

How Long Does It Take to Sell a House in Orangeville?

A LOCAL GUIDE FOR SELLERS — 2026 DATA

Real days-on-market data, what speeds up or slows down your sale, and how to beat the 34-day average.

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Executive Summary

The bottom line: Orangeville homes currently sell in an average of **34 days** (April 2026 Dufferin County data). But that number hides enormous variation. Well-prepared, well-priced homes sell in 20-28 days. Overpriced or poorly marketed homes sit for 60+ days.

34

Days Average DOM
Orangeville, ON

52%

Faster With
Kevin Flaherty

This report breaks down exactly what those numbers mean for your home, what you can control, and how to sell faster than average.

1. Current Orangeville Market Data

Days on Market by Property Type

Property Type	Average DOM	Price Range
Detached	42 days	\$600K-\$900K
Semi-Detached	20 days	\$500K-\$650K
Townhouse	27 days	\$450K-\$600K
Condo Townhouse	47 days	\$350K-\$500K
Condo Apartment	59 days	\$300K-\$450K

Key insight: Semi-detached homes sell fastest (20 days) due to limited supply and strong demand from first-time buyers. Condo apartments take longest (59 days) because the buyer pool is smaller and many potential condo buyers cross-shop entry-level detached homes at similar price points.

Sale-to-List Price Ratio

Current sale-to-list price ratio is **96%** county-wide. This means homes sell at 96% of their asking price on average. But the spread is wide:

- Well-priced homes sell at **99-101%**
- Overpriced homes sell at **90-93%** after months of waiting

Kevin Flaherty's listings achieve **99.2%** of asking price on average — outperforming other Realtors at 97.7%.

2. The 5 Factors That Speed Up Your Sale

Five actions consistently reduce DOM below the 34-day average:

1. Price at Market Value From Day One

Overpricing is the #1 cause of extended timelines. A home priced 5% above comparable sales gets 40% fewer showings in week one. By week three, buyer interest has dropped 60%. The correction — a price drop — signals desperation and attracts lowball offers.

Rule: Price within 2% of the last comparable sale. Not the highest comparable. The *last* one.

2. Stage and Declutter

Professional presentation increases showing-to-offer conversion by **40%**. Buyers form their opinion in the first 7-10 seconds. A staged home photographs better, shows better, and appraises better.

3. Use Video and VR Marketing

Listings with virtual tours get **5x more views** in the first 72 hours. Kevin Flaherty's Video Narrated VR Animated Online Showings allow out-of-area buyers to "walk through" your home remotely — removing the travel barrier that delays offers.

4. Offer Flexible Showing Access

Lockbox availability triples showing volume. If buyers need to coordinate with your schedule, many will skip your home for one they can see immediately. Vacant homes should be show-ready 7 days a week. Occupied homes should accommodate at least 80% of showing requests.

5. Fix Obvious Issues Before Listing

Fresh paint, clean windows, and working fixtures signal "move-in ready." Buyers mentally deduct \$5K-\$15K for every visible defect. Fix it before they see it, or they will discount it — usually by more than the repair cost.

3. The 4 Factors That Slow Down Your Sale

1. Overpricing

Every 1% above market value adds approximately 7-10 days to DOM. A home priced 10% above market can expect 70+ days on market before a serious offer arrives.

2. Poor Photos and No Video

90% of buyers start online. If your photos are dark, cluttered, or shot on a phone, you lose them before they schedule a showing. Professional photography pays for itself in faster sales and higher offers.

3. Restricted Showing Access

"No showings after 5 PM" or "24-hour notice required" reduces showing volume by 50-70%. In a 34-day market, every missed showing is a missed offer.

4. Deferred Maintenance

Buyers overestimate repair costs by 2-3x. A \$2,000 paint job becomes a "\$5,000-\$8,000 renovation" in a buyer's mind. Fix it, or prepare for lower offers and longer timelines.

4. How Pricing Affects Market Time

Pricing Strategy	Expected DOM	Outcome
At market value	20-28 days	Multiple offers likely
2-3% above market	35-45 days	Single offer, some negotiation
5-7% above market	55-75 days	Lowball offers, price reduction needed
10%+ above market	80-120+ days	Stagnant, buyer suspicion, significant price drop

The pricing paradox: Sellers who price aggressively to "leave room to negotiate" actually get lower net proceeds than those who price at market value. Why? Because extended DOM erodes buyer confidence, and the final price after reductions is usually lower than the initial market-value price would have achieved.

