



## Buyer Value Perception Checklist

How buyers decide whether an Orangeville home feels worth the asking price.

This checklist helps Orangeville sellers identify the pricing, presentation, maintenance, and emotional factors that may influence whether buyers feel confident enough to move forward with an offer.

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### Pricing & Presentation Alignment

- Does the home's presentation support the asking price?
- Do the photos make the home feel worth seeing?
- Does the home look strong compared to similar active listings?
- Does the asking price feel consistent with condition and presentation?
- Would buyers feel curious or cautious when first seeing the listing?

### Emotional Value Signals

- Does the home feel clean, bright, and cared for?
- Does the layout feel easy to understand?
- Does the home feel comfortable rather than stressful?
- Can buyers emotionally imagine living there?
- Does the home feel move-in ready enough for the price?

### Online Expectation Alignment

- Do photos accurately represent the home?
- Does the home feel as good in person as it does online?
- Are lighting and room size expectations realistic?
- Is clutter minimized before photography and showings?
- Would buyers feel trust when arriving in person?

## Maintenance & Risk Perception

- Are visible repairs completed?
- Are there signs that may suggest hidden problems?
- Would buyers worry about future expenses?
- Does the home feel financially predictable?
- Are small maintenance concerns likely to weaken confidence?

## Buyer Confidence Check

- Does the home reduce uncertainty?
- Does pricing support emotional momentum?
- Does presentation support trust?
- Does the home compare favourably against competing listings?
- Would buyers feel confident making an offer?

## Perceived Overpricing Warning Signs

- Low showing activity
- Buyers viewing but not offering
- Feedback about condition or updates
- Competing homes feeling stronger online
- Repeated pricing questions or hesitation

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**A home can feel overpriced emotionally before buyers analyze it logically.**

Pricing, presentation, maintenance signals, online expectations, and emotional comfort all influence buyer value perception.

**Book a Call with Kevin Flaherty**

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