

# Mono Hobby Farm Selling Guide

Flaherty.ca | Kevin Flaherty, Realtor with eXp Realty | 226-270-6433

## Complete Mono Hobby Farm Seller Checklist

Use this guide before launching a Mono hobby farm. A hobby farm is not just a rural house with a bigger yard. It is a lifestyle property where buyers evaluate the home, barns, paddocks, fencing, water systems, feed storage, trailer access, animal safety, private well and septic, zoning questions, equipment, daily chores, and seasonal presentation. Work through the checklist continuously; do not skip the farm-function items just because the house itself shows well.

### Market Context: TRREB April 2026 Mono Snapshot

Mono recorded 8 sales, 25 new listings, 51 active listings, 41 average days on market, a \$1,380,000 average price, a \$1,477,500 median price, a 96% sale-to-list ratio, and \$11,040,000 in dollar volume. The lesson for a hobby-farm seller is direct: specialized infrastructure must be explained clearly because buyers have choices and conditions matter.

Metric	Value	Seller Interpretation
Sales	8	Small market sample; the individual farm story must be clear.
Average price	\$1,380,000	Infrastructure and land value need careful explanation.
Median price	\$1,477,500	Higher-value rural buyers expect documentation and strong media.
New listings	25	Your listing must stand out with a specific hobby-farm narrative.
Active listings	51	Buyers can compare; uncertainty creates delay or discounting.
Average DOM	41	Pre-education helps reduce friction in a careful market.
SP/LP	96%	Pricing must be credible and supported by evidence.

Kevin has lived in Purple Hill, Mono since 1998. For hobby farms throughout Mono, the marketing should explain land function, barns, paddocks, fencing, animal water, safety, documents, and Orangeville-area context without pretending the property is a commercial farm.

### Phase 1: Define the Hobby-Farm Value Story

- Write the one-sentence promise of the farm: horses, chickens, gardens, workshop, privacy, homesteading, equipment storage, or rural retreat.
- Separate value into residence, land, barns, paddocks, fencing, animal water, equipment areas, driveway, views, privacy, and community location.
- Identify the likely buyer pool: equestrian user, small-livestock owner, chicken keeper, gardener, homesteader, workshop user, retiree, privacy buyer, or rural family.
- Walk the property in buyer order: road approach, driveway, parking, house entry, mudroom, barn, paddocks, manure area, fields, gardens, trails, and boundaries.
- Record each outbuilding's current use, possible use, limitations, hydro, water, heat, doors, ceiling height, storage, animal capacity, and access.
- List every farm feature a room-photo-only listing would miss: stall layout, tack room, hay loft, greenhouse, chicken coop, riding ring, equipment bay, and trailer route.
- Identify where the farm looks strongest by season and where mud, snow, weeds, manure, or dormant fields need explanation.
- Map daily chores so buyers understand how animals, feed, water, bedding, manure, equipment, and house routines actually work.
- Write the top five buyer questions you expect and prepare direct answers before the first showing.
- Decide which features are true value drivers and which should be described cautiously to avoid overpromising use or capacity.
- Compare the property with Mono pockets such as Purple Hill, Mono Centre, Camilla, Hockley Valley, Hockley Village, Island Lake Estates, and Watermark.
- Use TRREB April 2026 context as a market backdrop, not a substitute for farm-specific comparable analysis.
- Prepare a plain-language explanation of why the farm is different from a general rural acreage property.
- Confirm that Mono is described as north and east of Orangeville, with Orangeville as the closest urban amenity centre.
- Create a launch narrative that makes a buyer say: I understand what this farm can do and whether it fits my animals and lifestyle.

### Phase 2: Documentation, Zoning, and Due Diligence

- Gather septic permit, tank and bed location, pump-out history, service records, known capacity information, and any inspection notes.
- Gather well record, water tests, treatment equipment notes, pressure details, service records, and winter water-management information.
- Collect surveys, parcel maps, site plans, easements, right-of-way notes, lane maintenance details, and fence-line context.

