

Buyer Value Perception Checklist

A buyer who says “too expensive” might mean the roof looks costly to replace, the rooms felt smaller than the photos suggested, or another home offers more at the same price. Each calls for a different response.

Try it on your own listing

Choose two homes a buyer might tour alongside yours. Compare the prices on page 2, take the listing photos on a walkthrough on page 3, then use page 4 to agree on one next step with your agent.

Property

Review date

Type in the fields or print the sheets and write by hand.

What else could a buyer choose?

Pick two current listings that meet similar needs. In Orangeville, a shorter commute, an extra parking space or a finished basement may change which homes a buyer puts on the same list.

Your home	Alternative A	Alternative B
Street or listing reference		
Asking price and date checked		
One feature a buyer would value		
Work, cost or uncertainty a buyer might weigh		

Check the asking prices against a recent sale

Ask your agent for a comparable completed sale. Record its sale price, date and the difference from your home that matters most. An active listing shows what a buyer can choose today. A sale shows what someone agreed to pay.

Walk the listing like a buyer

Open your listing photos on a phone. Start at the front door and follow the rooms in photo order. Tick a box when you have checked it. Write down the first place the visit differs from the listing.

- [ ] **Street and entry**
  Stand where the exterior photo was taken. Can you see the same entrance, driveway and parking space when you arrive?

- [ ] **Light and room size**
  Compare a room with its widest photo. Check the light and use measurements to judge whether a buyer's furniture will fit.

- [ ] **Layout and everyday use**
  Trace the route from the kitchen to the bedrooms and outside. Flag any step, doorway or shared space the photos leave unclear.

- [ ] **Condition and upkeep**
  Look at a visible repair or worn finish. Write down what you know, what still needs checking and which dated record could help.

- [ ] **Move-in expectations**
  Check what stays, what work is unfinished and how the room will look at a showing. Label any virtually altered view clearly.

What would a buyer ask first?

For example, if the basement photo hides a low beam, add a photo from the doorway and a verified clearance measurement.

Decide what to change next

Bring the comparison and walkthrough sheets to your review. Keep the buyer's actual words alongside the evidence so you and your agent can distinguish a price objection from a question you can answer.

1. Record the signal

Write down the date, showing activity and exact feedback. If several buyers raised the same concern, record how often you heard it.

2. Check what supports it

If buyers mention an ageing roof, look for a dated invoice or assessment. If they name a competing home, check its features, price and status. A quiet week alone gives you little evidence for a price change.

3. Choose one action and a review date

You might correct a photo, obtain a repair quote, keep the current plan, or review the asking price against recent sales. Write down what would tell you the action helped.

Who will do it?

Next review

[Request an Orangeville home evaluation]

Flaherty.ca/homeeval

[Book a call with Kevin]

Flaherty.ca/kevinscalendar

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