Selling Your Home in Treetops, Alliston

Show the finished features.
Support the asking price.



Your preparation, pricing and marketing checklist

Four selling phases, a resale-comparison checklist and a personal selling timeline.

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Book your free home evaluation | 226-270-6433

Selling Your Home in Treetops

A completed resale and a new-home offering can meet different buyer needs. Document what your home actually includes, present its condition honestly and support the asking price with relevant completed sales. If a builder is competing for the same buyer, compare current written terms rather than assumptions about a base model.

Kevin Flaherty has spent over 30 years helping homeowners across south-central Ontario. Work through the items that apply to your property and discuss questions before committing to work or transaction terms.

The Finished Features You Already Own

Fences, landscaping, appliances, window coverings and finished rooms can help buyers understand a home's practical value. Their actual condition, inclusion and relevant approvals matter. The original cost is not an automatic price adjustment.

Compare These Resale Advantages When They Apply

- ☐ A possession date that can be negotiated around the actual sale and your move.
- ☐ The ability to inspect the existing home and observe current surroundings.
- ☐ Completed features that are expressly included in the agreement.
- ☐ Existing landscaping and outdoor spaces in their actual condition.
- ☐ A known lot, outlook and layout, with relevant records available for review.
- ☐ Documented ownership, recurring costs and registered obligations.
- ☐ Verified existing community facilities and practical access routes.
- ☐ A chance to assess the neighbourhood as it is today, including any construction.

Resale is not automatically faster, cheaper or free of future work. Freehold wording alone does not establish that a property has no shared-service fees, common-element charges or other obligations.

Phase 1: Catalogue Your Completed Features

Lot and exterior features

- ☐ Document the actual lot setting and outlook; check boundaries, access and relevant planning records.
- ☐ Record the actual lot dimensions and shape; compare with verified alternatives.
- ☐ Fully fenced yard (note materials and length).
- ☐ Deck, patio or interlock: record condition and applicable permits; assume no fixed return.
- ☐ Mature trees, gardens, sod, and complete front and rear landscaping.
- ☐ Irrigation / sprinkler system.
- ☐ Upgraded exterior elevation (brick, stone, or upgraded siding).
- ☐ Extended or widened driveway: confirm applicable approvals and actual parking arrangements.

Interior and structural upgrades

- ☐ Finished basement: record usable area, rooms, work history and relevant permits/approvals.
- ☐ Upgraded kitchen: cabinets, countertops, island, or built-in appliances.
- ☐ Hardwood or upgraded flooring throughout main living areas.
- ☐ Upgraded trim, doors, pot lights, and light fixtures.
- ☐ Smooth ceilings instead of stippled/popcorn.
- ☐ Upgraded bathrooms and primary ensuite finishes.
- ☐ Additional or relocated structural options (extra bath, bumped-out rooms).

Move-in essentials

- ☐ Window coverings, blinds, and California shutters throughout.
- ☐ List kitchen and laundry appliances, exclusions and any rental or financing obligations.
- ☐ Central air conditioning (if not standard at the time).
- ☐ Garage door openers and remotes.
- ☐ Smart devices: identify inclusions, subscriptions, rentals and account-transfer requirements.
- ☐ Gutters, downspouts, and eavestrough extensions.

Turn Your List Into Marketing

Use the feature list to plan photography, floor plans and the narration of your Video Narrated VR Animated Online Showing. Separate completed work, included items and open questions. Keep receipts and warranties, but do not add their original cost directly to the asking price.

Prepare for the Actual Buyer Comparison

Review actual condition rather than assuming a newer home is defect-free. Choose practical repairs, cleaning and presentation within a budget. Keep inspection, permit and warranty questions separate.

Phase 2: Prepare Your Home

Whole-home preparation

- ☐ Declutter to show each room's function, usable storage and natural light.
- ☐ Deep clean floors, baseboards, windows, and light fixtures.
- ☐ Touch up scuffs on walls, baseboards, and door frames.
- ☐ Repaint any bold or dated accent walls in a neutral tone.
- ☐ Replace any burnt-out bulbs; match colour temperature throughout.
- ☐ Eliminate pet and cooking odours; consider a professional cleaning.
- ☐ Clean and organize the garage - buyers open every door.

Curb appeal

- ☐ Freshly mow, edge, and weed; add seasonal mulch and flowers.
- ☐ Clean the driveway, walkway, porch and siding using methods suitable for each material.
- ☐ Trim hedges and shape mature trees and shrubs.
- ☐ Clean or paint the front door; polish hardware and house numbers.
- ☐ Stage the deck or patio to show outdoor living space.
- ☐ Ensure the fenced yard is tidy and gates open smoothly.

