

ORANGEVILLE SELLER WORKBOOK

Orangeville Fast-Sale Planning Workbook

To sell faster, make the price defensible, help buyers understand the home, reach suitable buyers and make showings practical. Start by deciding whether your deadline is for listing, a firm sale or receiving the closing funds. A shorter timeline or a particular sale price cannot be guaranteed.

Use the readiness checklist, pricing and marketing review, launch tracker and offer comparison to build a plan for your own property. Includes all ten questions from Kevin’s agent-interview video and reusable answer sheets.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage

Request a home evaluation at flaherty.ca/homeeval

Content reviewed November 23, 2026. Current market figures are linked separately.

01 / DEFINE FAST

Which deadline are you trying to meet?

Listing, receiving an offer, making the sale firm and closing are separate milestones. Work backward from the date that matters to you.

Milestone	What it means	My target / flexibility
Ready to list	Preparation, facts, media and launch arrangements are ready.	
Offer accepted	The parties have agreed to the written terms; conditions may remain.	
Firm sale	Any contractual conditions have been dealt with as required by the agreement.	
Closing / funds	The transaction completes through the lawyers under the agreement. Confirm funds timing with your lawyer.	

Why this deadline matters, and what can move

Purchase, mortgage, moving or temporary-accommodation arrangements to coordinate

Tell your representative and lawyer about a hard deadline at the outset. Agree on a contingency plan if preparation, an offer condition or the closing schedule changes. [1]

02 / USE CURRENT EVIDENCE

Read the market without treating an average as a promise

Use the newest dated Orangeville report, then narrow the comparison to your property type, price range and competing homes.

Measure	What to ask	Why it matters
Listing days on market (LDOM)	How long were the sold listings marketed under that listing?	A listing-level measure may not describe the property's whole marketing history.
Property days on market (PDOM)	Does this include qualifying relistings during the original seller/brokerage contract period?	It can reveal a longer marketing history than the final listing alone.
Active competition	What can suitable buyers choose today?	Asking prices are competition, not completed-sale evidence.
Comparable sold homes	How similar are the home, condition, location and sale date?	Use these to explain the likely price range and time risk.

LDOM and PDOM describe marketing before a sale, not the extra time until closing. They are different measures of the same market, so do not add them together. Monthly, quarterly and year-to-date figures also describe different periods. [2, 3]

Current Orangeville market report and source periods

Orangeville selling timeline guide

Report month, property type, sample size and comparable listings reviewed

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03 / REMOVE DELAYS

Prepare what affects buyer confidence first

Agree which work is needed before media and which can be managed through accurate information, access and price. Avoid starting a large project without checking its delay and likely benefit.

Check	Action / owner	Due date / evidence
Known defects or safety concerns	Arrange appropriate assessment; discuss records and disclosure with your representative and lawyer.	
Cleaning, odours and lighting	Address visible issues and replace failed bulbs.	
Clutter and room function	Clear routes and show how rooms work. Plan difficult-to-clear areas.	
Property facts	Gather updates, permits where available, warranties, inclusions and rental-equipment details.	
Media readiness	Confirm photography, measured plans, narration and facts before launch.	
Showing access	Set workable notice, appointment windows, pet arrangements and contact coverage.	

The three tasks that would otherwise delay my launch

Preparation guidance for Orangeville sellers

04 / REVIEW PRICE AND MARKETING

Use the response to choose the next action

Price and marketing work together. Check how the property is presented, who is seeing it and what buyers can justify against their alternatives.

What you observe	What to investigate	Decision to discuss
Little online interest or few enquiries	Price/search range, media quality, listing accuracy and distribution.	Improve the weak part of the presentation or exposure; review whether the price fits comparable evidence.
Enquiries but few appointments	Missing facts, uncertainty about layout or condition, and showing restrictions.	Answer repeated questions, clarify the home and make access practical.
Showings but no offers	Recurring objections, competing value, condition, terms and price.	Compare actual feedback with active and sold homes; agree on the correction.
Offers that miss your needs	Price, conditions, deposit, closing date and the time remaining.	Compare the full terms and likely net proceeds with the cost and uncertainty of waiting.

Evidence we have, compared with assumptions we still need to test

Views are not necessarily unique or qualified buyers. A repeat visit does not prove intent to offer. Keep online activity, direct buyer feedback and the agent’s interpretation separate.

05 / PLAN AND REVIEW

A launch checklist and two review points

These are planning checkpoints, not a promise to sell within a fixed number of days. Set the actual schedule with your representative and the market evidence.

Checkpoint	Confirm	Owner / date / notes
Before launch	Price reasoning, approved facts, complete media, inclusions, showing plan and enquiry coverage.	
Launch	Public listing accuracy, planned placements, usable links and contact arrangements.	
First week	Enquiries, showing availability, repeated questions and direct feedback. Check technical or access problems promptly.	
Day 7 review	Compare the response with similar homes. Record any price, presentation, access or outreach change and the reason.	
Day 14 review	Review the new evidence, competing listings and any offers. Confirm the next decision and contingency for your deadline.	

