

# BEST TIME TO SELL A HOUSE IN SHELBURNE

## 2026 Seasonal Market Guide

<b>Apr–May</b>	<b>~\$25K</b>	<b>52%</b>	<b>99.2%</b>
PEAK SEASON	SEASONAL PREMIUM	FASTER THAN AVG	SALE-TO-LIST

### WHAT'S INSIDE THIS GUIDE

- Month-by-month buyer demand index for Shelburne (Jan–Dec)
- Seasonal DOM data: spring, fall, summer, winter compared
- The hidden fall window: September 22 – October 18
- Carrying cost worksheet — is waiting for spring worth it?
- 8 timing decisions that most affect your Shelburne sale price
- Neighbourhood-by-neighbourhood seasonal breakdown (7 areas)
- 30-step seasonal preparation checklist with checkboxes

### Kevin Flaherty — Broker, Flaherty.ca

RECO-licensed Broker with 30+ years selling homes in Shelburne, Orangeville, and Dufferin County. Ranked Top 1% in Canada. 99.2% sale-to-list ratio. Sells homes 52% faster than the market average. Based at 170 Lakeview Court, Orangeville, ON.

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Get your free home evaluation + personalized seasonal timing plan

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<b>Spring (Mar–May)</b>	List Thursday before March break. Set offer date 5–7 days out. Stage for GTA family buyers.
<b>Fall Window (Sept 22–Oct 18)</b>	Lower competition. High urgency. Watch for BoC rate cuts. Fall foliage boosts curb appeal.
<b>Summer (Jun–Aug)</b>	Price aggressively. Flexible showing hours. No offer date — review as they come.
<b>Winter (Nov–Feb)</b>	Avoid Dec 15–Jan 15. Maximize interior warmth and lighting. VR showing is critical.

SEASONAL OVERVIEW

## What Are the Best and Worst Seasons to Sell in Shelburne?

Shelburne's market follows a predictable seasonal cycle driven by GTA buyer behaviour, school calendars, and interest rate cycles. The table below summarises each season based on TRREB Dufferin County data.

Season	Months	Avg DOM	Kevin's DOM	Demand	Sale-to-List
★ Spring	Mar–May	18–22 days	~10–12 days	Peak	99–102%
Fall	Sep–Oct	22–28 days	~12–15 days	Strong	98–100%
Summer	Jun–Aug	28–35 days	~15–18 days	Moderate	97–99%
Winter	Nov–Feb	35–45 days	~18–22 days	Low	96–98%

Source: TRREB Dufferin County data Q4 2025. Kevin's DOM from Flaherty Team records.

MONTH-BY-MONTH BUYER DEMAND INDEX

Month	Demand Index	Avg DOM	Competition	Kevin's Verdict
January	38	38–42	Very Low	List only if you must
February	52	35–40	Low	Viable for the right home
March	78	22–28	Rising	Good — spring market opening
April ★	100	16–20	High	Best month of the year
May	96	18–22	High	Excellent — near peak
June	82	22–28	Moderate	Good — late spring momentum
July	62	28–35	Moderate	Slower — requires patience
August	58	30–38	Moderate	Slowest summer month
September	88	20–26	Lower	Strong — fall market opens
October ■	84	22–28	Low	Hidden window — underrated
November	55	32–40	Very Low	Marginal — avoid if possible
December	32	40–50	Very Low	Worst month — avoid

★ = Peak month ■ = Hidden fall window (Sept 22 – Oct 18)

TIMING BY PRICE RANGE

Price Range	Primary Buyer Profile	Best Season	Typical Closing
Under \$650K	First-time buyers, downsizers	Spring / Fall	30–45 days
\$650K–\$800K	GTA families, move-up buyers	April–May	30–60 days
\$800K–\$1.0M	GTA upsizers, executives	April–May	45–60 days
\$1.0M–\$1.3M	Luxury buyers, GTA professionals	April–May	45–75 days
\$1.3M+	Niche buyers, acreage buyers	May–June	60–90 days

*Price ranges are approximate. Kevin can advise on your specific price band.*

**Kevin's Market Insight:** In Shelburne, the gap between the best and worst month to list is approximately 12–18 days on market and 2–3% on sale price. On an \$800,000 home, that's up to \$24,000. Kevin's VR showing system and buyer database can compress this gap significantly in any season.

