

# Shelburne Multiple Offers Playbook Flaherty

Kevin Flaherty | 226-270-6433 | flaherty.ca

A dense seller worksheet for pricing strategy, property preparation, marketing launch, showing management, offer deadlines, negotiation, and closing certainty.

## Shelburne Multiple Offers Playbook

Use this playbook before listing a Shelburne home when the goal is to attract competing buyers and protect the final net result. Multiple offers come from planning, not luck. The strategy below connects pricing psychology, preparation, the VR online showing, the buyer database, showing control, offer deadlines, negotiation, and closing risk.

### Kevin's competition rule

A seller should not rely on hope. The home must be priced, prepared, marketed, and shown in a way that makes serious buyers feel confident enough to act and aware enough to know that other buyers may act too.

### MAY 2026 SHELburne MARKET BASELINE

| Signal             | Data          | Seller Meaning   |
|--------------------|---------------|--|
| Average sold price | \$689,389     | Use as broad context, then narrow to home type and buyer profile.              |
| Median DOM         | 38 days       | The launch must create action before the listing blends into normal inventory. |
| New listings       | 90 in 56 days | Buyers have choice, so media, pricing, and timing must be sharper.             |
| Monthly change     | +3%           | Short term momentum can help when the home looks like clear value.             |
| Quarterly change   | +15.7%        | Recent strength supports a confident strategy if comparables agree.            |
| Yearly change      | -6.8%         | Buyer caution still matters, so pricing cannot be detached from reality.       |
| Sale to list       | 97% vs 99.2%  | Kevin's benchmark is 99.2%, while the supplied market baseline is near 97%.    |

### PHASE 1: PRICING STRATEGY

Pricing sets the emotional temperature of the launch. Buyers must believe the property is worth seeing immediately and worth writing on quickly.

- Confirm the current Shelburne average sold price before choosing a list price.
- Use the supplied May 2026 average sold price of \$689,389 as a broad context point.
- Compare your home only to similar Shelburne sales, not every sale in town.
- Separate detached, semi, townhouse, condo, rural edge, and character home comparisons.
- Study the 38 day median DOM and decide how quickly your listing must create action.
- Account for 90 new listings in 56 days when measuring buyer choice.
- Review the monthly +3% trend as a short term momentum signal.
- Review the quarterly +15.7% trend as a stronger recovery signal.
- Respect the yearly -6.8% change so pricing does not ignore buyer caution.
- Compare the local sale to list baseline near 97% against Kevin's 99.2% benchmark.
- Identify the most likely buyer segment before setting the list price.
- Decide whether your best buyer is local, Dufferin County based, or GTA move out.
- Set the price to create attention without making buyers suspect hidden defects.
- Calculate the net result at full price, 99.2%, 98%, 97%, and 95% of list.
- Choose your minimum acceptable firm sale price before launching.
- Choose the price level where a preemptive offer becomes worth considering.
- Avoid vanity pricing that looks good to the seller and weak to buyers.
- Avoid underpricing unless the showing strategy and offer process support it.
- Test the price against active listings buyers can see today.
- Test the price against recent conditional and firm sales where available.
- Write down the top three buyer objections that price must overcome.
- Choose the pricing story Kevin will communicate to buyer agents.
- Confirm whether an offer deadline is realistic at this price.
- Prepare a backup adjustment plan if the first exposure window is quiet.

### DECISION CHECKPOINT

| Decision checkpoint      | Seller answer | Kevin review note                |
|--------------------------|---------------|----------------------------------|
| Strongest buyer reason   | ___           | Does the market agree?           |
| Main buyer objection     | ___           | Solve before launch if possible. |
| Action before next phase | ___           | Do not let momentum leak.        |

### PHASE 2: PROPERTY PREPARATION

Preparation should remove doubt, not create delay. Focus on confidence, cleanliness, documents, safety, and the rooms that drive buyer decisions.

- Walk the home as a buyer would during the first five minutes.
- Remove odours at the source before photography or showings.
- Make the entry feel bright, clean, and easy to enter.
- Clear counters so buyers see usable working space.
- Clean windows and remove heavy coverings that make rooms dark.
- Replace burned out bulbs with consistent warm lighting.
- Repair obvious safety concerns that could slow down an offer.
- Fix loose handrails, trip hazards, broken locks, and sticking doors.
- Collect permits, invoices, warranty records, and renovation documents.
- Gather furnace, air conditioning, hot water, and rental equipment details.
- Prepare utility cost information when it helps buyer confidence.
- Create a concise feature list with upgrades, dates, and benefits.
- Declutter closets so storage feels generous.
- Clear the garage enough to show parking, storage, and utility.

# Shelburne Multiple Offers Playbook Flaherty

Kevin Flaherty | 226-270-6433 | flaherty.ca

A dense seller worksheet for pricing strategy, property preparation, marketing launch, showing management, offer deadlines, negotiation, and closing certainty.

