



Multiple Offer Momentum Checklist

How to help your Orangeville home create stronger buyer urgency, confidence, and showing momentum.

This checklist helps sellers evaluate pricing, presentation, marketing exposure, online shortlisting, and emotional buyer confidence before listing.

Online Momentum Signals

- Do the listing photos feel bright and emotionally inviting?
- Does the home stand out compared to similar active listings?
- Does the first online impression create curiosity?
- Does the price feel aligned with what buyers see online?
- Would buyers feel motivated to book a showing quickly?

Pricing & Positioning

- Does the asking price feel emotionally justified?
- Does the home compare well against current competition?
- Would buyers feel urgency rather than hesitation?
- Does the pricing support early momentum?
- Is the home positioned to attract serious buyer attention?

Presentation & Showing Comfort

- Does the home feel clean, calm, and welcoming?
- Is clutter minimized before photography and showings?
- Does lighting help the home feel bright and comfortable?
- Are rooms easy to understand and navigate?
- Would buyers feel emotionally comfortable staying longer?

Buyer Confidence Signals

- Does the home feel well maintained?
- Are visible repairs completed?
- Does the showing experience match the online presentation?
- Does the home reduce uncertainty?
- Would buyers feel confident making an offer?

Marketing & Launch Strategy

- Is the home ready before launch?
- Is there a clear marketing plan before going live?
- Are photos, presentation, pricing, and exposure aligned?
- Is early showing momentum being encouraged?
- Is the listing positioned to reach serious buyers quickly?

Stale Listing Warning Signs

- Low showing activity after launch
- Buyers viewing but not offering
- Repeated pricing questions
- Feedback about condition or presentation
- Competing listings generating stronger interest

Homes that create emotional momentum often generate stronger buyer urgency and engagement.

Pricing, presentation, marketing exposure, online shortlisting, and showing comfort all influence whether buyers compete or wait.

Book a Call with Kevin Flaherty

<https://flaherty.ca/kevinscalendar>

226-270-6433