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- [ ] Organize barn and outbuilding documents: permits, repairs, electrical work, heating, plumbing, roofing, doors, concrete, drainage, and service notes.
- [ ] Prepare known municipal, animal-use, setback, manure, and noise information without promising what the municipality has not confirmed.
- [ ] List existing animals historically kept on the property, but distinguish past use from guaranteed future permission.
- [ ] Document water for animals: hydrants, frost-free taps, troughs, heated buckets, hose bibs, lines, shutoffs, and winter routine.
- [ ] Document fencing: board, page wire, electric, high-tensile, temporary panels, gates, repairs needed, and safety concerns.
- [ ] Prepare a paddock sketch showing turnout areas, gates, barn relationship, shelter, water, drainage, and hay/feed movement.
- [ ] Create a chattels and equipment list: included, excluded, negotiable, rented, borrowed, leased, broken, unsafe, or to be removed.
- [ ] Gather utility information for house, barn, shop, water systems, lights, arena lighting, heat, propane, hydro, and outbuilding use.
- [ ] Organize insurance-relevant details for wood heat, outbuildings, animals, business use, and liability considerations.
- [ ] Collect manure management notes: storage area, composting, removal schedule, spreading history if relevant, and odour-control approach.
- [ ] Prepare a disclosure conversation with your lawyer and Realtor before publishing claims about animal capacity or permitted uses.
- [ ] Keep documents available for serious buyers through a controlled, organized process rather than sending random files without context.

## Phase 3: Barn, Paddock, and Exterior Preparation

- [ ] Clean barn aisles, stalls, lofts, tack rooms, feed rooms, storage corners, wash areas, and visible cobwebs before photography.
- [ ] Remove clutter that hides usable capacity, including broken buckets, old panels, tangled hoses, excess tack, scrap materials, and unused equipment.
- [ ] Repair obvious safety issues: loose boards, protruding nails, broken gate latches, poor lighting, unstable steps, unsafe loft access, or dangling wire.
- [ ] Make each door and gate operate smoothly so buyers do not experience the farm as neglected or difficult to manage.
- [ ] Label or explain hydro panels, water shutoffs, hydrants, pumps, heated areas, frost-free systems, and any restricted-access spaces.
- [ ] Prepare paddock edges by trimming where appropriate, clearing gate areas, fixing visible sagging, and making pathways walkable.
- [ ] Clean manure and bedding buildup from high-visibility zones while keeping normal farm reality honest and manageable.
- [ ] Control odours with cleaning, ventilation, fresh bedding, organized feed, secured garbage, and dry storage.
- [ ] Stage tack, feed, and tools in a practical way; buyers should see function, not a decorative showroom or a chaotic storage dump.
- [ ] Move trailers, tractors, implements, and vehicles so they demonstrate access rather than block scale, doors, or turning radius.
- [ ] Make the driveway, turnaround, trailer parking, snow-storage areas, and equipment routes visually obvious.
- [ ] Prepare gardens, greenhouses, coops, shelters, and small-livestock areas so they look safe, clean, and intentional.
- [ ] Create a safe showing route that avoids electric fencing, loose animals, machinery, icy steps, mud holes, and sensitive private areas.
- [ ] Decide where animals will be during photography, video, and showings so safety and stress are managed in advance.
- [ ] Check exterior lighting for winter or evening showings, especially around barns, gates, parking, and uneven walking areas.

## Phase 4: House Presentation for Farm Buyers

- [ ] Declutter the home so the floor plan, light, views, room size, and relationship to the land are easy to understand.
- [ ] Highlight mudroom, laundry, wash-up, storage, pantry, freezer, basement, garage, workshop, and utility spaces because farm buyers value function.
- [ ] Fix water stains, active leaks, odours, poor lighting, loose railings, unsafe steps, and obvious deferred maintenance before cosmetic upgrades.
- [ ] Clean windows facing barns, paddocks, fields, woods, driveway, sunrise, sunset, or private views because those sightlines support the rural story.
- [ ] Prepare mechanical rooms so buyers can understand well treatment, pressure tanks, septic context, panels, heat, propane, and service access.
- [ ] Decide whether furniture should remain, be reduced, or be virtually supplemented so buyers see how the home supports farm routines.
- [ ] Use captions and narration to connect house spaces to farm life: boots, dogs, laundry, feed runs, remote work, family gathering, and winter chores.
- [ ] Treat basement, garage, and storage areas as value spaces, not afterthoughts, because rural buyers inspect them closely.
- [ ] Avoid over-renovating if the real buyer concern is documentation, barn safety, fencing, water, odour, drainage, or access.
- [ ] Use selective staging only where it clarifies room scale, lifestyle, and warmth without distracting from the farm infrastructure.
- [ ] Prepare a list of improvements, ages, service history, and known limitations for the house and farm together.

