

ALLISTON / BEETON / TOTTENHAM / RURAL NEW TECUMSETH

Why Your Home Isn't Selling

The New Tecumseth Seller's Diagnostic Guide

Review the price, presentation, marketing, condition and actual competition before choosing what to change. Use this workbook to collect feedback, identify questions and agree the next step. If the property is still listed, check the existing agreement before arranging another listing.

Request a Free Home Evaluation | Book a Call with Kevin

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1. Pricing Diagnostic Checklist

Compare the property and the alternatives

Showing activity, offers and feedback are clues, not a percentage-pricing formula. Review relevant sales, current resales and actual builder offerings before deciding whether a price change is justified.

[ ] Record showing activity and any offers, without treating either as a fixed percentage-pricing diagnosis.

[ ] If showings are scarce, check listing accuracy, distribution, access, competition and price together.

[ ] Collect feedback about price, condition, terms and information; identify repeated themes and their limits.

[ ] Review the dates and relevance of comparable sales rather than relying on one older neighbour sale.

[ ] Discuss whether the asking price and negotiation approach fit the evidence and available alternatives.

[ ] Compare actual builder offerings, incentives, inclusions, completion and tax terms, not base price alone.

[ ] Agree when to review the strategy using new feedback and competing activity, not an automatic day threshold.

[ ] Examine which comparable homes sold while yours remained available and explain their differences.

[ ] Ask what supports the proposed price rather than choosing advice solely because it is the highest.

[ ] Request an updated property-specific evaluation and identify any missing comparison evidence.

[ ] Check the inputs and limits of an automated estimate against local property information.

[ ] Consider search filters used by actual listing platforms; a bracket change does not guarantee more buyers.

Comparison or question	Evidence to review

2. Marketing Audit Checklist

Understand what people can see and what reports mean

Compare agreed services with the delivered presentation, distribution and follow-up. Views, enquiries, visits and offers describe different activity; none alone establishes the buyer's funding or the correct price.

[ ] Check that photographs clearly and accurately show the home, layout and setting.

[ ] Review the available tour or Video Narrated VR Animated Online Showing for accuracy and usefulness.

[ ] Ask where agreed property advertising appeared and what the reports measure.

[ ] Confirm that any dedicated property page is accurate, accessible and linked appropriately.

[ ] Describe actual features, routes and community setting without promising one buyer lifestyle.

[ ] Ask how buyer outreach is handled; viewing or database membership does not establish funding.

[ ] Choose useful opening photographs that explain the home rather than hiding important limitations.

[ ] Agree a reporting schedule and distinguish views, enquiries, showings and offers.

[ ] For private services, describe known well/septic information accurately and identify unanswered questions.

[ ] For Briar Hill or another condominium community, describe the actual ownership, obligations and lifestyle options.

[ ] Check whether someone outside the area can understand the layout and setting before arranging a visit.

[ ] Discuss appropriate follow-up with interested buyers and agents while respecting privacy.

Identify virtual staging or other digital alterations and do not conceal the actual condition. Protect personal information in images, documents and reports.

Channel / deliverable	Question or follow-up

3. Condition and Presentation Checklist

Choose useful work and resolve material concerns

Preparation should make the home easier to understand and visit safely. Have unresolved moisture, structural, electrical or other material concerns assessed before cosmetic work; a price adjustment does not replace required disclosure.

[ ] Check entrances, paths, lawn and driveway for useful presentation work and safe access.

[ ] Organize belongings to show usable space while keeping household needs practical; no fixed removal percentage.

[ ] Use furniture and room descriptions to explain the actual layout clearly.

[ ] Investigate persistent odours or dampness instead of masking a possible moisture or system concern.

[ ] Consider paint changes where they help presentation, after assessing underlying concerns.

[ ] Prioritize repairs by condition, safety, usefulness, permissions and quotes rather than replacing everything.

[ ] Agree a practical cleaning plan and use suitable products and safe access.

[ ] Organize closets and storage so capacity is understandable without concealing condition.

[ ] Choose lighting and blind arrangements for privacy, weather, safety and the scheduled visit.

[ ] Have unresolved roof, electrical, heating or other functional concerns assessed by an appropriate professional.

[ ] Present older village-home character accurately; do not conceal defects or imply age alone is a problem.

[ ] Discuss whether a pre-listing inspection or specialist review is useful; agree scope and safe access.

Town: building and renovating | RECO: property information statements

For private systems, PHO bacterial testing does not establish chemical safety, well supply or septic condition. Agree suitable tests, professional scope, permissions and safe access.

PHO: private well-water testing

4. Competition Analysis Checklist

Compare the complete offering

A builder's base price and a resale asking price may include different things. Review actual terms and property differences rather than assuming every resale offers immediate possession, proven quality or a tax advantage.

