

# Uncertainty Audit Checklist

*Identify hidden buyer hesitation signals before listing your Orangeville home*

## Pricing Alignment

- Price is supported by recent comparable sales in my Orangeville neighbourhood
- Price accounts for my home's specific condition and upgrades
- Price is positioned against active competition, not just sold history
- A pricing strategy exists for the first 14 days on market
- I understand how buyers will emotionally interpret my price before seeing the home

## Photo-to-Showing Consistency

- Professional photography accurately represents room sizes and lighting
- No room appears significantly larger or brighter in photos than in person
- Exterior shots match current season and landscaping condition
- Every photographed room is prepared to the same standard for showings
- I have viewed my photos through a buyer's skeptical lens

## Information Completeness

- Square footage is included and accurate
- Lot dimensions are stated clearly
- Age and condition of roof, furnace, and major systems are disclosed
- Recent upgrades and renovations are documented with dates
- Neighbourhood context (schools, amenities, commute) is provided

## Presentation Readiness

- Home is thoroughly cleaned including windows, baseboards, and fixtures
- Clutter is removed to show space and storage capacity
- Maintenance issues (paint, repairs, landscaping) are addressed
- Rooms are arranged for flow and visual openness

- Curb appeal creates positive first impression from the street

## Marketing Clarity

- Listing description explains benefits, not just lists features
- Every feature is translated into a buyer advantage
- Virtual tour or video showing is available
- Floor plan or layout visualization is included
- Contact information and showing instructions are clear

## Buyer Confidence Signals

- I understand what buyers in my price range are currently comparing
- I know the common objections buyers raise about homes like mine
- I have a strategy to address objections before buyers form them
- My marketing builds trust through transparency, not just promotion
- I have reviewed my entire listing as if I were a skeptical buyer

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*Buyers rarely voice uncertainty — they simply choose another home. The sellers who eliminate hesitation before listing are the sellers who sell faster and for more.*

### **Book a Call with Kevin Flaherty**

<https://flaherty.ca/kevinscalendar>

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