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- [ ] Make sure pets, dogs, livestock smells, litter, feed, bedding, and farm clothing are controlled before media and showings.
- [ ] Open blinds and interior doors so light, flow, and views are clear in the online showing.
- [ ] Show the route from house to barn or chores when that daily relationship is part of the lifestyle value.
- [ ] Align the house story with the farm story so buyers do not feel the residence and outbuildings are being marketed separately.

## Phase 5: Media, VR, Drone, and Buyer Education

- [ ] Use professional photography for the home, barn exteriors, barn interiors, stalls, tack, feed, paddocks, gates, driveway, gardens, coops, shelters, and views.
- [ ] Use drone footage to show the full layout: road approach, house, barn, paddocks, trailer route, fields, woods, privacy, neighbouring context, and amenities.
- [ ] Animate boundary lines and a north arrow where appropriate so buyers understand orientation, parcel shape, and relationship between farm features.
- [ ] Narrate the farm function in the video; do not rely on visuals alone to explain barns, water, fencing, paddocks, animal spaces, and access.
- [ ] Build a custom property web page containing video, VR floor plans, flat floor plans, measurements, photos, MLS details, and buyer documents.
- [ ] Include documents buyers may request, such as survey, well, septic, barn notes, system information, and relevant municipal or permit records.
- [ ] Capture seasonal context with available prior photos if winter or mud season hides gardens, pasture, riding areas, or landscape value.
- [ ] Photograph water features, hydrants, troughs, shelters, hay areas, greenhouses, raised beds, and equipment zones only after they are organized.
- [ ] Use captions to explain practical limitations honestly, such as no heated arena, seasonal access, older fencing, or areas needing buyer improvement.
- [ ] Syndicate the property web page to broad online locations so the specialized buyer pool has multiple paths to discover the farm.
- [ ] Prepare a short buyer-readiness summary for showings so visitors know where to park, what to avoid, and how animals will be handled.
- [ ] Avoid using only wide glamour shots; include practical details that serious hobby-farm buyers need before making an offer.
- [ ] Use the VR showing to reduce unnecessary disruptions for animals and sellers by pre-qualifying interest before physical visits.
- [ ] Make the farm's location understandable relative to Orangeville, Mono Cliffs, Island Lake, Hockley Valley, schools, services, and commuter routes.
- [ ] Review every caption and claim to ensure it is accurate, measured, and aligned with available documentation.

## Phase 6: Launch, Showings, Feedback, and Negotiation

- [ ] Launch only when media, documents, showing instructions, animal plan, price position, and farm-function explanation are ready.
- [ ] Give showing agents clear instructions for gates, dogs, livestock, electric fencing, uneven ground, machinery, private zones, and barn access.
- [ ] Decide whether buyers may enter paddocks, touch animals, open stalls, inspect lofts, or operate doors; clarify this before appointments.
- [ ] Keep showings safe by securing animals, marking hazards, lighting dark areas, closing unsafe spaces, and providing a sensible walking route.
- [ ] Track feedback separately for price, home, barns, paddocks, fencing, water, zoning questions, access, odour, documentation, and perceived risk.
- [ ] If buyers repeatedly ask the same question, update remarks, captions, document package, video narration, or showing notes quickly.
- [ ] Prepare for offer conditions involving financing, insurance, home inspection, well, septic, survey, barn/outbuilding inspections, chattels, and legal review.
- [ ] Keep equipment inclusions precise in the Agreement of Purchase and Sale so feeders, panels, troughs, tractors, implements, and tools do not become disputes.
- [ ] Negotiate with documented value: useful barns, safe fencing, good access, organized water, strong media, clear records, and credible pricing evidence.
- [ ] Avoid defending every feature emotionally; focus on buyer confidence, comparable evidence, and the practical cost of replacing infrastructure.
- [ ] Plan for animal and equipment transition before closing, including feed, manure, trailers, fencing panels, final cleanup, and access for movers.
- [ ] Coordinate legal, insurance, and rural-system questions early so conditions do not drift because documentation is missing.
- [ ] Keep the property show-ready after launch; hobby farms can slide quickly if stalls, manure, tools, mud, or animals are not managed daily.
- [ ] Use serious buyer questions as a signal of engagement, but separate genuine due diligence from unrealistic expectations about hobby-farm ownership.
- [ ] End the process with a clean handover plan that protects the seller, buyer, animals, and property condition through closing.