- Prepare the basement so buyers can inspect structure and mechanical areas.
- Avoid major cosmetic spending unless Kevin confirms the buyer impact.
- Prepare the rooms that matter most in online photos.
- Make every room's purpose obvious before the VR online showing is produced.
- Remove personal items that distract from layout and condition.
- Confirm pets, crates, litter boxes, and feeding areas are handled for showings.
- Create a daily showing reset routine for the first week.
- Set aside valuables, medication, documents, and sensitive items.
- Confirm smoke and carbon monoxide detectors are present and working.
- Prepare the exterior approach, driveway, porch, walkway, lawn, and front door.

## DECISION CHECKPOINT

| Decision checkpoint      | Seller answer | Kevin review note                |
|--------------------------|---------------|----------------------------------|
| Strongest buyer reason   | ___           | Does the market agree?           |
| Main buyer objection     | ___           | Solve before launch if possible. |
| Action before next phase | ___           | Do not let momentum leak.        |

## PHASE 3: MARKETING AND LAUNCH

The launch should feel complete from the first minute online. The VR showing, floor plans, listing copy, buyer database, and syndication need to work together.

- Schedule photography only after the home is camera ready.
- Complete the Video Narrated VR Animated Online Showing before launch.
- Use the VR showing to explain the layout, measurements, flow, and benefits.
- Confirm floor plans are accurate and easy for buyers to interpret.
- Prepare listing copy that explains value, not only features.
- Use community positioning for Emerald Crossing, Greenbrook Village, Hyland Village, Summerhill, Fiddler's Glen, Historic Downtown, or the Shelburne hub where relevant.
- Write the buyer benefit for each major feature.
- Choose the strongest hero image for online attention.
- Prepare social, email, and buyer database messaging before MLS activation.
- Load the listing into Kevin's 2,317+ active buyer database workflow.
- Coordinate syndication so the listing appears broadly at launch.
- Confirm every link, photo, room label, and measurement before going live.
- Launch when target buyers can book showings quickly.
- Avoid launching before a long access blackout.
- Avoid launching with missing media or unfinished listing details.
- Notify interested buyers and agents in an organized sequence.
- Track early online engagement during the first hours.
- Track showing requests against the planned offer strategy.
- Prepare seller updates so no one has to guess what is happening.
- Use buyer activity to confirm whether urgency is real.
- Compare launch response to active competition immediately.
- Document common buyer questions and answer them quickly.
- Prepare a media refresh plan if the launch underperforms.
- Keep the marketing message consistent across every channel.

## DECISION CHECKPOINT

| Decision checkpoint      | Seller answer | Kevin review note                |
|--------------------------|---------------|----------------------------------|
| Strongest buyer reason   | ___           | Does the market agree?           |
| Main buyer objection     | ___           | Solve before launch if possible. |
| Action before next phase | ___           | Do not let momentum leak.        |

## PHASE 4: SHOWING MANAGEMENT

Showing management converts attention into evidence. Track appointments, second showings, agent questions, and feedback so the offer plan is grounded in reality.

- Set showing windows that create access without creating chaos.
- Confirm seller availability and blackout times before going live.
- Use clear instructions for lockbox, parking, pets, lights, alarms, and doors.
- Require enough notice to reset the home properly.
- Use the VR showing to reduce unqualified physical visits.
- Encourage serious buyers to review the online showing before attending.
- Track number of showings per day during the first exposure window.
- Track second showing requests as a high intent signal.
- Ask buyer agents for direct feedback quickly.
- Identify whether objections are about price, condition, layout, or competition.
- Adjust showing access if demand is stronger than expected.
- Adjust expectations if buyer comments repeat the same concern.
- Keep the home ready for short notice qualified showings.
- Use grouped showing windows if demand is high and seller convenience matters.
- Avoid making access so restrictive that buyers choose another listing.
- Prepare for weather, parking, winter gear, and wet footwear if relevant.
- Keep documents and feature sheets accessible for buyer agents.

# Shelburne Multiple Offers Playbook Flaherty

Kevin Flaherty | 226-270-6433 | flaherty.ca

A dense seller worksheet for pricing strategy, property preparation, marketing launch, showing management, offer deadlines, negotiation, and closing certainty.

- Protect privacy by removing personal and financial information.
- Record every showing, question, and follow up task.
- Update the seller after major showing windows.
- Decide whether the response supports an offer deadline.
- Decide whether a preemptive offer should be considered.
- Keep buyer agents informed about the process without overpromising.
- Use feedback to support negotiation when offers arrive.

