Kevin@FLAHERTY.CA BROKER
Home Selling System Team
1-877-352-4378

The Caledon Agent Selection Guide

How to interview, evaluate, and choose the right real estate agent to sell your home in Caledon, Bolton, Palgrave, or any Peel Region community.

By Kevin Flaherty
Real Estate Broker | 30+ Years Local Experience

226-270-6433 | kevin@flaherty.ca

170 Lakeview Crt #3a, Orangeville, ON L9W 3R3

flaherty.ca

Why This Guide Exists

Selling a house in Caledon is not like selling in Toronto. The market moves differently. Buyer pools are smaller. Pricing strategy varies street by street between Bolton, Palgrave, Caledon East, and Alton. The agent you choose determines whether you maximize your sale price or leave money on the table.

In Caledon's current market—with average prices around $1,204,892 and inventory at roughly 6 months—the difference between a skilled agent and an average one can equal tens of thousands of dollars. The wrong agent overprices your listing, undermarkets your property, or accepts the first low offer because they lack negotiation confidence.

This guide gives you a structured framework to interview agents, evaluate their answers, and make a decision based on evidence rather than charm.

Part 1: Credentials and Licensing

Before evaluating marketing or personality, verify the basics. In Ontario, all real estate agents must be registered with RECO (Real Estate Council of Ontario). This is non-negotiable. But registration is the floor, not the ceiling.

Salesperson vs. Broker

- **Salesperson** — Standard registration. Can represent buyers and sellers under a broker's supervision.
- **Broker** — Additional education, carries more liability, deeper contractual knowledge. When selling a property worth over $1M, broker expertise provides measurable protection.

Professional Designations Worth Noting

- Broker registration — advanced education, higher fiduciary standard
- SRES (Seniors Real Estate Specialist) — critical for downsizers
- CRS (Certified Residential Specialist) — advanced residential training
- RECO Registration — verify at reco.on.ca

> **Green Flag:** The agent voluntarily shows their RECO number, recent sales history, and designations without being asked.

> **Red Flag:** The agent deflects when asked about credentials or local experience. Vague answers mean vague competence.

Part 2: The Four Numbers That Matter

Demand numbers. In Caledon's competitive market, these metrics are specific and measurable:

1. **Average Days on Market** — How quickly do their listings sell vs. the Caledon average? Ask for their last 12 months of data.
2. **Sale-to-List Price Ratio** — What percentage of asking price do sellers receive? Average agents achieve ~97.7%. Top agents push toward 99%+. On a $1.2M home, that 1.3% gap equals $15,600.
3. **Number of Transactions** — Volume proves systems. An agent closing 50+ sales annually has processes and buyer networks part-time agents cannot match.
4. **Listings Taken vs. Listings Sold** — If their "sold" ratio is below 80%, they are either overpricing or underperforming.

Green Flag: The agent provides a printed report of their last 20 sales with addresses, list prices, sale prices, and days on market.

Red Flag: The agent says "every deal is different" and refuses to share specific numbers.

Part 3: Marketing Power

In Caledon, your buyer might live in Mississauga, Brampton, or Toronto. If your agent's marketing stops at MLS and a lawn sign, you are invisible to the buyers who matter most.

Minimum Standard

- Professional photography (not iPhone snapshots)
- Accurate MLS listing with compelling description
- Basic social media posting
- Responsive email communication

Elite Agent Marketing

- Video-narrated VR animated online showings — buyers tour from their couch
- Targeted social media to GTA buyers interested in rural properties
- Immediate notification to 2,300+ pre-qualified active buyers
- Neighbourhood-specific landing pages that rank on Google
- Professional print materials and direct mail
- Staging and presentation advice

> **Red Flag:** The agent says "we will post it to MLS and see what happens." Passive marketing produces passive results.

Part 4: Local Knowledge

Caledon is not a single market. It is a collection of distinct communities. An agent who treats Bolton the same as Alton will cost you money.

Community Intelligence to Request

- Average sale price in your community over the last 90 days
- Average days on market for homes in your price bracket
- Number of competing listings currently active
- Recent sales on your street or within two blocks
- Buyer demographics (GTA relocations, local move-ups, downsizers)
- Seasonal patterns and timing recommendations

> **Red Flag:** The agent speaks about "Caledon" as a monolith. There are a dozen micro-markets, and your agent must know yours.

Part 5: Pricing Strategy

Pricing is not guessing. It is a strategic decision based on comparable sales, current inventory, buyer demand, and your timeline.

The Three Approaches

1. **Aggressive (At Market)** — Price at or just below comparables. Fastest sale, highest certainty.
2. **Optimistic (Above Market)** — Price 3–5% above comparables to "test." Risks stagnation and reduction.
3. **Strategic (Just Below)** — Price slightly below to trigger competitive bidding. Requires strong marketing and desirable location.

> **Red Flag:** The agent suggests the highest price of any you interview, or refuses written comparables, or says "we can always reduce later."

Part 6: Communication & Availability

You will not notice poor communication until it costs you a buyer. In fast-moving markets, a delayed response can kill deals.