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## Hobby-Farm Readiness Scorecard

Score each category from 1 to 5 before media day. Any item below 3 should either be improved, documented, or clearly explained so buyers do not convert uncertainty into a price objection.

Area	Score	Action Rule
Barn safety	1 2 3 4 5	Fix before launch if obvious hazards distract or create risk.
Paddock clarity	1 2 3 4 5	Make layout, gates, water, and turnout easy to understand.
Fencing confidence	1 2 3 4 5	Repair visible failures and disclose realistic limitations.
Animal water	1 2 3 4 5	Document hydrants, troughs, winter routines, well records, and shutoffs.
Manure and odour	1 2 3 4 5	Clean, organize, ventilate, and explain the system.
Trailer access	1 2 3 4 5	Show parking, turnaround, road approach, and gates.
Documents	1 2 3 4 5	Gather well, septic, survey, permits, barn notes, and chattel lists.
Media readiness	1 2 3 4 5	Use photos, drone, narration, VR, and a custom property page.

## Buyer Objection Response Plan

- I cannot tell whether my horses would be safe here - answer with fencing, paddock, water, shelter, and safety documentation.
- I do not know if animals are allowed - answer with known municipal and zoning information, but avoid unsupported promises.
- The barn looks older - answer with realistic condition notes, improvements, limitations, and likely use cases.
- The property seems hard to maintain - answer with organized systems, access, storage, equipment routes, and practical routines.
- I worry about winter - answer with driveway, snow, water, barn, lighting, and animal-management details.
- I need to understand boundaries - answer with survey, parcel mapping, drone orientation, and animated boundary lines where appropriate.
- I am unsure what is included - answer with precise inclusion, exclusion, rental, and negotiable-item lists.
- I need financing and insurance confidence - answer with documentation, inspections, disclosures, and professional advice timelines.

## Final Pre-Launch Precision Checks

- Confirm whether any barn appliances, freezers, heaters, fans, cameras, water buckets, or panels are owned, leased, borrowed, or excluded.
- Photograph the farm after morning chores where possible so bedding, aisles, buckets, feed, and manure areas look controlled.
- Create a simple farm map for private use even if it is not published; it helps the Realtor narrate the property accurately.
- Record any local service providers used for fencing, hay, manure removal, water treatment, septic service, propane, snow, or barn repairs.
- Prepare a list of improvements buyers cannot see immediately, such as drainage work, gate upgrades, water-line repairs, roof repairs, or gravel additions.
- Decide whether old equipment should be sold, removed, staged neatly, or negotiated separately before listing.
- Use neutral, accurate language for animal capacity; avoid saying a property is perfect for every species or every buyer's plan.
- Keep a pre-showing checklist near the door for lights, gates, dogs, stalls, odours, buckets, feed, driveway, and barn access.
- If the farm has chickens, coops, or small livestock, clean coops carefully because odour and mess affect buyer perception quickly.
- If the property has horses, show turnout, storage, tack, wash or grooming areas, trailer access, and riding areas with practical detail.
- If the property has gardens or greenhouses, show water access, storage, sun exposure, soil beds, fencing, and seasonal photos.
- If the property has a workshop or equipment shed, show door height, concrete, hydro, heat, ventilation, parking, and turning space.
- Use buyer feedback to determine whether price, documents, barn condition, fencing, or zoning uncertainty is the real barrier.
- Confirm that the final listing remarks do not make claims that should be verified by the buyer, municipality, lawyer, insurer, or inspector.
- Before accepting an offer, review chattels, fixtures, exclusions, rented items, animal transition, feed, manure, and final cleanup obligations.

## Mono Hobby-Farm Field Notes Before Launch

Use these final notes to make sure the listing remains specific to hobby farms rather than drifting into generic rural acreage marketing. Each note should be answered before the launch package is finalized.

- If the farm has horses, show stall count, turnout, tack storage, hay movement, trailer parking, footing, gates, water, and winter routines.
- If the farm has chickens, show coop cleanliness, predator protection, water, ventilation, feed storage, egg-handling space, and odour control.
- If the farm has goats, sheep, or small livestock, clarify shelter, fencing strength, browse areas, water, manure handling, and secure gates.

