



## Buyer Comparison Checklist

How to understand what buyers compare before choosing one Orangeville home over another.

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### Online Comparison Signals

- Do the listing photos feel bright and professional?
- Does the first photo create curiosity?
- Does the home look competitive beside similar listings?
- Is the layout easy to understand online?
- Would buyers feel motivated to book a showing?

### Emotional Comfort Comparison

- Does the home feel calm and welcoming?
- Does the home feel clean and cared for?
- Can buyers imagine living there easily?
- Does the layout feel comfortable and practical?
- Does the home reduce uncertainty?

### Pricing Comparison

- Does the price feel aligned with presentation?
- Does the home compare well against active competition?
- Would buyers feel value quickly?
- Does pricing support urgency?
- Would buyers hesitate because of perceived value?

## Showing Experience Comparison

- Does the home feel as good in person as online?
- Are rooms bright, clean, and easy to navigate?
- Are odours eliminated?
- Are visible repairs completed?
- Would buyers remember the home positively?

## Buyer Confidence Signals

- Does the home feel well maintained?
- Does ownership feel predictable?
- Does the home feel emotionally easy to justify?
- Does the presentation support trust?
- Would buyers feel confident making an offer?

## Orangeville Market Fit

- Does the home match likely buyer expectations?
- Does it compare well by neighbourhood and price range?
- Does the lifestyle value feel clear?
- Does the home stand out locally?
- Is the marketing strategy strong enough at launch?

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**Buyers often compare homes emotionally before they compare them analytically.**

Online presentation, pricing, layout flow, showing comfort, and perceived value all influence whether buyers choose one home over another.

**Book a Call with Kevin Flaherty**

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