SPRING PLAYBOOK

## How Do You Maximize Your Sale Price in Shelburne's Spring Market?

Spring is not just the busiest season — it is where preparation and timing decisions have the highest financial impact. Use this week-by-week timeline to prepare.

Weeks Before List	Action	Why It Matters
8 weeks out	Book free home evaluation with Kevin	Establishes value and identifies highest-ROI prep work
7 weeks out	Begin decluttering and deep cleaning	Buyers decide in first 90 seconds — presentation is everything
6 weeks out	Complete targeted repairs and touch-ups	Unresolved deficiencies give buyers leverage to negotiate down
5 weeks out	Staging consultation	Staged homes sell faster and for more in every season
4 weeks out	Professional photography + VR showing production	VR showing pre-qualifies GTA buyers before they drive to Shelburne
3 weeks out	Retain your real estate lawyer	Lawyers are busiest in June — book early
2 weeks out	Confirm mortgage discharge with lender	Some lenders require 30 days notice — avoid surprises
1 week out	Final staging, exterior power wash, landscaping	First impressions begin at the curb
<b>Launch day (Thu)</b>	<b>MLS + database + social + offer date set</b>	<b>Thursday launch maximizes first-weekend showing traffic</b>

**Kevin's Spring Timing Rule:** List the week before Ontario's March break (typically mid-March) to catch GTA buyers planning their spring search. A well-prepared home listed in mid-March often sells before the April peak — with less competition and equally motivated buyers.

THE HIDDEN FALL WINDOW

## Why Is September–October the Most Underrated Time to Sell?

Kevin calls late September through mid-October the "hidden fall window." Most sellers focus on spring and miss it entirely — yet it consistently produces results that rival spring.

Why It Works for Sellers
Spring listings that did not sell have been withdrawn. New fall inventory is just beginning. Your home gets more buyer attention per listing than in spring.
GTA buyers who missed spring are back from vacation and motivated. They know winter is approaching and want to close before the holidays.
Families planning for the next school year begin their search in fall. A Sept–Oct purchase with a January closing puts them in the new home for February enrollment.
Shelburne's fall foliage is genuinely beautiful. Mature trees in Greenbrook and Historic Downtown are at their peak in October — a real advantage for photography.
Bank of Canada rate cuts in September or October can activate buyers who were waiting on the sidelines. A rate cut can make October one of the strongest months to sell.
Real estate lawyers are less busy in fall than in June. Closings happen faster and with fewer delays — which reduces your carrying costs.

**The Hidden Fall Window — Exact Dates:** September 22 – October 18. Before September 22, some buyers are still winding down summer. After October 18, buyer urgency begins to drop. List in this 4-week window for less competition and peak fall motivation.

CARRYING COST WORKSHEET

## Is It Worth Waiting for Spring to Sell Your Shelburne Home?

Use this worksheet to calculate whether waiting for peak season makes financial sense for your situation.

Monthly Cost Item	Your Amount (\$)	Notes
Monthly mortgage payment	_____	
Monthly property tax	_____	
Monthly insurance	_____	
Monthly utilities	_____	
Other monthly costs	_____	Maintenance, condo fees, etc.
<b>TOTAL MONTHLY CARRYING COST</b>	_____	<b>Add all rows above</b>
× Months until target season	_____	e.g. 4 months until spring
<b>= TOTAL CARRYING COST</b>	_____	<b>Monthly cost × months</b>
Estimated seasonal price premium	_____	Ask Kevin for your home's estimate
<b>NET GAIN FROM WAITING</b>	_____	<b>Premium minus carrying cost</b>

**Decision Rule:** If NET GAIN FROM WAITING is positive, waiting for spring makes financial sense. If negative, listing now will likely put more money in your pocket. Kevin can run this calculation for your specific home during a free evaluation — call 226-270-6433.