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- [ ] If the farm has a greenhouse or market garden setup, document irrigation, sun exposure, storage, fencing, soil beds, and seasonal photos.
- [ ] If the farm has a riding arena or round pen, explain dimensions, footing, drainage, lighting, access, maintenance, and realistic condition.
- [ ] If the farm has a workshop, explain door height, hydro, heat, concrete, ventilation, equipment access, parking, and noise considerations.
- [ ] If the farm has older barns, show practical current use honestly instead of pretending every structure is new, heated, or turnkey.
- [ ] If fencing varies by paddock, do not describe it as one uniform system; map the differences and prioritize the most visible repairs.
- [ ] If water systems are seasonal, explain winter alternatives so buyers do not discover a chore problem during conditional due diligence.
- [ ] If the driveway is long or shared, explain maintenance, snow storage, trailer movement, turnaround, sightlines, and emergency access.
- [ ] If the property is near conservation, trails, resort areas, or Orangeville amenities, connect location to lifestyle without distracting from farm function.
- [ ] If a buyer asks about a use you cannot confirm, direct them to municipal, legal, insurance, or inspection advice rather than making a promise.
- [ ] If equipment is negotiable, price it separately or document it clearly so it does not undermine the real estate negotiation.
- [ ] If animals remain during showings, assign one person to manage safety, gates, dogs, noise, odour, stress, and restricted zones.
- [ ] If the farm photographs better in another season, gather prior images that accurately show pasture, gardens, trails, or landscape features.
- [ ] If the property has manure storage, keep the explanation practical: where it goes, how it is managed, and what the buyer should expect.
- [ ] If the land includes wet, sloped, wooded, or rocky sections, identify usable and non-usable areas clearly so buyer expectations stay realistic.
- [ ] If neighbour proximity matters, use drone, maps, and narration to explain privacy, screening, noise, livestock distance, and access.
- [ ] If the house is modest but the farm is strong, market the complete working lifestyle rather than apologizing for normal rural function.
- [ ] If the house is strong but the farm needs improvement, be clear about the opportunity while documenting the infrastructure that already exists.
- [ ] If winter photos hide pasture quality, include accurate warm-season reference images where available and label them as seasonal context.
- [ ] If summer photos hide drainage concerns, prepare honest notes about low areas, spring mud, lane maintenance, and how the farm is managed.
- [ ] If buyers are moving from town, explain rural systems plainly: well, septic, propane, driveway, snow, garbage, internet, fencing, and animal routines.
- [ ] If a barn has multiple possible uses, describe practical options such as storage, horses, workshop, hobby livestock, or garden support without overpromising.
- [ ] If the listing includes trails or wooded areas, clarify access, maintenance, privacy, boundaries, and whether the land supports the buyer's intended use.
- [ ] If the farm has mixed-quality buildings, lead with the strongest functional assets and use disclosure, photos, and pricing to handle the weaker areas.
- [ ] If the paddock setup is expandable, explain where gates, laneways, water, or temporary fencing could support future buyer plans.
- [ ] If rural insurance is likely to raise questions, have building use, heating, electrical, and livestock details ready before conditions begin.
- [ ] If the farm has strong lifestyle appeal, tie that emotion to factual infrastructure so the buyer feels both inspired and informed.
- [ ] If the buyer needs professional verification, encourage inspections and municipal confirmation early so the offer process stays calm and credible.

## Next Step

If your Mono property has barns, paddocks, fencing, livestock shelters, water systems, a greenhouse, chicken coop, riding area, equipment storage, or animal-management routines, do not launch it with ordinary house marketing. Build a selling story around what the buyer actually needs to understand.

- [ ] Call Kevin Flaherty at 226-270-6433 to discuss a Mono hobby-farm selling strategy.
- [ ] Request a Mono Home Evaluation at [flaherty.ca/mono-home-evaluation](https://flaherty.ca/mono-home-evaluation).
- [ ] Book a Zoom strategy call at [flaherty.ca/kevinscalendar-zoom](https://flaherty.ca/kevinscalendar-zoom).
- [ ] Visit [flaherty.ca/sellers](https://flaherty.ca/sellers) for the seller pathway and broader home-selling resources.