Room-by-room focus

- ☐ Kitchen: clear all countertops, organize the pantry, shine the sink and faucet.
- ☐ Primary ensuite: fresh white towels, clear vanity, spotless glass and grout.
- ☐ Living areas: define each space, let in maximum natural light.
- ☐ Bedrooms: neutral bedding, minimal furniture, clear closet floors.
- ☐ Basement: show its actual condition and approved use; do not imply a legal apartment without proof.

Should You Renovate Before Selling?

Discuss a preparation budget with Kevin before starting major work. There is no fixed return for a kitchen, basement or deck across all homes. Compare the likely benefit, time, approvals and competing options with selling in the present condition. Do not conceal defects or present a finished room as an approved apartment without supporting records.

Compare the Actual Alternatives

Relevant completed resales support the valuation. A builder’s advertised starting price is context, not a like-for-like total or proof of what a buyer will choose. Confirm the actual model, lot, inclusions, incentives, charges and possession terms.

Phase 3: Build a Supported Pricing Case

Build your pricing case

- ☐ Where relevant, obtain current written pricing and inclusions for a comparable new-home option.
- ☐ Identify actual quoted upgrades and inclusions; do not apply a standard percentage.
- ☐ Check the actual lot and any quoted premium; do not assume a resale premium.
- ☐ List actual post-closing work and quoted costs needed for a fair comparison.
- ☐ Compare documented total costs, incentives and possession terms with the resale alternatives.
- ☐ Review recent SOLD resale comparables within Treetops and nearby phases.
- ☐ Evaluate size, finishes, condition, lot position and obligations against relevant completed sales.

Pricing mistakes to avoid

- ☐ Avoid treating a builder’s base price or original upgrade cost as the resale valuation.
- ☐ Pricing on emotion or on what you 'need' to net rather than market evidence.
- ☐ Chasing the market down with small, late price reductions.
- ☐ Avoid overlooking current written builder incentives and their conditions.
- ☐ Failing to document and present the value of your finished features.

Keep Price and Presentation Together

Show how the verified features fit the buyer’s needs. An upgrade invoice, attractive outlook or advertised builder incentive does not establish a universal premium or discount. Buyers need to understand the supported differences before they visit.

Current Market Context

For dated area context, consult flaherty.ca/new-tecumseth-real-estate-market. Area averages are not a Treetops valuation. Obtain current property-specific comparable evidence when preparing to sell.

Explain the Home and Its Setting

Describe Treetops Park and other verified facilities using current Town information. Distinguish existing features from developer plans. Buyers should confirm school assignment, route access and resort charges for their needs. Nearby open space does not establish protected views or access rights.

Phase 4: Market the Actual Home

Marketing checklist

- ☐ Discuss a Video Narrated VR Animated Online Showing (see flaherty.ca/sellers).
- ☐ Professional photography that captures upgrades, the lot, and outdoor spaces.
- ☐ Accurate floor plans with exact room measurements.
- ☐ Listing description with verified features, inclusions and current community information.
- ☐ Syndication across dozens of online portals for maximum exposure.
- ☐ Targeted digital marketing on Facebook, Instagram, Google, and YouTube.
- ☐ Include agent-to-agent communication in the agreed marketing plan.
- ☐ Re-marketing to a database of active, ready-to-buy purchasers.

Why Online Showings Matter

Video Narrated VR Animated Online Showings explain the layout and completed features before buyers decide to visit. Combine accurate images, measurements and inclusion details with the agreed showing plan. Online viewing does not prove financing approval or replace inspections. Choose open-house or appointment formats for the actual circumstances.

Handle Offers and the Move Carefully

Assess price, deposit, conditions and closing together. Involve your lawyer early and coordinate financing and the next home before committing. Follow the agreement and actual closing confirmation for keys, insurance and smart-device account handover.

Your Selling Timeline at a Glance

Use these stages to set your own dates; they are not a promised sale schedule.

- ☐ Catalogue completed features, gather records and choose preparation priorities.
- ☐ Arrange the consultation, comparable review and Opinion of Value.
- ☐ Prepare photography, floor plans and the online showing.
- ☐ Review the listing and coordinate the launch and marketing.
- ☐ While listed: assess feedback, showings, offers and negotiation.
- ☐ Involve the lawyer early; manage conditions, closing and the next move.

Research, Resources and Important Information

Town of New Tecumseth: parks

Town of New Tecumseth: trails

Town of New Tecumseth: maps

Town of New Tecumseth: building standards

Firstview Homes: current communities

Treetops: developer community information

Tarion: purchaser and homeowner questions

Simcoe County District School Board: registration and school lookup

Simcoe Muskoka Catholic District School Board: registration

Nottawasaga Resort: current information

RECO Information Guide

General selling information, not legal, tax, building or financial advice. Verify title, obligations, permits, warranties, school eligibility and transaction terms for the actual home.

Ready to plan your sale? Book your free Opinion of Value.
226-270-6433