

# Shelburne: Why Your Home Isn't Selling

A 200+ Point Pricing, Presentation, Showing Quality, Buyer Confidence, and VR Online Showing Diagnostic Checklist

Prepared for Shelburne sellers by Kevin Flaherty and the Flaherty.ca Home Selling System Team

Updated May 26, 2026 | TRREB April 2026 Shelburne data: \$691,750 average price, 36 DOM, 96% SP/LP, 75 active listings, 32 new listings.

**How to use this guide:** Work through the checklist in order. Do not assume price is the only issue until you have checked buyer confidence, online clarity, showing quality, feedback patterns, and whether remote decision-makers can understand the home through Kevin's Video Narrated VR Animated Online Showing.

## Shelburne market context from TRREB April 2026

These numbers are context, not a one-size-fits-all price. They tell a seller that Shelburne buyers had choice, were negotiating, and needed clear proof before acting. A stuck listing should be diagnosed against these conditions before the seller cuts price or relaunches.

Metric	Shelburne result	Diagnostic meaning
Average sold price	\$691,750	Your price must be defensible against current evidence, not only past expectations.
Average days on market	36	If the listing is beyond the local window, diagnose presentation, price, and buyer confidence.
Sale-to-list-price ratio	96%	Buyers were negotiating. Unsupported pricing tends to create discount pressure or silence.
Active listings	75	Buyers had alternatives; your online presentation must make the home easy to choose.
New listings	32	Fresh competition can change the buyer comparison set quickly.

### Worksheet A: Seller baseline before changing strategy

Question	Your notes	Action
How many days has the home been active?		Compare to Shelburne 36 DOM.
What is the main repeated objection?		Price, layout, condition, location, access, or confidence.
Can a remote buyer understand the home online?		If not, prioritize VR showing clarity.

### 1. Price reality and search-filter risk

<input type="checkbox"/>	Compare list price to the \$691,750 Shelburne average and \$695,000 median, then adjust for property type and condition.
<input type="checkbox"/>	Identify whether the home sits just above a common buyer search ceiling, such as a \$700,000 or \$750,000 filter.
<input type="checkbox"/>	Pull active competition before relying on older sold data.
<input type="checkbox"/>	Separate renovated homes, original homes, detached homes, townhomes, and condo alternatives.
<input type="checkbox"/>	Calculate the visible price gap between your home and the three most attractive competing options.
<input type="checkbox"/>	Check whether the current price is supported by room count, finished space, lot, upgrades, garage, and location.
<input type="checkbox"/>	List every seller assumption that is not supported by current comparable evidence.
<input type="checkbox"/>	Decide whether the asking price needs stronger proof, not just a lower number.
<input type="checkbox"/>	Review whether prior price reductions were too small to change buyer behaviour.

- Confirm whether a future reduction would align with a clear relaunch story.

## 2. Comparable sales and active competition

- Use comparable homes that a Shelburne buyer would actually consider instead of only the homes a seller prefers.
- Include expired and cancelled listings because they reveal what the market rejected.
- Compare active listings by bedroom count, bathroom count, garage, basement, yard, and commute appeal.
- Identify whether newer listings have stronger photos, cleaner staging, or clearer value language.
- Record days on market for every competitive listing.
- Flag any competitor offering a lower price and similar perceived value.
- Flag any competitor offering better condition at a similar price.
- Compare the first five MLS photos against your first five photos.
- Review whether your property description answers more buyer questions than competitors do.
- Decide what one value proof your listing must show more clearly than every competitor.

## 3. Online first impression

- Review the hero photo on a phone screen, not only on a desktop monitor.
- Check whether the first photo shows the strongest buyer benefit.
- Remove any dark, duplicate, crooked, or confusing photos.
- Confirm photo order follows the way a buyer would tour the home.
- Make sure the kitchen, main living area, primary bedroom, bathrooms, yard, and basement are easy to understand.
- Use captions or copy to explain spaces that photos alone cannot explain.
- Check whether the MLS remarks sound generic or property-specific.
- Identify any missing upgrade list, utility detail, inclusion detail, or renovation proof.
- Compare your listing to photo-only competitors and decide how it can stand out.
- Confirm the listing offers a clear next step for serious buyers.