## DECISION CHECKPOINT

| Decision checkpoint      | Seller answer | Kevin review note                |
|--------------------------|---------------|----------------------------------|
| Strongest buyer reason   | ___           | Does the market agree?           |
| Main buyer objection     | ___           | Solve before launch if possible. |
| Action before next phase | ___           | Do not let momentum leak.        |

## PHASE 5: OFFER DEADLINE STRATEGY

An offer deadline works only when the market has earned it. Use the deadline to concentrate interest, not to disguise weak demand.

- Choose an offer date only when showing activity supports the plan.
- Define the offer review time clearly.
- Tell buyer agents how offers should be submitted.
- Decide in advance whether preemptive offers will be reviewed.
- Set the minimum preemptive premium required to stop the process early.
- Prepare the seller for pressure from buyer agents before the deadline.
- Communicate deadline rules consistently to every interested party.
- Track who has requested disclosures, documents, or second showings.
- Confirm whether serious buyers need financing or inspection time.
- Prepare for offers with conditions and offers without conditions.
- Compare deposit amounts before focusing only on price.
- Review closing dates against the seller's move plan.
- Identify inclusions and exclusions before offers arrive.
- Clarify whether appliances, fixtures, rentals, or equipment are included.
- Prepare a worksheet for price, conditions, deposit, closing, and risk.
- Decide how long the seller is willing to keep offers open.
- Avoid bluffing about interest that does not exist.
- Avoid extending deadlines unless the reason is clear and credible.
- Respond quickly if the market does not support the deadline.
- Use buyer competition ethically and transparently.
- Keep emotions separate from the offer comparison.
- Identify the best offer, the safest offer, and the best overall fit.
- Have Kevin explain the tradeoffs before signing.
- Choose the offer that protects money, certainty, timing, and closing success.

## DECISION CHECKPOINT

| Decision checkpoint      | Seller answer | Kevin review note                |
|--------------------------|---------------|----------------------------------|
| Strongest buyer reason   | ___           | Does the market agree?           |
| Main buyer objection     | ___           | Solve before launch if possible. |
| Action before next phase | ___           | Do not let momentum leak.        |

## PHASE 6: NEGOTIATION AND CLOSING

Negotiation should compare money, certainty, timing, conditions, and closing risk. The strongest offer is the best total result, not always the biggest number.

- Review every offer in writing with Kevin before making a decision.
- Compare net price after inclusions, exclusions, adjustments, and risk.
- Check deposit amount and deposit delivery timing.
- Review financing, inspection, sale of property, insurance, and lawyer review conditions.
- Check the buyer's closing date against your purchase, rental, or moving plan.
- Clarify chattels, fixtures, rental equipment, and exclusions.
- Confirm the buyer agent has communicated clearly and professionally.
- Use competing interest to improve weak terms where possible.
- Counter with a clear goal rather than negotiating randomly.
- Document all changes in writing.
- Accept only when the price and risk profile make sense.
- Send the accepted agreement to the lawyer immediately.
- Confirm deposit delivery and receipt.
- Track condition deadlines daily until the sale is firm.
- Prepare for appraisal, inspection, or financing questions if conditions exist.
- Avoid renegotiation surprises by answering known issues early.
- Keep the property in substantially the same condition after acceptance.
- Plan final meter readings, utilities, keys, codes, and remotes.
- Prepare moving timelines around the closing date.
- Keep insurance active until closing is complete.
- Communicate with Kevin and the lawyer if anything changes.

# Shelburne Multiple Offers Playbook Flaherty

Kevin Flaherty | 226-270-6433 | flaherty.ca

A dense seller worksheet for pricing strategy, property preparation, marketing launch, showing management, offer deadlines, negotiation, and closing certainty.

- Prepare for the final walkthrough if included.
- Confirm closing funds and legal documents with the lawyer.
- Celebrate the sale only after the transaction is firm and closing is on track.

## DECISION CHECKPOINT

| Decision checkpoint      | Seller answer | Kevin review note                |
|--------------------------|---------------|----------------------------------|
| Strongest buyer reason   | ___           | Does the market agree?           |
| Main buyer objection     | ___           | Solve before launch if possible. |
| Action before next phase | ___           | Do not let momentum leak.        |

## FINAL OFFER REVIEW CHECKLIST

Use this final checklist after offers arrive and before signing acceptance. The purpose is to compare price, certainty, timing, and closing risk in one disciplined pass.

