

Orangeville Expired Listing Success Guide

Confirm the status of your seller representation agreement. Then use the listing record, recent comparable sales and showing feedback to decide what needs to change before relisting.

Use the worksheets to review pricing, presentation, buyer reach and access, compare agent proposals and set a 14-day review schedule. Includes Kevin's ten interview questions and answer sheets.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage

Request a home evaluation at flaherty.ca/homeeval

Not intended to solicit properties already listed for sale.

BEFORE YOU RELIST

Confirm your agreement status

Use the listing record and your signed agreement to check where things stand.

Check	What to confirm	Record the answer
Public listing	Is it still active on MLS® or has it expired, been suspended or been withdrawn?	
Representation	Find the expiry date on the signed agreement. Check any amendments, extensions or written termination.	
Holdover	Find the clause, if any, and check the dates and circumstances in which it may apply.	
Open questions	Ask the brokerage for written clarification. Consult an independent Ontario real estate lawyer where needed.	

A public listing can be off the market while a seller representation agreement remains in effect. A holdover clause can also affect fees after expiry or termination. Your signed terms and the circumstances matter.

RECO guide to signing a contract with a real estate brokerage

What needs to be clarified before I sign anything new?

General information for Ontario sellers. A lawyer can advise on how your agreement applies.

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WORKSHEET 1

Find where buyer interest stopped

Collect your old listing, price changes, photos, available activity reports, showing feedback and any written offers.

What you saw	What to test	Where to look
Few relevant views or saves	Search price range, opening photo or distribution.	Portal reports, list price history and competing listings.
Views with few showings	Price, condition, listing details or limited access.	Enquiries, available showing times and rejected appointments.
Showings with few return visits	Layout, condition, value or unanswered questions.	Recurring feedback, inspection concerns and comparable homes.
Offers below expectations	Buyers priced in work, risk or stronger competing options.	Written terms, recent sales and likely repair costs.
Interest changed after a price cut	Did the new price reach a different group of buyers?	Compare activity before and after the change over similar periods.

Write down repeated observations and their sources. Leave unavailable figures blank. A single comment is a lead to investigate.

The strongest evidence I have

The first issue I will test and the change I will make

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WORKSHEET 2

Rebuild the pricing case

Use recent sales to estimate value. Use comparable active listings to see what buyers can choose at the proposed asking price.

Comparison date _____ Proposed range _____

Compare	My home	Comparable A	Comparable B
Address or listing reference			
Active or sold, date and price			
Type, layout and lot			
Condition, upgrades and repairs			
Buyer’s strongest alternative			
Adjustment and why			

What evidence supports the new range?

If we keep the price, what changes in the evidence, presentation or access?

Check current Orangeville market conditions

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WORKSHEET 3

Review the presentation and marketing

Open the old listing on a phone beside comparable homes. Record which questions a buyer can answer from the listing.

Review	What the listing should show	Change and owner
First photo and sequence	A clear opening image followed by the entry, room flow and important features.	
Floor plan and scale	How rooms connect, where measurements were taken and whether furniture will fit.	
Features and condition	Specific updates and factual details supported by available records.	
Video and narration	An example of how a buyer can understand the layout and features before visiting.	
Buyer reach	The placements and outreach planned for the buyers most likely to consider this home.	
Showing access	Available hours, booking process, follow-up and backup coverage.	

Kevin’s team uses Video Narrated VR Animated Online Showings to explain the layout and important features. Ask to see a full sample and discuss which details would matter for your property.

Which recurring buyer question should the new listing answer first?

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WORKSHEET 4

Set an eight-step relaunch plan

Put an owner and a due date beside each step. Agree on what needs to be ready before the listing goes live.