## 4. Video Narrated VR Animated Online Showing readiness

- Confirm whether the current listing gives buyers a guided online experience or only still photos.
- Map the route a buyer should follow from entry to main living areas to bedrooms to basement to yard.
- List the room measurements and flow details that must be explained in narration.
- Identify features that are hard to appreciate in still photos, such as sightlines, storage, ceiling height, or traffic flow.
- Prepare a script that explains why each room matters to a real buyer.
- Use the VR showing to help relocating buyers decide whether the home is worth a trip.
- Use the VR showing to reduce wasted showings from buyers who are clearly not a fit.
- Make sure family decision-makers can review the home remotely before offer discussions.
- Check that the VR experience makes the home look more understandable than competing photo-only listings.
- Ask whether the online showing would make a serious buyer more confident to move faster.

## Worksheet B: VR online showing script notes

Space	Buyer question to answer	Narration / measurement note
Entry and main floor	How does the home flow?	
Kitchen and living area	Where does the family gather?	
Basement / flex rooms	What problem does this solve?	
Yard / garage / storage	What can buyers not see in photos?	

## 5. Layout clarity and buyer confidence

- Explain how the foyer, kitchen, dining, living, bedrooms, bathrooms, basement, and yard connect.
- Identify any room that buyers may misunderstand without guided narration.
- Clarify whether a room is best used as an office, nursery, guest room, playroom, or storage area.
- Show how furniture can fit without making the room feel smaller.

<input type="checkbox"/>	Record whether buyers ask the same layout question after every showing.
<input type="checkbox"/>	Add floor-plan language where photos do not make the layout obvious.
<input type="checkbox"/>	Use the VR showing to demonstrate room sequence and movement.
<input type="checkbox"/>	Prepare answers for basement height, finished area, storage, laundry, and utility layout.
<input type="checkbox"/>	Check whether the listing removes enough uncertainty for out-of-town buyers.
<input type="checkbox"/>	Confirm buyers can explain the home to someone else after reviewing the listing.

## 6. Curb appeal and arrival experience

<input type="checkbox"/>	Inspect the driveway, walkway, porch, front door, lighting, and house numbers.
<input type="checkbox"/>	Remove seasonal clutter, garbage bins, dead planters, and loose items before photos and showings.
<input type="checkbox"/>	Power wash or clean surfaces that make the home feel poorly maintained.
<input type="checkbox"/>	Add a simple front-door focal point without over-decorating.
<input type="checkbox"/>	Confirm exterior photos match the in-person arrival experience.
<input type="checkbox"/>	Check whether neighbouring properties affect first impressions and adjust photos accordingly.
<input type="checkbox"/>	Improve exterior lighting for evening showings.
<input type="checkbox"/>	Keep snow, leaves, grass, and weeds managed during the listing period.
<input type="checkbox"/>	Use listing copy to explain lot, parking, fence, deck, patio, and yard benefits.
<input type="checkbox"/>	Ensure the VR or video narration starts with a confident arrival story.

## 7. Cleaning, repair, and maintenance objections

<input type="checkbox"/>	Repair minor defects buyers could use to question overall maintenance.
<input type="checkbox"/>	Touch up scuffed walls, trim, and doors where photos or showings make them obvious.
<input type="checkbox"/>	Fix loose handles, broken fixtures, dripping taps, and sticky doors.
<input type="checkbox"/>	Remove odours from pets, smoke, cooking, dampness, or stored belongings.
<input type="checkbox"/>	Deep clean kitchens, bathrooms, baseboards, windows, appliances, and high-touch surfaces.
<input type="checkbox"/>	Prepare receipts for larger updates if buyers are likely to ask.
<input type="checkbox"/>	Disclose or explain known issues before they become trust problems.
<input type="checkbox"/>	Prioritize improvements that increase confidence instead of cosmetic spending that will not be noticed.
<input type="checkbox"/>	Ask whether the objection would cost less to fix than the discount it could create.
<input type="checkbox"/>	Re-shoot any photos affected by completed improvements.