- Confirm the accepted price against the seller's net goal.
- Confirm the deposit is large enough to reflect buyer seriousness.
- Confirm the deposit delivery deadline is practical and written clearly.
- Confirm the buyer has no condition that the seller misunderstood.
- Confirm any financing condition deadline is short enough to protect momentum.
- Confirm any inspection condition is defined and time limited.
- Confirm any sale of buyer property condition has been reviewed carefully.
- Confirm the closing date matches the seller's next move.
- Confirm all included appliances and chattels are listed correctly.
- Confirm all excluded fixtures and personal items are listed correctly.
- Confirm rental equipment is disclosed accurately.
- Confirm the lawyer receives the agreement immediately after acceptance.
- Confirm the seller understands every amendment or counteroffer before signing.
- Confirm all initials and signatures are complete.
- Confirm the listing status is updated when required.
- Confirm the buyer agent knows deposit delivery instructions.
- Confirm the seller keeps insurance active until closing.
- Confirm utilities will remain active until closing.
- Confirm keys, garage remotes, mailbox keys, and codes are collected.
- Confirm any final walkthrough rights are understood.
- Confirm the property remains in substantially the same condition.
- Confirm moving plans are aligned with possession timing.
- Confirm no seller promise is made verbally without written documentation.
- Confirm Kevin and the lawyer are told immediately if circumstances change.
- Confirm the sale is firm before treating the result as final.
- Confirm the closing package is reviewed with the lawyer.
- Confirm the free home evaluation notes are saved for future planning.
- Confirm the seller understands the difference between highest price and strongest offer.
- Confirm the selected offer protects price, certainty, timing, and risk.
- Confirm the seller has a written post acceptance task list.
- Confirm the moving checklist is started immediately after firm sale.
- Confirm the seller celebrates only after the closing path is clear.

## SELLER STRATEGY WORKSHEET

| Worksheet Field      | Seller Notes   |
|----------------------|--|
| Target buyer profile | Who is most likely to compete for this property? ___           |
| List price logic     | Why will buyers view the price as credible? ___                |
| Deadline test        | What showing activity must happen before reviewing offers? ___ |
| Preemptive threshold | What offer would justify ending the process early? ___         |
| Walk away number     | What firm net result is not acceptable? ___                    |
| Ideal closing date   | Which date best protects the next move? ___                    |
| Top objection        | What concern must be solved before launch? ___                 |
| Strongest feature    | What benefit should the buyer remember? ___                    |

## FINAL LAUNCH AND CLOSING BUFFER CHECKLIST

Use these final confirmations to keep the last stretch of the sale disciplined. The goal is to prevent late confusion from weakening a strong offer process.

- Confirm the MLS public remarks match the pricing strategy.
- Confirm the offer instructions do not contradict the seller's actual plan.
- Confirm the feature sheet is available before the first showing.
- Confirm the seller understands the first weekend update schedule.
- Confirm every showing request receives a prompt response.
- Confirm the home is reset after each showing window.
- Confirm buyer questions are logged instead of handled casually.
- Confirm Kevin reviews feedback before changing strategy.
- Confirm the seller knows which repairs will not be negotiated twice.
- Confirm the strongest comparable sale is ready for buyer agent discussions.

# Shelburne Multiple Offers Playbook Flaherty

Kevin Flaherty | 226-270-6433 | flaherty.ca

A dense seller worksheet for pricing strategy, property preparation, marketing launch, showing management, offer deadlines, negotiation, and closing certainty.

- Confirm the weakest comparable sale is understood before offers arrive.
- Confirm the seller has chosen a realistic preferred closing range.
- Confirm the seller knows what a clean offer means.
- Confirm the seller knows what a conditional offer means.
- Confirm the seller understands the risk of accepting the wrong buyer.
- Confirm the seller will not discuss price directly with buyers.
- Confirm all agent communication runs through Kevin.
- Confirm the property access plan protects pets and family schedules.
- Confirm the listing can be shown during peak buyer availability.
- Confirm backup showing times exist if weather or work schedules interfere.
- Confirm the seller has reviewed the free home evaluation estimate.
- Confirm the seller understands that multiple offers are possible but never guaranteed.
- Confirm the seller can respond quickly if an excellent preemptive offer appears.
- Confirm the seller understands the difference between urgency and pressure.
- Confirm the seller is prepared to adjust if the market gives weak feedback.
- Confirm every change to strategy is documented.
- Confirm the final choice protects the seller's next chapter.
- Confirm the seller has saved copies of utility, rental, and warranty information.
- Confirm winter access, snow clearing, and driveway presentation are planned if relevant.
- Confirm any rural, well, septic, or municipal service details are disclosed accurately.
- Confirm the buyer's agent has no unanswered material questions before offer review.
- Confirm the seller understands that the cleanest path to closing often wins in close competition.
- Confirm the final accepted terms can be explained plainly to the seller's lawyer.
- Confirm the accepted offer supports both the sale result and the seller's next purchase or move.
- Confirm the post-sale communication plan is clear until closing day.

## Next Step

Book a free Shelburne home evaluation with Kevin before setting a list price or announcing an offer deadline. Call 226-270-6433 or visit [flaherty.ca/shelburne-home-evaluation](http://flaherty.ca/shelburne-home-evaluation).