

Orangeville Renovation Decision Workbook

Renovate before selling only when the work addresses a clear condition or buyer-confidence problem and the evidence supports the cost and delay. Compare a repair or light refresh before committing to a major project.

Use the project, quote and timing worksheets to choose work with broad buyer appeal. Includes Kevin’s ten interview questions and reusable answer sheets.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage

[Request an Orangeville home evaluation at flaherty.ca/homeeval]

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01 / DECIDE

Repair, refresh or renovate?

Identify the problem first. A project that looks attractive to you may not resolve what is making likely buyers hesitate.

Option	When to consider it	Next step
Assess / repair	A leak, loose rail, failed fixture or another condition concern needs attention.	Find the cause and get qualified advice before selecting a repair or covering the area.
Light refresh	The home is sound, but worn paint, poor lighting or small defects distract from it.	Price the smallest change that resolves the concern. Keep serviceable materials where practical.
Larger renovation	There is a specific buyer objection and a credible reason a smaller step will not address it.	Compare written scope, full cost, permits, completion risk and relevant sold homes.
List in current condition	The proposed change is mainly a taste preference or its cost and delay are difficult to justify.	Present the condition accurately and discuss how it affects positioning and price.

Kevin’s perspective: reduce buyer hesitation

Kevin Flaherty advises sellers to favour changes with broad buyer appeal. He uses familiar neutral earth tones as an example. An unusual colour or a highly specialised feature may appeal to a smaller group and create hesitation for others. Check the choice against the home’s style, likely buyers and competing properties.

A distinctive feature can suit a home. The question is whether adding it now addresses a buyer need or mainly expresses your own taste.

What specific problem would my proposed work solve?

02 / TEST BUYER APPEAL

Challenge the proposed improvement

Complete one copy per project. Describe the present condition separately from the design you would personally prefer.

Room / project _____ Review date _____

What is the current condition, and what would a buyer notice?

Would the change be useful to most likely buyers, or is its appeal mainly a matter of taste?

What simpler or more familiar finish could address the same concern?

Does this choice fit the home’s style, price range and nearby alternatives?

Check neutral paint samples in the room’s actual light. For a specialised feature, ask your agent what evidence supports demand among the buyers you are trying to reach.

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

03 / COMPARE QUOTES

Use the same scope for each quote

Give each contractor the same written brief. Ask what is included, excluded and uncertain before comparing the totals.

Project, rooms, materials and the result the work must achieve

Confirm in writing	Quote A	Quote B	Quote C
Contractor / quote date			
Work and materials included			
Exclusions / disposal / cleanup			
Tax-inclusive total			
Allowance / possible extras			
Permits / inspections / responsibility			
Start and completion dates			
Payment stages / warranty			

What differs between the quotes, and what must be clarified?

Agree how changes to scope or price will be approved. Confirm relevant qualifications and insurance before engaging a contractor.

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04 / COST AND TIMING

Compare the full cost and delay

Use your own written quotes. Separate the costs of doing the work from the sale-price evidence on the next page.

Amount or timing to confirm	Light refresh	Larger project
Work and materials, including tax		
Permit / design / assessment costs		
Waste removal / storage / accommodation		
Contingency allowance		
Other project costs		
Additional carrying costs caused by delay		
Total added cost - count each item once		
Ready for photography / listing date		

For the project to improve your sale proceeds, any additional sale price needs to exceed its added costs, including delay. Ask for comparable-sale evidence; a project’s invoice is not evidence that a buyer will pay that amount extra.

What happens to my budget or moving plans if completion slips?

Record only the extra carrying costs attributable to the project. When estimating cash at closing, account separately for selling costs and the mortgage payout.

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05 / CHECK THE EVIDENCE

Compare homes buyers can choose

Review similar Orangeville homes with your agent. Asking prices show competition; completed sale prices provide different evidence. Record the dates and differences.

Reviewed with _____ Comparison date _____

Comparison	My home	Comparable A	Comparable B
Property / listing reference			
Active or sold / relevant date			
Asking price or sale price			
Type, size, lot and location			
Condition and relevant updates			
Differences affecting comparison			

Which buyer objection does the proposed project address?

What supports spending more instead of listing in current condition?

Use the current Orangeville market report for dated market context

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06 / BEFORE WORK STARTS

Check scope, records and completion

Do these checks before paying a deposit. Permit and inspection requirements depend on the actual work and property.