OFF-SEASON STRATEGY

## How Do You Sell in Summer or Winter in Shelburne?

Season	Key Strategy	Kevin's System Advantage
Summer (Jul–Aug)	<ul style="list-style-type: none"> <li>• Price aggressively — not the time to test the market</li> <li>• Flexible showing hours including evenings</li> <li>• Maximize outdoor spaces in marketing</li> <li>• Review offers as they come (no offer date)</li> </ul>	VR showing allows GTA buyers to tour before making the summer drive
Winter (Nov–Feb)	<ul style="list-style-type: none"> <li>• Maximize interior warmth and lighting</li> <li>• Clear walkways before every showing</li> <li>• Photograph on a clear sunny day</li> <li>• Avoid listing Dec 15 – Jan 15</li> </ul>	VR showing is critical — buyers want to see the home before driving in snow

## EXPERT TIMING STRATEGY

## 8 Timing Decisions That Most Affect Your Shelburne Sale Price

Beyond choosing a season, these eight specific decisions have the highest financial impact on your sale.

<p><b>1. List on a Thursday</b></p> <p>Thursday is the optimal list day in every season. Buyers plan weekend showings on Thursday and Friday — a Thursday launch maximizes first-weekend traffic, when the most motivated buyers visit.</p>	<p><b>2. Set an Offer Date</b></p> <p>In spring and fall, an offer date 5–7 days after listing creates urgency and competition. Multiple buyers competing simultaneously is how you achieve over-asking prices.</p>
<p><b>3. Price at the \$25K Threshold</b></p> <p>Shelburne buyers search in \$25,000 increments. Pricing at \$799,000 instead of \$800,000 adds 15–20% more buyer traffic. This threshold effect applies in every season.</p>	<p><b>4. Launch Before March Break</b></p> <p>Listing the week before Ontario's March break catches GTA buyers planning their spring search. You get a head start before the full spring inventory hits the market.</p>
<p><b>5. Watch the Bank of Canada Calendar</b></p> <p>A rate cut announcement in the week before your planned launch is a significant advantage. Kevin monitors the BoC announcement calendar when advising sellers on list dates.</p>	<p><b>6. Set a 21-Day Price Review Trigger</b></p> <p>If your home has not received an offer within 21 days of listing, schedule a price review. Do not let a listing go stale — stale listings lose negotiating power.</p>
<p><b>7. Coordinate with Your Lawyer Early</b></p> <p>Dufferin County lawyers are busiest in June and September. Retain your lawyer before listing and confirm availability for your target closing date.</p>	<p><b>8. Start 6–8 Weeks Before Your Target Date</b></p> <p>Sellers who contact Kevin 2–3 weeks before wanting to list often rush the preparation phase. Rushing costs money. 6–8 weeks allows proper prep, photography, and VR showing production.</p>

## TIMING BY SHELBURNE NEIGHBOURHOOD

Neighbourhood	Primary Buyer	Best Season	Why
Emerald Crossing	GTA upsizing families	April–May	Newer detached homes follow GTA spring school calendar closely
Greenbrook	GTA families, FTBs	April–May / Sept	Mix of detached and townhomes — strong in both spring and fall
Fiddler's Green	Move-up buyers	March–May	Established neighbourhood — slightly broader seasonal window
Hyland Village	Downsizers, local buyers	April–June	Townhomes and semis attract a broader buyer profile
Summerhill	GTA families, upsizers	April–May	Premium detached homes — peak spring is the strongest window
Historic Downtown	Lifestyle, downsizers	April–May / Oct	Fall foliage is a genuine advantage for character homes
Rural / Acreage	GTA lifestyle buyers	April–June	Buyers want to see land in full season — spring/early summer best

**Kevin's Neighbourhood Tip:** Emerald Crossing and Summerhill attract the most GTA buyers and are most sensitive to spring timing. Historic Downtown and Fiddler's Green have a broader seasonal window because lifestyle buyers are less constrained by school calendars. Call Kevin at 226-270-6433 for a neighbourhood-specific timing recommendation.

## SEASONAL PREPARATION CHECKLIST

**30-Step Checklist — Choosing and Preparing for Your Optimal Season**

Check off each step as you complete it. Steps 1–8 help you choose the right season; steps 9–30 prepare you for a successful launch.