## 8. Staging, furniture, and room purpose

<input type="checkbox"/>	Define one purpose for every room before photos, video, or showings.
<input type="checkbox"/>	Remove oversized furniture that makes rooms feel smaller.
<input type="checkbox"/>	Create clear walking paths through main living areas.
<input type="checkbox"/>	Style the kitchen, dining area, primary bedroom, and bathrooms for the buyer profile.
<input type="checkbox"/>	Avoid personal collections that distract from space, light, and function.
<input type="checkbox"/>	Use neutral bedding, towels, and surfaces to improve photo clarity.
<input type="checkbox"/>	Highlight work-from-home, family, storage, guest, and hobby spaces when relevant.
<input type="checkbox"/>	Make staging decisions that help the VR showing communicate flow.
<input type="checkbox"/>	Confirm the staged layout matches how most buyers would use the home.
<input type="checkbox"/>	Reassess staging after feedback from the first showings.

## Worksheet C: Price versus presentation decision

Signal	Evidence found	Fix before reducing price?
Views but no showings		Improve first impression and online confidence.
Showings but no offers		Check price, condition, expectation mismatch.
Low views		Review price band, exposure, first photo, headline.
Family decision delay		Use VR showing and feature documentation.

## 9. MLS copy and feature proof

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Replace generic claims with specific benefits.   |
| <input type="checkbox"/> | Explain why the location, layout, condition, lot, upgrades, or price matter.               |
| <input type="checkbox"/> | List improvements by year where possible.  |
| <input type="checkbox"/> | Clarify inclusions and exclusions that buyers may worry about.                             |
| <input type="checkbox"/> | Mention practical details such as parking, storage, basement function, and commute routes. |
| <input type="checkbox"/> | Avoid overselling features that do not match the in-person experience.                     |
| <input type="checkbox"/> | Use buyer-focused language rather than seller-focused memories.                            |
| <input type="checkbox"/> | Tie copy to the same story told in the photos and VR showing.                              |
| <input type="checkbox"/> | Add neighbourhood context without keyword stuffing.  |
| <input type="checkbox"/> | Update copy quickly if feedback reveals a repeated objection.                              |

## 10. Showing access and scheduling friction

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Check whether showing windows are too narrow for commuting buyers.                |
| <input type="checkbox"/> | Review how many showing requests were declined, rescheduled, or delayed.          |
| <input type="checkbox"/> | Make the home easy to show during the first two weeks when attention is freshest. |
| <input type="checkbox"/> | Give enough notice to prepare the property without blocking serious buyers.       |
| <input type="checkbox"/> | Use the VR showing to pre-qualify buyers when access is difficult.                |
| <input type="checkbox"/> | Track whether showings cluster around certain days or times.                      |
| <input type="checkbox"/> | Ensure instructions for lockbox, parking, pets, alarms, and lights are clear.     |
| <input type="checkbox"/> | Avoid unnecessary restrictions that make competing homes easier to see.           |
| <input type="checkbox"/> | Review showing feedback within 24 hours whenever possible.                        |
| <input type="checkbox"/> | Adjust access if the listing has views but not enough showings.                   |

## 11. Feedback interpretation

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Separate comments from serious buyers and casual viewers.                                   |
| <input type="checkbox"/> | Track repeated objections instead of reacting to one-off comments.                          |
| <input type="checkbox"/> | Ask whether feedback matches the online promise or contradicts it.                          |
| <input type="checkbox"/> | Identify whether buyers are objecting to price, layout, condition, location, or timing.     |
| <input type="checkbox"/> | Compare buyer feedback to agent feedback for patterns.                                      |
| <input type="checkbox"/> | Do not ignore silence; silence can mean the home is not competitive enough to discuss.      |
| <input type="checkbox"/> | Use feedback to update copy, photos, VR narration, or pricing.                              |
| <input type="checkbox"/> | Document every objection that could be answered before the next showing.                    |
| <input type="checkbox"/> | Check whether buyers are misunderstanding the home because the listing does not explain it. |
| <input type="checkbox"/> | Use feedback checkpoints before deciding on a relaunch.                                     |