Next action, evidence needed and who will follow up

See Kevin’s seller services and completed marketing approach

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06 / COMPARE THE WHOLE OFFER

Speed, terms and likely net proceeds

Use the actual written offers with your representative. Your lawyer can advise on legal terms and completion risk. A higher headline price is only one part of the decision.

Compare the same item	Offer A	Offer B
Offer price		
Deposit amount / timing		
Conditions / deadlines		
Closing date / possession		
Inclusions, exclusions and requested work		
Selling costs / mortgage payout / adjustments		
Estimated cash available at closing		
Main risks / outstanding questions		

Use the same cost assumptions across offers. Discuss the effect of conditions, a closing date that does not fit your next move and the carrying costs of waiting. Follow your written agreement and professional advice. [1]

Which offer or next step best fits my priorities, and why?

Selling-cost planning for Orangeville homeowners

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07 / INSPECT THE PROPOSAL

Ask to see the marketing before you choose

A quick sale is an objective, not a guarantee. Compare the proposed work, the relevant evidence and how the service would apply to your own home.

Make the home understandable

Inspect a complete listing presentation: photographs, floor plans, room flow, property facts, updates and neighbourhood context. Ask what is checked before release and what you can approve.

Video Narrated VR Animated Online Showings

Watch the full example on an ordinary phone. Confirm which scenes use real imagery or a virtual environment and how digitally altered or virtually cleared rooms are identified. The online presentation helps buyers understand the home before visiting.

Get the service in writing

- ☐ Which media, placements and follow-up are included, and what costs extra?
- ☐ Who responds to enquiries and covers showings when the lead agent is busy?
- ☐ What activity and buyer feedback will be reported, and when will we review the plan?
- ☐ What supports a stated performance result: period, geography, property type and comparison?

The completed examples I reviewed, and what suits my home

The service or claim I still need clarified

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08 / KEVIN'S TEN VIDEO QUESTIONS

Interview questions 1 to 5

Use the same questions with every REALTOR® you interview. Ask for examples and written evidence rather than judging only the promise.

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

Ask for specific services and completed examples relevant to your property.

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

Clarify the period, area, property types and comparison behind any performance claim.

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

Get a written launch plan, inclusions, extra costs and the person responsible for each task.

4. How many buyers are you currently working with?

Ask how current buyer needs match your home and how other suitable buyers will be reached.

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

Inspect a measured floor-plan sample and ask how published measurements are checked.

Watch the ten-question interview video at flaherty.ca/10questions

08 / KEVIN’S TEN VIDEO QUESTIONS

Interview questions 6 to 10

Use the same questions with every REALTOR® you interview. Ask for examples and written evidence rather than judging only the promise.

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

Watch a complete narrated example and ask which facts and features will be explained.

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?

Check room flow and scale on a normal phone. Ask how real and virtual scenes are identified.

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

Agree on reports combining online activity, enquiries, showings and actual buyer feedback.

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

Confirm the named backup, showing coverage and expected response process.

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

Request relevant distribution examples and a way to check your listing after launch.

Watch the ten-question interview video at flaherty.ca/10questions

09 / REUSABLE ANSWER SHEET

Record answers 1 to 5

Print a fresh set for each REALTOR®. Record what was said, evidence supplied or promised and the follow-up needed.

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?

Evidence to follow up / due date

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10 / NEXT STEP AND SOURCES

Build the plan for your property

Bring your deadline, preparation constraints, comparable homes and questions. Ask Kevin what the pricing and marketing proposal would do for your home.

Request an Orangeville home evaluation at flaherty.ca/homeeval

Book a call at flaherty.ca/kevinscalendar

Kevin Flaherty has worked in real estate since 1988. Call 226-270-6433 to discuss your Orangeville property.

Current context and companion guidance

Read the companion fast-sale guide

Check the current dated Orangeville market report

Review the Orangeville selling timeline

Compare agents using the interview guide

Flaherty Team’s Dufferin Board of Trade profile

Sources and scope

[1] RECO: seller’s checklist

[2] TRREB, October 2026 Dufferin Regional Report, Orangeville municipality table, PDF page 9. [3] TRREB, October 2026 Days on Market Comparison, Orangeville row, page 1; Market Watch, definition note 5, page 27. The newest applicable owner-supplied reports were consulted. Monthly figures are maintained on the linked market and timeline pages rather than repeated here.

The interview questions follow Kevin’s ten-question video; the planning and comparison prompts are educational. No fixed sale date, price or marketing result is promised. Seek advice on your property and agreement. Content reviewed November 23, 2026.

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