[ ] Review available builder homes through suitable appointments or published information, not assumed access.

[ ] Compare the actual incentives, conditions and total amounts of competing builder offerings.

[ ] Explain the resale home's price, condition and terms alongside relevant new and resale alternatives.

[ ] Confirm the home's actual completion, basement and inclusion details rather than assuming immediate possession.

[ ] Describe landscaping and nearby construction as they actually exist, without promising a quiet setting.

[ ] Review relevant active resale listings and explain differences in location, ownership and property type.

[ ] Compare homes within a relevant budget range without assuming one home suits every buyer.

[ ] If using inventory figures, confirm date, geography, property coverage and calculation limits.

[ ] Check the relevance and terms of any power-of-sale or other competing offering before comparing prices.

[ ] Identify the home's meaningful differences accurately in the presentation and listing description.

[ ] Confirm condominium versus freehold ownership and actual fees, maintenance, records and amenity terms.

[ ] Prepare a clear explanation of the home's features, information and terms relative to relevant alternatives.

Used owner-occupied homes are usually GST/HST-exempt, but exceptions apply. Confirm actual use, builder status, included tax and rebate terms with the lawyer or tax adviser.

CRA: sales of owner-occupied homes | CAO: resale-condominium documents

Actual competing home	Important difference

5. Agent Performance Checklist

Review the agreed service and representation

Ask for specific information and a reasoned response. A home remaining unsold does not by itself prove poor service. Raise concerns with the representative or brokerage, and review the agreement before changing representation.

[ ] Agree a communication and reporting schedule that fits the listing and your needs.

[ ] Ask for available showing feedback and a summary of repeated themes, respecting privacy.

[ ] Review proposed price, presentation, access or marketing changes and the reasons for each.

[ ] Confirm contact arrangements and who handles questions, visits and follow-up.

[ ] Agree what would trigger a strategy review rather than an automatic 30-day deadline.

[ ] Ask for relevant New Tecumseth property experience and examples without assuming a title guarantees results.

[ ] Compare the agreed marketing deliverables with what has actually been provided.

[ ] Ask how price recommendations were developed and which evidence could change them.

[ ] Discuss follow-up and outreach responsibilities rather than inferring effort from traffic alone.

[ ] Raise service concerns with the representative or brokerage; review the agreement before deciding on a change.

[ ] Before renewing or choosing another brokerage, review services, fees, expiry, release and possible holdover terms.

If your home is still listed

Confirm the agreement’s status, expiry, any cancellation or release terms, related costs and possible holdover obligations. A pause in advertising should not be assumed to end the contract. Obtain appropriate advice before signing another representation agreement.

RECO: signing a contract with a real estate brokerage

Service concern / request	Agreed response

6. Action Plan for a Stale or Expired Listing

Change the strategy for a reason

Time on market does not create a universal deadline to reduce, withdraw or relist. A new listing number or time away does not mean the property history disappears. Discuss applicable rules and the actual agreement before deciding.

[ ] Review time on market alongside relevant competition and the history of the listing; no fixed stale-listing threshold.

[ ] Before a pause, withdrawal or relisting, review the existing agreement and applicable listing rules; do not assume history disappears.

[ ] Choose useful condition and presentation changes, with professional assessment where needed.

[ ] Obtain a property-specific second opinion while respecting the current representation agreement.

[ ] If considering another agent, compare pricing evidence, services, communication and proposed responsibilities.

[ ] Agree accurate photography and online presentation, including identification of digital alterations.

[ ] Approve any price change only after reviewing relevant evidence, alternatives and your moving priorities.

[ ] If relaunching, make the agreed improvements and keep the property information and listing history accurate.

Action	Who / by when / review point

Start with a current evaluation, available reports, the property’s condition and your moving priorities. Avoid spending on a major project before the scope, quoted cost, permissions and likely usefulness are clear.

7. Your Next Steps and Conversation Notes

[ ] Use the completed checklists to identify the strongest evidence of a pricing, marketing, access or condition problem.

[ ] Request a free property evaluation and provide the listing history, relevant records and agreement status.

[ ] Book a call or Zoom with Kevin to discuss the questions and options appropriate to your circumstances.

[ ] Consult the separately dated New Tecumseth market report for current context rather than treating this guide as market data.

[ ] Agree the next action, who will handle it and when to review the result.

Question for Kevin	Notes
Main concern	
Listing / agreement status	
Comparisons or missing records	
Next action and review point	

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New Tecumseth unsold-home guidance | Separately dated New Tecumseth market report

This guide supports a selling discussion. Legal, tax, financing, disclosure and technical questions depend on the property, professional requirements and signed agreements.