- ☐ Ask the Town which permits and inspections apply to the proposed scope, including structural changes or new finished space.
- ☐ Confirm who will apply, pay fees, arrange inspections and supply completion records. Do not treat a contractor’s quote as permit approval.
- ☐ If the home is a condominium, confirm any applicable corporation rules or approvals before booking work.
- ☐ Investigate unresolved moisture, safety or building-condition concerns before cosmetic work conceals them.
- ☐ Keep the written scope, approved changes, dated photos, invoices, warranties and available permit or inspection records together.
- ☐ Discuss known issues, past work and any disclosure questions with your representative and real estate lawyer.

Official guidance

Town of Orangeville: building permits and project requirements

RECO: property information statements for sellers

Approval, record or professional advice I still need

Use the official guidance for general information and confirm the requirements for your own property and project.

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07 / MAKE THE DECISION

Agree on the work before listing

Choose the smallest scope that addresses the concern. Keep jobs that are useful for long-term ownership separate from work justified solely by the sale.

Project / decision	Owner and due date	Cost / evidence to confirm

Before booking photography

- ☐ Confirm work is complete, surfaces are dry and the area is clean and accessible.
- ☐ Check fixtures and repairs, and record any unfinished or unresolved items.
- ☐ Make sure photos, floor plans and narration describe the home as it will be offered.
- ☐ Review the price and launch plan against current competing homes if the schedule has changed.

If cost or timing changes, who will review the decision and when?

Use the companion guide for room-by-room sale preparation

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08 / INTERVIEW GUIDE

Ten questions from Kevin’s video

Questions 1 to 5. Compare the services and evidence each REALTOR® offers before choosing a representative.



Watch the interview video at flaherty.ca/10questions

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

Ask which services help buyers understand your home’s condition and layout. Request a completed example and compare what is included.

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

Ask for relevant experience and evidence behind a performance claim. Clarify its period, scope and relevance to your property.

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

Request the preparation, media, exposure and follow-up plan in writing. Confirm responsibilities and any extra costs.

4. How many buyers are you currently working with?

Ask how suitable buyers will be reached. A broad database count does not establish demand for your particular home.

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

Review a complete sample with room dimensions and measurement locations. Check that the layout and room scale are clear.

08 / INTERVIEW GUIDE

Ten questions from Kevin’s video

Questions 6 to 10. Compare the services and evidence each REALTOR® offers before choosing a representative.

Watch the interview video at flaherty.ca/10questions

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

Watch a full narrated showing. Ask how completed work, features and property details are checked before being described.

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?

Try a Video Narrated VR Animated Online Showing on your phone. Assess room flow, scale and how real and virtual imagery are explained.

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

Request a sample activity report and a reporting schedule. Ask how buyer feedback informs a change in presentation or price.

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

Confirm who handles enquiries and showings when the lead agent is occupied, and how you will be kept informed.

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

Ask for named distribution channels and sample placements. Confirm who checks property details after launch.

Ask for a property-specific recommendation

Before committing to renovations, ask which buyer concern the work resolves, what evidence supports it and whether a lighter alternative would be sufficient.

09 / REUSABLE INTERVIEW SHEET

Record answers to questions 1 to 5

Print one set per REALTOR®. Record the answer, evidence promised and the date you will follow up.

REALTOR® / brokerage _____ Date _____

Property / reference _____

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?

Follow-up or missing evidence

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Follow-up or missing evidence

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10 / YOUR NEXT STEP

Review the short list before spending

Bring your project brief, written quotes and questions to a pre-listing discussion. Decide what to repair, refresh or leave before you set the work in motion.

Bring to the discussion	My note / reference
Project brief and current-condition photos	
Quotes, exclusions and completion dates	
Comparable homes and buyer concerns	
Permit, inspection or records questions	

Request an Orangeville home evaluation at flaherty.ca/homeeval

Book a conversation at flaherty.ca/kevinscalendar

Kevin Flaherty has worked in real estate since 1988. Call 226-270-6433 to discuss the preparation and marketing of your Orangeville home.

Useful companion resources

Read the companion renovation guide

Check current Orangeville market figures

Decide which repairs or cosmetic changes to leave

Plan room-by-room preparation before listing

Flaherty Team profile in the Dufferin Board of Trade directory

Check current quotes, requirements and comparable homes when you use this workbook. Project costs and sale outcomes depend on the property, scope and market.

Not intended to solicit properties already listed for sale.

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