Step	What to finish	Owner / due
1. Confirm status	Review expiry, termination and any holdover terms.	
2. Gather the record	Keep listing copy, photos, price changes, showing feedback and offers.	
3. Rank the causes	Identify the strongest evidence and the first issue to address.	
4. Reassess price	Compare recent sales and current alternatives.	
5. Prepare the home	Assign repairs, cleaning, records and access arrangements.	
6. Prepare the media	Agree on photos, floor plans, video and details to verify.	
7. Organise the launch	Confirm distribution, enquiries, showing arrangements and reporting.	
8. Set review dates	Book day 7 and day 14 reviews. Agree on evidence for earlier action.	

The two things buyers will see or experience differently

See the room-by-room Orangeville preparation guide

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WORKSHEET 5

Compare the next listing proposals

Use the same questions for each agent. Score each proposal from 1 to 5 based on the examples and written commitments you receive.

What to compare	Agent A	Agent B	Agent C
Explains the prior listing using evidence			
Supports the price with comparable homes			
Shows how the photos and media will change			
Explains property features buyers care about			
Names buyer outreach and showing coverage			
Agrees to a reporting and review schedule			
Answers questions and gives written details			
Shows relevant experience and completed work			
Total out of 40			

Which proposal explains what will change, who will do it and when?

Which terms, services and costs should I confirm before signing?

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WORKSHEET 6

Track the first 14 days

Compare similar reporting periods. Note missing data and record what changed since the last check.

Measure	Day 3	Day 7	Day 14	Action / owner
Views and saves, if available				
Enquiries				
Showing requests				
Completed showings				
Second showings				
Repeated objections				
Written offers				
Competing listing changes				

Day 7. Which signal needs attention, and what will we test?

Day 14. What will we keep, change or reassess, and why?

Agree in advance when to review price, photos, access and follow-up. Revisit the plan sooner if several buyers raise the same concern or a comparable sale changes the pricing case.

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INTERVIEW GUIDE

Ten questions from Kevin’s video

Questions 1 to 5. Ask each REALTOR® how the answer applies to your relaunch.

Watch the interview guide at flaherty.ca/10questions

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

Ask to see completed examples of the distinctive services being offered for your home.

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

Ask to see supporting results and an explanation of how the experience applies to your sale.

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

Ask to see the written marketing proposal, included services and launch responsibilities.

4. How many buyers are you currently working with?

Ask to see an anonymised example of buyer matching and the outreach proposed for your property.

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

Ask to see a complete floor-plan sample with room dimensions and measurement information.

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INTERVIEW GUIDE

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Questions 6 to 10. Ask each REALTOR® how the answer applies to your relaunch.

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

Ask to see a full narrated showing, not only a short promotional clip.

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 to see a Video Narrated VR Animated Online Showing sample you can watch from start to finish.

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

Ask to see a sample activity report and the proposed reporting schedule.

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

Ask to see the named backup or team process for handling viewing requests.

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

Ask to see a distribution list, sample placements and the person responsible for syndication.

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PRINTABLE INTERVIEW SHEET

Record answers to questions 1 to 5

Print a set for each interview. Record what the agent will provide and what you need to follow up on.

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 in writing?

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PRINTABLE INTERVIEW SHEET

Record answers to questions 6 to 10

Print a set for each interview. Record what the agent will provide and what you need to follow up on.

REALTOR® / brokerage _____ Date _____

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

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?

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

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What will I ask the agent to confirm in writing?

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NEXT STEP

Bring the old listing record to your evaluation

If your prior listing and representation agreement have ended, request a home evaluation and mention that the previous listing expired.

Request an evaluation at flaherty.ca/homeeval

Bring your former asking prices, listing photos, available showing feedback and recent offers. Discuss where buyer interest dropped, what the current comparisons show and what you would change before relaunching.

My next three actions	Owner	Due date

Sources and related guides

RECO consumer guide to signing a brokerage agreement

RECO Bulletin 2.3 on representation agreements

Orangeville expired listing guide

Current Orangeville real estate market report

How to price your home to attract Orangeville buyers

Dufferin Board of Trade profile for the Flaherty Team

Kevin Flaherty has worked in real estate since 1988. Not intended to solicit properties already listed for sale.

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