**TIMING ANALYSIS (Steps 1–8)**

■	Understand Shelburne's seasonal demand cycle — spring peaks April–May, fall window Sept–Oct
■	Identify your target buyer profile (GTA family, downsizer, local buyer)
■	Analyze current active listings in your price range and neighbourhood
■	Review your personal timeline constraints (school year, job, closing date needs)
■	Book a free home evaluation with Kevin to establish baseline value
■	Calculate your monthly carrying cost (mortgage + tax + insurance + utilities)
■	Compare carrying cost vs. estimated seasonal premium to decide whether to wait
■	Check the Bank of Canada announcement calendar for upcoming rate decisions

**PRE-LIST PREPARATION (Steps 9–15)**

■	Book Kevin 6–8 weeks before your target list date
■	Begin decluttering and deep cleaning (allow 2–3 weeks)
■	Complete targeted repairs — focus on items buyers will notice or inspectors will flag
■	Book staging consultation and arrange furniture for maximum space perception
■	Schedule professional photography for optimal natural light (sunny morning)
■	Produce VR animated online showing (Kevin's team handles this)
■	Retain your real estate lawyer and confirm availability for your target closing date

**LAUNCH PREPARATION (Steps 16–22)**

■	Confirm mortgage discharge process with lender (some require 30 days written notice)
■	Gather disclosure documents: WETT certificate, survey, permits, property tax bills
■	Set your list date — target a Thursday for maximum first-weekend showing traffic
■	Confirm offer date strategy with Kevin (spring: 5–7 days; fall: 7–10 days)
■	Final exterior prep: power wash, fresh landscaping, clean windows
■	Final interior prep: remove personal photos, maximize lighting, add seasonal touches
■	Book your moving company at least 4–6 weeks in advance

**ACTIVE LISTING MANAGEMENT (Steps 23–30)**

- Monitor showing feedback after every showing — patterns reveal pricing issues early
- Set a 21-day price review trigger — do not let your listing go stale
- Track competing listings in your price range weekly
- Maintain showing-ready condition at all times (especially for spring/fall)
- Review any offers with Kevin — understand all terms, not just the price
- Negotiate conditional period terms (home inspection, financing, closing date)
- Confirm lawyer has received the Agreement of Purchase and Sale
- Plan your post-sale move logistics — confirm moving date and new home arrangements

**Kevin's System Advantage:** Kevin's VR animated online showing system allows GTA buyers to tour your Shelburne home from their couch before making the drive — in any season. Combined with his database of 2,300+ active buyers, Kevin can activate demand for your home in any month, not just during peak season. This is why his average DOM is 52% faster than the market average year-round.

## FREQUENTLY ASKED QUESTIONS

## Shelburne Seasonal Timing — Common Questions Answered

### What is the best time of year to sell a house in Shelburne?

Spring — specifically April and May — based on TRREB data. Peak buyer demand, highest competition among buyers, and strongest sale-to-list ratios. Well-prepared spring listings consistently achieve the highest prices.

### Is fall a good time to sell in Shelburne?

Yes. September and October are Shelburne's second-best selling window. Lower competition than spring, high buyer urgency before winter. Kevin calls late September–mid October the "hidden fall window."

### Should I wait for spring to sell my Shelburne home?

It depends on your carrying costs. If your monthly costs are \$3,500 and you wait 4 months, that's \$14,000. If spring adds \$20,000 to your price, waiting makes sense. If it adds only \$10,000, listing now is better. Kevin can run this calculation for your specific home.

### How much does timing affect the sale price?

Timing can affect your sale price by 2–5%. On an \$800,000 home, that's \$16,000–\$40,000. However, Kevin's marketing system can compress this gap significantly through strategic pricing and VR showing exposure.

### What is the worst time to sell in Shelburne?

Late December and early January. Buyer activity drops sharply after December 15. If you can avoid listing between December 15 and January 15, you will face better market conditions.

### How far in advance should I contact Kevin?

Ideally 6–8 weeks before your target list date. This allows time for evaluation, preparation, photography, VR showing production, and marketing setup. Rushing the preparation phase costs money on the sale price.

## Ready to Choose the Best Time to Sell Your Shelburne Home?

Get Kevin's free, no-obligation home evaluation and a personalized seasonal timing plan.

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