Multiple Offer Momentum Checklist

By Kevin Flaherty | Listing and selling homes in Orangeville since 1988



Start with the homes your buyer can choose today. This workbook helps you decide what to show online, how to interpret the first week and what to weigh when a written offer arrives. Fill it in on screen or print it for your next conversation.

Before you list

Compare alternatives and prepare for launch

During the first week

Read your seller report and decide what to change

When an offer arrives

Work through an example, then compare your own offers

Read the accompanying Orangeville guide

Which homes will your buyer compare?

Ask your agent to choose two homes a buyer with the same budget and search criteria would actually tour, plus one relevant completed sale. An active listing shows the choice available today. A recent sale shows the price and terms the market accepted at that time, where those details are available.

Look past the front photograph

Compare how the home works on a weekday. Where do groceries come in? Can someone reach a main-floor bedroom without stairs? Will the driveway accommodate the vehicles the buyer expects to park? A feature hidden from the street can change the comparison.

A seller’s lesson from Kevin’s practice

Kevin recalls a property whose older front concealed a larger rear addition, six acres and a barn. Buyers later told him they had passed over the listing, assuming it was a smaller home on an in-town lot. After his team’s marketing made the property clearer, it sold within a week at the asking price. This was one sale. Its value as an example is the specific information the buyers had missed.

Try the comparison on your listing

For a hypothetical Orangeville bungalow, a side entrance and finished lower level may matter more to a particular buyer than an extra bedroom upstairs. Pick one feature your photos establish and one a buyer could still misunderstand. Ask your agent how the listing can show that difference accurately.

Recent comparable sale, date and the key difference from our home

Closest competing listing

Second competing listing

Difference a buyer might miss in the first five photos

Build a launch a buyer can act on

A coordinated launch gives interested buyers a fair opportunity to learn about the property and tour it. The asking price, online presentation and available showing times need to tell a consistent story.

Choose the price conversation

Ask your agent to explain why a buyer would choose your home at the proposed price over the two alternatives on page 2. If the argument depends on a feature a visitor cannot see online, improve the evidence before relying on it.

Walk the home through the buyer’s eyes

Check whether the listing explains which rooms connect, which floor holds the bedrooms and how the yard relates to the house. Replace an ambiguous angle with a clearer view or add a narrated walkthrough. Label spaces accurately.

Make the next step practical

Agree on showing windows, notice requirements and who can answer questions about updates. Gather dates, receipts or permits you actually hold. Flag questions that still need an answer rather than guessing about the work.

Set a fallback before launch

Agree when to review feedback and which change you would test first. If you are considering a delayed offer presentation, ask your agent to explain the written instructions and what happens if an offer arrives early.

- [ ] Reviewed two alternatives and one completed sale with my agent.
- [ ] Checked the online listing on a phone and tested the showing instructions.

One item to fix before the listing goes live

Read your seller report

Kevin's team directs potential buyers to a dedicated property page, reviews repeat visits and time spent there, and reports the patterns to the seller. A long visit might be a second look, an open browser tab or members of the same household comparing notes. Read it alongside the actions that follow.

What you see	What it may mean	Question for your agent
Many first visits, few returns	The listing reached people. The home may have fallen out of their shortlist.	Where did that traffic come from? Does the opening photo show what distinguishes this home?
Repeat visits, few tours	Interest may exist alongside uncertainty about the home or difficulty arranging a visit.	Are the layout and lot clear? Which showing requests could we accommodate?
Several tours, no offer	Buyers found enough to visit. A mismatch may have appeared in person.	What concern recurred independently? Which alternative did buyers choose?
A second visit and questions about closing	A household may be working through practical details. Timing can still change.	What information can we supply accurately? Has the brokerage received a written offer?

Keep the reporting period consistent

Compare similar time windows and note changes in promotion or access. Ask what the analytics tool calls a visit and how it measures time. A repeat session is an observation, and the number of distinct buyers may differ.

Sample seller report (illustrative): twelve return sessions, three completed showings and one written offer this week. Record one offer. Ask what the three showing parties said and whether an unanswered question kept others from booking.

Reporting period

Signal worth discussing

Choose one adjustment and test it

Use a report to choose an action you can evaluate. Write down what you observed, what might explain it and what you would expect to see if your explanation is right.

Worked example · Interest stalls before the showing

Imagine an Orangeville seller sees repeat visits, but only one tour. Two enquiries ask whether a rear family room is connected to the kitchen. If the tour calendar has plenty of availability, first show that connection clearly. At the next review, check whether the question recurs and whether more interested visitors book.

Worked example · Tours happen, offers do not

Suppose buyers consistently mention the same unfinished work after touring. Compare the asking prices and condition of their alternatives with your agent. Obtain a credible scope or estimate if appropriate. Then discuss whether better information, a repair or a price adjustment addresses the concern. Changing everything together makes the result harder to interpret.

When waiting can be reasonable

A property with a specialised layout or acreage may appeal to fewer buyers. If the right households can see its advantages, access is practical and the price is defensible, negotiating patiently with one buyer may serve you better than trying to generate a crowd.

At the review meeting, compare the same signals again. If clearer photographs reduce layout questions but touring remains difficult, test showing access next. Record the reason for the change so the following week has a meaningful baseline.

What we observed

Most plausible explanation

One change to test

Next review date and measure

Both worked examples are hypothetical. Use your own feedback and comparable homes.

Look beyond the highest price

Ontario's competing-offer rules apply to written offers the brokerage has received. A showing, a verbal expression of interest or a promise to send paperwork does not count. The seller's agent communicates the number of competing offers to each person making one.

The seller can give written direction about sharing offer contents. Any information selected for sharing must be shared with everyone who submitted an offer, while protecting identifying information. Ask your agent how the rules apply before directing any disclosure.

Source: RECO Bulletin 4.1 on competing offers

An illustrative comparison

Term	Offer A	Offer B
Price	$805,000	$795,000
Conditions	Financing and inspection, each with a five-business-day deadline.	Financing, with a three-business-day deadline.
Deposit	$25,000 as specified in the offer.	$35,000 as specified in the offer.
Closing	In 30 days. Seller would need temporary accommodation.	In 60 days. Fits the seller's intended move.

The price difference is $10,000. Before deciding, compare the real cost of moving twice, the condition wording and deadlines, and when each deposit is due. A larger deposit is not additional sale proceeds. A shorter condition period still leaves uncertainty until the condition is addressed under the agreement.

If a term is the obstacle, ask your agent about a counteroffer and its timing. Have them explain the consequences for the offer already in hand before you respond.

Hypothetical offers for illustration only. These amounts are not Orangeville market data.

Compare your actual written offers

Use the signed documents with your agent. Copy each deadline and the exact deposit timing. If a term is unclear, record the question and confirm it before deciding.

	Offer A	Offer B
Offered price		
Deposit and due date		
Conditions and deadlines		
Closing / possession		
Inclusions / exclusions		
Offer expiry		

The term that matters most to my move, and why

One question to resolve with my agent before responding

Get a free home evaluation

Read the Orangeville seller guide