## 12. Relocation and remote-buyer readiness

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Confirm the listing can be understood by buyers outside Shelburne.                      |
| <input type="checkbox"/> | Add commute, layout, storage, school-area, and neighbourhood context where relevant.    |
| <input type="checkbox"/> | Prepare a digital feature sheet that can be sent after inquiries.                       |
| <input type="checkbox"/> | Use the VR showing so remote buyers can review the home without guessing.               |
| <input type="checkbox"/> | Make it easy for family decision-makers to revisit the home online.                     |
| <input type="checkbox"/> | Explain any feature that may not be obvious in still photos.                            |
| <input type="checkbox"/> | Answer common relocation questions before the buyer books.                              |
| <input type="checkbox"/> | Make sure photo, video, and copy match exactly so remote buyers trust the listing.      |
| <input type="checkbox"/> | Include enough context for buyers comparing Orangeville, Mono, Amaranth, and Shelburne. |
| <input type="checkbox"/> | Help remote buyers move from curiosity to a confident short-list decision.              |

## Worksheet D: Remote buyer confidence scorecard

Requirement	Current score /10	Improvement
Layout clarity		
Room measurements		
Neighbourhood context		
Feature proof		
Family review link		

### 13. Neighbourhood positioning

<input type="checkbox"/>	Identify whether buyers are comparing Emerald Crossing, Greenbrook Village, Hyland Village, Summerhill, Fiddler's Glen, or Historic Downtown.
<input type="checkbox"/>	Adjust the value story to match the buyer profile for that pocket.
<input type="checkbox"/>	Explain walkability, subdivision age, lot profile, commuter access, or character where it matters.
<input type="checkbox"/>	Avoid treating all Shelburne homes as identical because buyer expectations vary by pocket.
<input type="checkbox"/>	Link the property to the correct community page for deeper context.
<input type="checkbox"/>	Compare active listings inside and outside the same pocket.
<input type="checkbox"/>	Use the VR showing to explain features that matter to that buyer group.
<input type="checkbox"/>	Update neighbourhood copy if feedback shows buyers are comparing against a different area.
<input type="checkbox"/>	Clarify whether the home's price premium is location-based, condition-based, or layout-based.
<input type="checkbox"/>	Use neighbourhood differentiation before assuming a broad price cut is the only solution.

### 14. Agent and buyer follow-up

<input type="checkbox"/>	Send feature details promptly after serious showings.
<input type="checkbox"/>	Ask agents what would need to change for their buyers to offer.
<input type="checkbox"/>	Clarify whether buyers rejected the home or simply chose a stronger alternative.
<input type="checkbox"/>	Offer the VR online showing link to decision-makers who did not attend in person.
<input type="checkbox"/>	Track whether second-showing requests are happening.
<input type="checkbox"/>	Respond quickly to condition, inclusion, closing, or price questions.
<input type="checkbox"/>	Use follow-up to correct misunderstandings rather than pressure buyers.
<input type="checkbox"/>	Record every follow-up question as a possible listing-copy improvement.
<input type="checkbox"/>	Separate negotiation interest from curiosity.
<input type="checkbox"/>	Use follow-up quality as a measure of whether the listing is building confidence.