Response Time Standard

During active marketing, your agent should respond to buyer inquiries within 2 hours maximum—ideally 30 minutes. Not during business hours. Not "within 24 hours." Within hours, including evenings and weekends. Buyers do not wait.

Who Handles What (Clarify Before Signing)

- Who answers the main phone line?
- Who fields buyer inquiries from MLS and online ads?
- Who conducts showings—especially evenings and weekends?
- Who prepares offers and handles negotiations?
- Who updates you weekly on feedback and market activity?
- Who manages photography, staging, and repairs coordination?

> **Red Flag:** The agent is slow to respond during the interview phase. If they are slow when trying to win your business, they will be slower when they already have it.

Part 7: Agent Red Flags — Walk Away Immediately If You See These

> **Guarantees a Sale Price** — Illegal and unethical in Ontario. Any agent who does this is ignorant or willing to break regulations.

> **Pushes for Immediate Signing** — "This offer expires tonight" or "I have another seller interested" are pressure tactics. Good agents give you 24–48 hours.

> **No Recent Caledon Sales** — If they cannot name three Caledon sales in the last six months, they lack current market knowledge.

> **Vague Marketing Plan** — "We will post to MLS and use our network" is not a plan. It is a shrug.

> **Poor Online Reviews** — Search Google, Facebook, and RECO's complaint register. Patterns of complaints are predictive.

> **Delegates All Showings** — If the listing agent never attends showings, they miss buyer feedback and lose control of the narrative.

> **Low Commission, Low Service** — Discount commission often means discount photography, marketing, and effort. On a $1.2M home, saving 0.5% but selling for 2% less loses you $18,000.

Part 8: The Complete Interview Checklist

Print this page. Bring it to every agent interview. Score each answer 1–10.

1. What is your average days on market in Caledon over the last 12 months?
2. What percentage of list price do your sellers achieve?
3. How many homes have you sold in my specific community (Bolton, Palgrave, Caledon East, Alton)?
4. What is your marketing plan beyond MLS? Show me examples from your last three listings.
5. How many active buyers are you currently working with in my price range?
6. Will you handle showings personally or delegate to assistants?
7. How do you handle multiple offers? Walk me through your process.
8. What is your pricing strategy for my home, based on recent comparable sales?
9. What is your commission structure, and what services are included?
10. Can you provide three references from recent Caledon sellers?
11. How will you communicate with me, and how often?
12. What happens if my home does not sell in 30 days? 60 days?

Scoring: Add your scores for each agent. The highest cumulative score wins. Do not let charm override evidence.

Part 9: Agent Types Compared

Factor	Solo Agent	Large Team	Broker + Support
Personal Attention	High	Low (delegated)	High
Marketing Budget	Limited	High	High
Negotiation Level	Variable	Often delegated	Broker-level
Showings	Personal	Staff	Broker supervised
Backup Coverage	None	Strong	Strong
Best For	Relationship sellers	Volume seekers	Quality + attention

Part 10: Commission vs. Value — The Real Math

Commission is not a cost. It is an investment with a return. The question is not "what percentage do you charge?" The question is "what do I net after all fees?"

Typical Caledon Commission Structure

- 4% commission = $48,000 + HST = $54,240 total (on $1.2M)
- 5% commission = $60,000 + HST = $67,800 total (on $1.2M)

The Net Proceeds Calculation

Assume two agents charge the same 5%. One achieves 97.7% of list. The other achieves 99.2%.

- Agent A (97.7%): $1,172,400 − $67,800 = **$1,104,600 net**
- Agent B (99.2%): $1,190,400 − $67,800 = **$1,122,600 net**

Difference: $18,000 more with the better agent, even at identical commission rates. That does not include carrying cost savings from selling faster.

> **Red Flag:** The agent competes primarily on low commission without explaining what you sacrifice, or refuses to discuss value beyond the percentage.

Part 11: Final Recommendations

1. **Interview at least three agents.** Use the checklist. Compare answers side by side.
2. **Demand written comparables.** Vague verbal estimates are worthless.
3. **Verify marketing samples.** Search their last three listings on Google. If you cannot find them, buyers cannot either.
4. **Check references.** Call recent sellers. Ask about communication, pricing accuracy, and final sale price vs. expectation.
5. **Trust data over charm.** The agent who educates you best—not the one who flatters you most—is the right choice.
6. **Read the fine print.** Understand commission splits, cancellation terms, and exclusivity periods before signing.
7. **Ask about their backup plan.** What happens if the first two weeks produce no offers? A good agent has a strategy ready.

About the Author

Kevin Flaherty is a registered Real Estate Broker with 30+ years of experience selling homes across Caledon, Bolton, Palgrave, Orangeville, and surrounding Peel and Dufferin communities.

His sellers achieve 99.2% of list price on average. His listings sell 52% faster than market average. He has sold 16X more homes than the typical agent.

Kevin produces video-narrated VR animated online showings, maintains a database of 2,300+ active buyers, and provides street-level pricing analysis for every listing.

Ready to discuss your sale?

226-270-6433

kevin@flaherty.ca

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170 Lakeview Crt #3a, Orangeville, ON L9W 3R3

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