

Orangeville Seller Preparation Workbook

Start with safety, function and visible maintenance. Then clean, simplify and light each room before photography. Set your budget and listing date after you have checked the work, the quotes and the homes buyers can choose today.

Use the room checklist, task schedule and media plan to decide what you can complete before listing. Includes ten interview questions and reusable answer sheets.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage

Request an Orangeville home evaluation at flaherty.ca/homeeval

PREPARATION PRIORITIES

Decide what to do first

Walk through the home before booking work. List each concern, the next step and its effect on the photo date.

Priority	What to look for	Decision
Assess	Active leaks, unsafe access, failed equipment or a concern with an unknown cause.	Arrange a qualified assessment. Share findings with your agent and agree on the next step.
Repair or tidy	Loose hardware, failed bulbs, damaged trim, worn paint or a crowded entry.	Choose small jobs that improve function or make the condition easier to see.
Plan presentation	Furniture blocks a route, room purpose is unclear or stored items hide the layout.	Edit furniture, plan photos and agree on how to show rooms you cannot clear.
Defer	A sound finish that looks dated or a larger project based mainly on personal taste.	Compare nearby listings and get a quote before adding cost or delaying the launch.

My preparation budget and target photo date

Which decision needs a quote or assessment before I commit?

See current competition in the Orangeville market report

ROOM CHECKLIST

Walk the home in showing order

Use the last column for the task and who will handle it. Note any repair that needs to be completed before cleaning or photos.

Area	Check as you walk	Task and person
Exterior and entry	Tidy lawn or paths for the season. Clear steps, check rails and lights, wash the door and remove driveway clutter.	
Living and dining	Clear routes and surfaces. Edit excess furniture, personal items and visible cords. Open blinds and check bulbs.	
Kitchen	Clear counters and bins. Clean appliances and surfaces. Check under the sink, doors, handles and taps.	
Bathrooms	Clean fixtures, mirrors and grout. Address leaks or recurring moisture before cosmetic work.	
Bedrooms and storage	Use simple bedding, leave space to move and organise closets. Remove excess bins and personal items.	
Basement and utilities	Check for moisture, light the space, clear safe access and note which areas are difficult to empty.	
Garage and yard	Clear paths and doors. Tidy stored items, check exterior lighting and note drainage or safety concerns.	

Which two areas need work before photography?

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REPAIRS AND RECORDS

Confirm work and gather the records

Separate a cosmetic touch-up from a concern that needs diagnosis. Use written quotes and leave time for work that must happen first.

- ☐ Record the issue, its location and the date you first noticed it.
- ☐ Ask a qualified professional about uncertain water, electrical, heating, roof or structural concerns.
- ☐ Collect service dates, invoices, warranties, available permits and inspection records.
- ☐ Discuss known concerns and any disclosure questions with your representative and lawyer.
- ☐ Confirm who will check completed work and when the affected room can be cleaned and photographed.

Work or assessment	Quote and due date	Records to keep

What is still unresolved, and who will advise me?

Town of Orangeville building permit information

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PHOTO AND VIDEO PLAN

When a room is difficult to clear

Decide which belongings you can move before photos and which rooms need a different way to show their layout.

A basement full of moving boxes

Kevin Flaherty describes how the team can use a virtual view within a Video Narrated VR Animated Online Showing to show the floor area and layout of a basement that is hard to clear for photos. The virtual view can show the space with movable belongings removed. Those belongings may still be present during an in-person showing.

Agree on what the buyer will see

- ☐ Identify the room and what the virtual view will help buyers understand.
- ☐ Keep the layout, permanent features and actual condition accurate. Discuss any concerns that need separate explanation.
- ☐ Label each altered view clearly. For this example, use “Digitally altered: movable belongings removed.”
- ☐ Clear safe paths and access to relevant areas for in-person showings and inspections.

RECO guidance on labelling altered imagery and representing permanent features

Room	What to move or explain	Showing access plan

Which view and label will I review with my agent?

PREPARATION SCHEDULE

Work back from the listing date

Book work that affects safety and access first. Put cleaning and photography after messy jobs and confirm how buyers will visit the home.

Milestone	Owner and date	What needs to be ready?
Decisions and quotes agreed		
Repairs or assessments complete		
Decluttering and deep cleaning		
Photos, floor plan and video		
Media and details reviewed		
Listing and showings begin		

Before photos and the first showing

- ☐ Clean kitchens, bathrooms, floors, windows and mirrors. Address the source of odours.
- ☐ Clear counters, bins and cords. Check lighting and set rooms up so buyers can see their purpose.
- ☐ Review media, captions, floor plans and inclusions on a phone.
- ☐ Secure valuables and personal documents. Agree on pets, keys, access and notice for appointments.

If a task runs late, what changes before the listing goes live?

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INTERVIEW GUIDE

Ten questions from Kevin’s video

Questions 1 to 5. Ask each REALTOR® for examples and written details.

Watch Kevin’s video at flaherty.ca/10questions

1. What makes you different from other REALTORS®? Why should I list my home with you?

Ask which preparation decisions the agent helps with and request a completed example.

2. What is your track record and how does it stack up against other REALTORS®?

Ask how the dates, locations and definitions behind any results apply to your home.

3. What are your overall marketing plans for my home?

Confirm who handles the preparation walk-through, media, launch and buyer follow-up.

4. How many buyers are you currently working with?

Ask how the team identifies people looking for a home like yours and how they reach them.

5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

Request a complete sample and ask how the measurements and layout will be checked.

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6. Do you offer an online showing that is narrated?

Watch a complete narrated showing and ask how the agent reviews property details before publishing.

7. What in your marketing provides the online buyers with a clear understanding of a listing's colours, composition, layout and feel for the size of the rooms?

Ask how the room scale and condition will be shown, including clear labels for any altered views.

8. What kind of reporting do you provide me with respect to activity on my listing?

Request a sample report and agree on when you will discuss enquiries and showing feedback.

9. What happens when you're busy and a buyer wants to see my home?

Ask who coordinates access when the lead agent is unavailable and how you will hear about requests.

10. How many different places online will my listings appear?

Request a list of the sites buyers will see and ask who verifies the published listing.

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PRINTABLE INTERVIEW SHEET

Record answers to questions 1 to 5

Print a set for each interview. Write down the service, evidence and any follow-up date.

REALTOR® / brokerage _____ Date _____

1. What makes you different from other REALTORS®? Why should I list my home with you?

2. What is your track record and how does it stack up against other REALTORS®?

3. What are your overall marketing plans for my home?

4. How many buyers are you currently working with?

5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

What will I ask the agent to confirm?

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PRINTABLE INTERVIEW SHEET

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6. Do you offer an online showing that is narrated?

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What will I ask the agent to confirm?

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NEXT STEP

Bring your plan to a home evaluation

Bring the condition notes, open quotes and photo dates. Discuss what to do first and what work can wait.

My next three actions	Who will do it?	Due date

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Kevin Flaherty has worked in real estate since 1988. Call 226-270-6433 to discuss preparing your Orangeville home for sale.

Related Orangeville guides

Read the companion preparation guide

Check current Orangeville market figures

Decide what repairs or upgrades to leave

Compare staging options for your home

Flaherty Team profile in the Dufferin Board of Trade directory

Not intended to solicit properties already listed for sale.

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