] Does not provide clear feedback reporting.
[ ] Cannot explain list price, market value and negotiation strategy.	[ ] Recommends spending without explaining its purpose and alternatives.
[ ] Cannot describe a marketing plan beyond an MLS upload.	[ ] Uses urgency or fear without a factual basis.
[ ] Does not discuss appropriate visuals, floor plans or property presentation.	[ ] Cannot explain the agreement in plain language.
[ ] Applies a generic process without investigating the actual services and property.	[ ] Has no response plan for weak interest.
[ ] Avoids applicable septic, well, wood-burning, survey, equipment, access or zoning questions.	[ ] Uses a description that could apply to any property.
[ ] Dismisses buyer concerns without investigation.	[ ] Makes statistical claims without a source, period and geography.
[ ] Pressures you to sign immediately.	[ ] Discourages detailed questions.
[ ] Gives vague answers about communication.	[ ] Cannot provide examples of the proposed presentation.

What you still need to verify

Concern / evidence requested	Response / next action

4. Selling Process and Records

Discuss how the candidate handles each step for your property. Preparation, marketing, conditions and closing can overlap; the agreement and your circumstances determine the schedule.

[ ] Review goals, timeline and preferred closing range.	[ ] Confirm propane tank ownership, rental and transfer terms if applicable.
[ ] Discuss the home, land, improvements, services, location and property questions.	[ ] Confirm other equipment rentals and transfer requirements.
[ ] Review dated market context and current property-relevant evidence.	[ ] Identify easements, shared driveways and access questions for your lawyer.
[ ] Compare relevant sold properties and active alternatives.	[ ] Check applicable planning, conservation, Greenbelt and Oak Ridges Moraine questions.
[ ] Identify upgrades, maintenance and concerns requiring professional assessment.	[ ] Clear pathways and prepare the main living areas.
[ ] Choose a pricing strategy that fits the evidence and your goals.	[ ] Arrange safe, permitted access for professionals; avoid disturbing equipment or entering unsafe spaces.
[ ] Locate ownership, tax, mortgage and utility information.	[ ] Assess defects before deciding whether to repair, price or disclose them.
[ ] Locate a survey if available.	[ ] Prepare photography, floor plans, video and the online showing.
[ ] Gather permits, invoices, warranties and renovation records.	[ ] Review listing copy and identify digitally altered views accurately.
[ ] Gather septic records if applicable.	[ ] Track showing requests, buyer feedback, online response and inquiries.
[ ] Gather well records and water-test history if applicable.	[ ] Compare offers by price, deposit, conditions, closing, inclusions and ability to complete.
[ ] Locate wood-burning inspection reports where applicable.	[ ] Confirm appropriate insurance, utilities and the closing tasks with your providers and lawyer.

Safety and permissions

Keep routes clear and arrange appropriate access. Do not enter unsafe attics, crawl spaces or outbuildings, disturb equipment, or attempt specialist work merely to complete a checklist. Confirm tenant access and any required permissions.

5. Property-Specific Readiness

These checks apply only where relevant. Caledon East includes different property types; a private well, septic system, wood-burning appliance or rented tank must not be assumed from the community name.

[ ] Septic location, age and service records gathered if applicable.	[ ] Outbuildings and accessory structures described accurately.
[ ] Discuss whether a septic inspection is appropriate; it is not a universal selling requirement.	[ ] Relevant conservation or environmental questions checked with the authority.
[ ] Well location and available records identified if applicable.	[ ] Applicable Greenbelt or Oak Ridges Moraine planning context checked.
[ ] Discuss appropriate bacterial, chemical and water-supply assessment separately.	[ ] Inclusions and exclusions listed clearly.
[ ] Water-treatment equipment identified.	[ ] Equipment rental contracts gathered.
[ ] Wood-burning inspection report and insurer requirements checked where applicable.	[ ] Utility information available with its period and limits.
[ ] Survey located; boundary and access questions referred to the lawyer or surveyor.	[ ] Internet options and service availability verified for the address.
[ ] Propane supplier, tank ownership and rental/transfer terms confirmed.	[ ] School eligibility and transportation checked with the applicable school board.
[ ] Oil, propane, wood, electric or gas heating details recorded.	[ ] Commute and local-service needs assessed for the actual address.
[ ] Driveway, shared access and snow-removal responsibilities documented.	[ ] Property explanations prepared without promising unconfirmed use or approvals.

Understand what a report establishes

Public Health Ontario tests bacterial indicators, not chemical contaminants or well yield. WETT means Wood Energy Technology Transfer: it certifies people, not appliances or installations. Obtain the appropriate inspection report and confirm its scope and insurer requirements. A survey or planning record also requires property-specific interpretation.

PHO: well-water testing | WETT: inspection questions | Town of Caledon: official planning information

6. Evaluate the Marketing Plan

The plan should make the home understandable and accurately presented. Compare actual examples and written deliverables, with clear responsibility for production, distribution, inquiry handling and reporting.

[ ] Professional photography appropriate to the home.	[ ] Follow-up or remarketing where appropriate and permitted.
[ ] Accurate floor plans and clearly qualified measurements.	[ ] Useful information for buyers to assess suitability.
[ ] Video, narrated online showing or another detailed presentation.	[ ] Showing quality reviewed without equating online viewing with funding.
[ ] Layout explained as well as finishes.	[ ] Applicable private services explained without technical guarantees.
[ ] Room function, storage, updates, systems and property flow shown clearly.	[ ] Accurate listing copy without exaggeration.
[ ] Lot, yard, driveway, garage, outbuildings and setting explained accurately.	[ ] Digitally edited or virtually staged views identified without concealing condition.
[ ] Proposed audiences discussed without blanket buyer assumptions.	[ ] A coordinated launch schedule.
[ ] Property-specific webpage or expanded presentation.	[ ] Showing access and feedback responsibilities.
[ ] Named distribution channels beyond the basic listing.	[ ] A process for measuring response and recommending adjustments.
[ ] Suitable targeted digital promotion and agreed costs.	[ ] Preparation for negotiation and offer review.

Flaherty marketing differentiators to discuss

Ask about video-narrated online showings, animated VR scaled models, floor plans with detailed measurements, broad online syndication, buyer-database strategy, and a team structure focused on matching listings with likely buyers.

VR means virtual reality. Online viewing does not establish buyer funding or ability to complete. Digitally simplified or virtually staged views must be identified and must not conceal the home’s actual condition.

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Your Final Decision Checklist

Use this as your last review before committing. Confirm the proposal fits your property, priorities and budget, and obtain independent advice where needed.

Done	Your check
[ ]	I understand the recommended price and its evidence.
[ ]	I understand the written marketing deliverables.
[ ]	I understand how applicable services and property details will be explained.
[ ]	I understand representation, remuneration, tax, term, holdover, cancellation and extra costs.
[ ]	I know how feedback, showings and offers will be managed.
[ ]	I have reviewed presentation examples.
[ ]	I have compared evidence rather than only the highest suggested price.
[ ]	I have recorded the period and geography of any market figures.
[ ]	I know which records and professional checks are needed.
[ ]	I have a clear process and know who is responsible.

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Free, no-obligation evaluation | 226-270-6433 | Flaherty.ca

Research and next steps

RECO: agreement terms and negotiated services
Caledon East realtor guide, videos and dated market context
Current Caledon market-report library

General seller information, not legal, tax, lending, inspection or financial advice, or a promise of sale price or time. Your property, agreement and written offer terms determine the next steps. Reviewed November 10, 2026.