What Buyers Notice First

A walkthrough before photography and showings



The first showing happens online

In Kevin Flaherty's experience listing and selling homes in Orangeville since 1988, buyers often decide which homes to visit while looking online. Open your listing on a phone. Can someone see where they would enter, how the rooms connect and whether the home fits their needs?

At an in-person showing, Kevin says buyers normally notice the condition of the front door first, followed closely by the foyer and any odours. Use page two to walk the route, then compare a listing photo with the room on page three.

Which detail would help a buyer decide online whether to book a visit?

Open the full Orangeville first-impression guide

Walk the route as a buyer

Start with the listing open on your phone. At each stop, pause where a visitor would stand and record what you can actually see or smell.

Stop	What to check	Seller action
Listing photos	Can you tell where the entrance leads?	Compare the first interior photo with the view from the doorway. Add a reverse angle or floor plan if the connection is unclear.
Approach	Can a first-time visitor find and use the entrance?	Check the house number, exterior light and walking surface from the street or visitor parking.
Front door	What will someone see while the key is being turned?	Inspect the finish at eye level, the handle, glass and threshold. Check that the door opens freely.
Foyer and air	Is there room to step in? What can you smell?	Open the door fully, clear space for shoes and coats, and ask someone arriving from outside what they notice. Investigate any persistent odour.
First room	Can the visitor understand its size and how it connects?	Stand at the threshold. Check sightlines, window light and the route around furniture against the listing photos.

Which stop would you address first, and why?

Compare the photo with the room

Example: a wide-angle foyer photo shows a clear hall. When the door opens in person, the coat stand blocks the turn into the living room. Move the stand, open the door again and check whether the listing photo still describes the route accurately.

Which photo and which doorway are you comparing?

What would someone expect from the photo?

What can someone see, smell or reach in person?

What will you change or explain before the next showing?

Who will handle it?

When will they recheck it?

☐ The door opens, the route is clear and the photo still matches.

Planning furniture or room styling? Open the staging guide.