5. The Impact of Home Condition

Home condition affects DOM in predictable ways:

Condition Level	DOM Impact	Price Impact
Move-in ready (fresh paint, clean, staged)	-10 to -15 days	+2-4%
Good condition (minor touch-ups needed)	Baseline	Baseline
Fair condition (visible wear, dated finishes)	+15-25 days	-5-8%
Poor condition (major repairs needed)	+30-50 days	-10-15%

Bottom line: A \$3,000 investment in paint, cleaning, and minor repairs can reduce DOM by 2-3 weeks and increase sale price by \$15,000-\$25,000. That is a 5-8x return on investment.

6. Seasonal Trends in Orangeville

Season	Typical DOM	Buyer Activity	Strategy
Spring (Mar-May)	25-30 days	Very High	List in mid-March for peak exposure
Summer (Jun-Aug)	35-40 days	Moderate	Price for quick sale, avoid overpricing
Fall (Sep-Oct)	28-32 days	High	Second-best window, motivated buyers
Winter (Nov-Feb)	45-60 days	Low	Price for the season, fewer competing listings

Key insight: Winter buyers are typically motivated — job relocations, divorces, urgent moves — not casual browsers. With fewer competing listings, a well-presented winter listing can outperform the seasonal average.

Kevin Flaherty has sold homes in January that sat unsold through the previous July — proof that the season matters less than the preparation.

7. How to Beat the 34-Day Average

Beating the average requires doing what average sellers skip:

The Pre-Listing Checklist

- Get a pre-listing home inspection (fix issues before buyers find them)
- Stage the home professionally or follow a detailed staging guide
- Invest in professional photography + video tour + drone footage
- Price using live comparable sales, not Zillow estimates or wishful thinking
- Prepare a property disclosure package (reduces buyer uncertainty)
- Clean windows, power-wash driveway, refresh mulch, paint front door
- Make the home available for showings 7 days a week with minimal notice

The Marketing Advantage

Kevin Flaherty's listings sell **52% faster** than the Orangeville average because of systematic marketing:

- Video tours shared across YouTube, Facebook, Instagram, and targeted ad networks
- VR showings allow out-of-area buyers to commit without travel delays
- SEO-optimized listing pages rank on Google for neighbourhood-specific searches
- Social syndication to 50+ platforms within 48 hours of listing
- Email campaigns to 2,300+ buyers looking to buy in the next 3 months
- Marketing specialists producing online showings and ensuring maximum exposure

8. Kevin Flaherty's Track Record

52%

Faster Than Market
Average DOM Advantage

16X

More Houses Sold
Than Average Agents

99.2%

Sale-to-List Price
vs 97.7% for Other Realtors

22

Average DOM
Kevin's Listings

Kevin's listings consistently sell faster than the Orangeville average. The gap is not marginal — it is structural. Systems beat talent when talent doesn't have systems.

"My team sells homes 52% faster than average. Not because I am lucky. Because I do the same preparation on every listing, every time. Systems beat talent when talent doesn't have systems."

— Kevin Flaherty, eXp Realty

9. Frequently Asked Questions

What is days on market (DOM) and why does it matter?

DOM is the number of days from listing to under contract. It matters because low DOM signals desirability; high DOM raises suspicion. In Orangeville, the current average is 34 days.

Is 34 days fast or slow?

For Orangeville, 34 days is reasonable. Compared to early 2025 (88-97 days), it is fast. A well-prepared home should sell in 20-28 days.

How can I sell faster than average?

Five actions: (1) Price at market value. (2) Stage and declutter. (3) Use video and VR marketing. (4) Offer flexible showings. (5) Fix obvious issues before listing.

Do condos take longer to sell?

Yes. Condo apartments average 59 days — nearly double detached homes at 42 days. The buyer pool is smaller.

What is the best month to sell?

March, April, and May are strongest — DOM drops 20-25%. September and October are the second-best window.

Should I lower my price if no offers in 30 days?

In Orangeville's market, a well-priced home should generate interest within 14 days. If day 30 arrives with showings but no offers, a 3-5% reduction is likely necessary.

Can I sell in winter?

Yes. Winter buyers are motivated — relocations, urgent moves. With fewer competing listings, a well-presented winter listing can outperform.

What if my home sits too long?

Extended DOM triggers buyer suspicion. The solution: meaningful price reduction (3-5%), refreshed marketing, or both. Cosmetic drops signal desperation without solving the problem.

How do virtual tours affect speed?

Listings with virtual tours get 5x more views in the first 72 hours. Out-of-area buyers can commit without travel delays.

How does Kevin Flaherty compare to the market?

Kevin sells homes 52% faster than the Orangeville average. His average DOM is 22 days vs. the market average of 34 days.

Ready to Sell Faster Than Average?

Get a free timeline estimate for your specific home, neighbourhood, and market conditions.

REQUEST YOUR FREE HOME EVALUATION →

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