PALGRAVE / BEFORE YOU SIGN

Palgrave Home Seller's Guide

Choosing Your Realtor and Planning the Sale



Compare the evidence. Understand the work. Plan your next move.

A practical workbook for Palgrave homeowners: compare written proposals, review the five selling phases, and identify the property records and questions that matter for your home.

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Village homes, estate properties and acreage can require different evidence. Keep current market research separate from this evergreen planning workbook. Reviewed November 10, 2026.

1. Start With Your Priorities

Choose a listing professional who can explain the proposed work for your actual Palgrave property. Start with your timing, budget, ownership, services and unresolved questions.

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

The home and your next move

Planning question	Your notes
Property type / address	
Preferred timing / closing priorities	
Records or condition questions	
Preparation budget / constraints	

A title, brokerage label or highest suggested price does not by itself establish the best fit. Look for evidence, a clear process and written responsibilities.

2. Compare Three Written Proposals

Record the same evidence for each candidate. Use this as a discussion aid, not an automatic hiring score or a prediction of the eventual result. Leave unanswered items blank for follow-up.

Candidate	Name / brokerage	Contact / interview date
A		
B		
C		

Comparison area	A: evidence / notes	B: evidence / notes	C: evidence / notes
Relevant Palgrave / 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 unanswered questions

Question	Who / next action

3. Interview Before You Sign

Ask each candidate for concrete examples and written explanations. These questions help compare the work, agreement and accountability.

[ ] Which sold properties best compare with my home, and why?	[ ] What will reporting include, and when will we review the strategy?
[ ] Which properties should not be used as comparables?	[ ] How are preparation priorities chosen for my budget?
[ ] How will you explain the price strategy and current competition?	[ ] What costs are included, excluded or separately billed?
[ ] What happens if the response differs from expectations?	[ ] How will material offer terms and completion risks be reviewed?
[ ] What photography, floor plans, video or narrated presentation is proposed?	[ ] Does brokerage or designated representation apply, and who represents me?
[ ] How will you explain the land, services, buildings and records?	[ ] What are the term, expiry, termination and holdover provisions?
[ ] Which publication channels and outreach are included?	[ ] What remuneration, applicable tax and payment conditions are agreed?
[ ] Who handles questions, showings, updates and offer discussions?	[ ] Which questions need professional investigation or legal advice?

Verify before committing

Check the agent and brokerage through RECO's public register. Review services and representation in the written agreement. Ask for clarification and obtain independent legal advice where needed.

RECO: registration checks | RECO: representation agreements

Question still unresolved	Candidate / follow-up

4. Your Five-Phase Selling Plan

Use these phases to agree the work and responsibilities. The schedule should fit your circumstances; some tasks and contractual stages can overlap.

Phase 1: Diagnose the property and likely questions

[ ] Confirm the property type, actual use, ownership and your preferred timing.	[ ] Identify applicable private services, rented equipment, access, survey and planning records.
[ ] Review relevant Palgrave-area sales and current alternatives, explaining which do and do not compare.	[ ] Separate features visible in media from features requiring records, permission or professional assessment.
[ ] Discuss likely property questions without assuming every buyer has the same priorities.	[ ] Choose the presentation emphasis from the home's verified features rather than promising a particular buyer or use.

Phase 2: Price from relevant evidence

[ ] Compare sold properties by location, lot, condition, finish, layout, ownership and services.	[ ] Review active competition without treating an unsold asking price as proof of value.
[ ] Explain how outbuildings, pools, landscaping, road setting and renovations differ between examples.	[ ] Agree the asking-price strategy, assumptions and material questions still unresolved.
[ ] Keep dated Palgrave community evidence separate from broader Caledon municipal context.	[ ] Agree review points and evidence for possible changes rather than automatic reductions on a fixed date.

Phase 3: Prepare the home and records

[ ] Assess safety, moisture, structural and system concerns with suitable professionals before choosing cosmetic work.	[ ] Review the approach, yard and outdoor features without entering unsafe areas or undertaking unapproved tree work.
[ ] Gather applicable utility, service, permit, warranty, survey and equipment-contract records.	[ ] Compare simple presentation, partial staging or full staging against actual needs, budget and quotes.
[ ] Make rooms and safe circulation routes understandable in person and online.	[ ] Arrange showing access that respects privacy, pets, household schedules and any tenant permissions.

5. Launch, Review and Complete

Phase 4: Launch a complete marketing plan

[ ] Produce professional media suited to the rooms, layout, land and verified features.	[ ] Agree the publication channels, outreach, responsibilities and any separately billed costs.
[ ] Use narrated online presentation to explain features that still images may not make clear.	[ ] Track inquiries, showing requests, access issues, repeated questions and feedback.
[ ] Write accurate copy without promising unconfirmed uses, planning approvals, boundaries or access.	[ ] Review those signals with current price evidence; online attention does not establish buyer funding.

Phase 5: Review response, negotiate and close

[ ] Review price and evidence relevant to the buyer's ability to complete without assuming an online viewer is qualified.	[ ] Track signed condition deadlines and authorized access for inspection, appraisal and lender review.
[ ] Compare deposit, closing, financing and inspection conditions, inclusions and exclusions.	[ ] Coordinate agreed tasks with the lawyer, other agent and suitable service providers.
[ ] Discuss condition questions using appropriate records, assessment and legal advice.	[ ] Review expected remaining cash using negotiated remuneration, applicable tax, debt, relevant costs and adjustments without double counting.

Record the next review point

Evidence / event to review	Who / when

Preparation, marketing, conditions and closing are distinct tasks; market averages do not supply a full moving calendar. Signed terms, permissions and professional advice determine the next steps.

PALGRAVE / REALTOR SELECTION

6. Property Records and Readiness

Apply these checks only where relevant. A Palgrave address or acreage label does not establish private services, an approved use, access rights or system condition.

[ ] 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 the limits

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. Request an appropriate inspection report and confirm scope and insurer requirements.

Arrange safe access and required permissions. Do not enter unsafe spaces, disturb equipment or undertake tree work merely to complete a checklist. Check proposed land use and lawful access with the Town and suitable advisers.

PHO: water testing | WETT: inspections | Town planning information

7. Review the Marketing Plan

Compare examples and a written plan for accurate presentation, distribution, inquiry handling and reporting. Do not infer every buyer's priorities from a community label.

[ ] 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.

Questions for the proposal

Deliverable / responsible person	Included / quoted cost / notes

Ask how Video Narrated VR Animated Online Showings would explain the home's features and benefits while buyers shortlist properties to visit. VR means virtual reality. Online viewing does not establish buyer funding. Digitally altered views must be identified and must not conceal actual condition.

8. Your Final Decision Checklist

Confirm that the proposal fits your property, priorities and budget. A checklist supports the discussion; it does not replace property investigation, understanding the agreement or independent advice.

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
Palgrave 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, agreements and written offer terms determine the next steps. Reviewed November 10, 2026.