### 15. Price adjustment planning

<input type="checkbox"/>	Only change price after identifying what the market has actually rejected.
<input type="checkbox"/>	Make the adjustment large enough to enter a new buyer conversation if price is the issue.
<input type="checkbox"/>	Pair the price move with improved photos, copy, VR emphasis, or showing access when needed.
<input type="checkbox"/>	Avoid small repeated reductions that teach buyers to wait.
<input type="checkbox"/>	Announce the improved value clearly in the listing story.
<input type="checkbox"/>	Compare the new price to active competition the same day it is changed.
<input type="checkbox"/>	Prepare negotiation strategy before the reduction goes live.
<input type="checkbox"/>	Track response during the first 72 hours after the adjustment.
<input type="checkbox"/>	Use the VR showing to support the new value with stronger confidence.
<input type="checkbox"/>	Decide the next checkpoint before making the adjustment.

### 16. Relaunch strategy

<input type="checkbox"/>	Relaunch only after the weak points are fixed.
<input type="checkbox"/>	Confirm whether the relaunch needs new photos, reordered photos, copy rewrite, VR asset, staging change, or price correction.
<input type="checkbox"/>	Avoid a relaunch that looks like the same listing with a new date.
<input type="checkbox"/>	Prepare an internal announcement for agents who showed the home previously.
<input type="checkbox"/>	Explain what changed for buyers who dismissed the property before.
<input type="checkbox"/>	Time the relaunch around market conditions and competing inventory.

<input type="checkbox"/>	Make the first week of relaunch easy for showings.
<input type="checkbox"/>	Track activity against the original listing period.
<input type="checkbox"/>	Review whether the relaunch improved qualified demand, not just clicks.
<input type="checkbox"/>	Set a clear decision point after the relaunch window.

## Worksheet E: Relaunch plan

Correction	Owner	Deadline	Evidence of success
Price / search bracket			
Photos / order			
VR showing / narration			
Copy / feature proof			
Access / feedback loop			

## 17. Offer readiness and negotiation

<input type="checkbox"/>	Prepare a minimum acceptable outcome before offers arrive.
<input type="checkbox"/>	Separate price, deposit, conditions, closing date, inclusions, and certainty.
<input type="checkbox"/>	Do not treat every offer on a stale listing as automatically weak.
<input type="checkbox"/>	Use buyer confidence materials to support counter-offers.
<input type="checkbox"/>	Keep inspection, financing, and appraisal concerns in mind.
<input type="checkbox"/>	Respond with evidence rather than emotion.
<input type="checkbox"/>	Use the VR showing and feature documentation to reinforce value during negotiation.
<input type="checkbox"/>	Compare the offer to the cost of waiting under current market conditions.
<input type="checkbox"/>	Decide whether the buyer is serious enough to keep engaged.
<input type="checkbox"/>	Document negotiation lessons if the offer does not come together.

## 18. As-is or needs-work listings

<input type="checkbox"/>	Be honest about work needed instead of hiding issues that buyers will discover.
<input type="checkbox"/>	Price the work realistically relative to comparable move-in-ready homes.
<input type="checkbox"/>	Highlight upside, lot, location, layout, and structural positives.
<input type="checkbox"/>	Prepare quotes or notes for major visible concerns when helpful.
<input type="checkbox"/>	Use clear photos and narration so buyers understand the opportunity.
<input type="checkbox"/>	Do not over-invest in repairs that the target buyer would replace anyway.
<input type="checkbox"/>	Separate safety or financing issues from cosmetic issues.
<input type="checkbox"/>	Target buyers who are comfortable with improvement projects.
<input type="checkbox"/>	Use the VR showing to reduce surprise and build trust.
<input type="checkbox"/>	Frame the home as transparent value rather than hidden risk.

## 19. Townhome, semi, and smaller-home considerations

<input type="checkbox"/>	Compare against the correct housing type instead of detached averages only.
<input type="checkbox"/>	Clarify parking, storage, outdoor space, fees, and maintenance responsibilities.
<input type="checkbox"/>	Emphasize efficient layout and practical living space.
<input type="checkbox"/>	Show how rooms function for first-time buyers, downsizers, or investors.
<input type="checkbox"/>	Use the VR showing to explain scale and flow accurately.
<input type="checkbox"/>	Avoid photos that make rooms feel disconnected.
<input type="checkbox"/>	Compare monthly ownership cost to competing detached options where appropriate.
<input type="checkbox"/>	Prepare answers for condo or common-element questions if applicable.
<input type="checkbox"/>	Track whether buyers are comparing against Orangeville or Shelburne alternatives.
<input type="checkbox"/>	Use the listing copy to make the buyer profile clear.

## 20. Luxury or above-average-price homes

<input type="checkbox"/>	Recognize that a higher price requires a stronger proof package.
<input type="checkbox"/>	Explain every premium feature clearly and specifically.
<input type="checkbox"/>	Show lot, privacy, finishes, upgrades, and layout with professional visuals.
<input type="checkbox"/>	Use VR narration to show features that photos cannot fully communicate.
<input type="checkbox"/>	Prepare documentation for renovations, systems, utilities, and improvements.
<input type="checkbox"/>	Compare against other higher-end Shelburne and Dufferin options.
<input type="checkbox"/>	Avoid generic luxury language without evidence.
<input type="checkbox"/>	Make remote family or executive decision-making easier with a guided online review.
<input type="checkbox"/>	Track whether qualified buyers are engaging or only browsing.
<input type="checkbox"/>	Decide whether the premium is defensible after feedback.

## Worksheet F: Negotiation evidence file

Document	Prepared?	Where stored
Comparable sales summary		
Upgrade / repair list		
Utility / system notes		
VR showing link		
Showing feedback summary		

## 21. Weekly measurement dashboard

<input type="checkbox"/>	Record online views, saves, inquiries, showing requests, completed showings, second showings, and offers.
<input type="checkbox"/>	Compare the week's activity to the pre-listing expectation.
<input type="checkbox"/>	Identify whether the main issue is exposure, conversion, showing experience, or offer confidence.
<input type="checkbox"/>	Review competing listings added, sold, reduced, or cancelled that week.
<input type="checkbox"/>	Track buyer questions that should be answered online.
<input type="checkbox"/>	Update pricing risk based on fresh competition.
<input type="checkbox"/>	Review whether the VR showing is being shared with serious buyers.
<input type="checkbox"/>	Decide the next week's action before frustration builds.
<input type="checkbox"/>	Keep seller, agent, and marketing team aligned on evidence.
<input type="checkbox"/>	Use the dashboard to avoid emotional or delayed decision-making.

## 22. Final decision checkpoint

<input type="checkbox"/>	Decide whether the listing has a price problem, a presentation problem, a confidence problem, or a market-timing problem.
<input type="checkbox"/>	Choose one primary correction instead of changing everything randomly.
<input type="checkbox"/>	If the price is wrong, adjust with a clear relaunch plan.
<input type="checkbox"/>	If presentation is wrong, improve photos, copy, staging, and VR storytelling.
<input type="checkbox"/>	If confidence is weak, add proof, documentation, and guided online showing clarity.
<input type="checkbox"/>	If showings are weak, review access and buyer qualification.
<input type="checkbox"/>	If offers are weak, strengthen negotiation evidence.
<input type="checkbox"/>	If the market has shifted, re-run the current comparable analysis.
<input type="checkbox"/>	Set the next review date immediately.
<input type="checkbox"/>	Book a property-specific strategy call before repeating the same plan.

## Final action plan

A Shelburne home that is not selling needs a clear decision pathway. If the listing is overpriced, adjust strategically. If buyers are confused, improve the evidence package. If remote or family decision-makers are delaying the offer, give them a Video Narrated VR Animated Online Showing they can review confidently. If showings are weak, improve access and online qualification. The next action should be based on evidence, not frustration.

## Worksheet G: Your next 7-day action plan

Day	Action	Responsible	Completed
1			
2			
3			
4			
5			
6			
7			

**Call to action:** Book a Shelburne listing diagnostic with Kevin Flaherty at [flaherty.ca/kevinscalendar](http://flaherty.ca/kevinscalendar) or request a free Shelburne home evaluation at [flaherty.ca/shelburne-home-evaluation](http://flaherty.ca/shelburne-home-evaluation). Phone: 226-270-6433.