

ORANGEVILLE SELLER RESOURCE

# The Orangeville Realtor Selection Guide

10 Questions You Should Ask Before Hiring a Realtor

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**flaherty.ca**

A practical interview guide for homeowners who want stronger representation, better exposure, and a clearer plan before listing.

# Before You Hire a Realtor

Not all realtors are the same. If you decide to seek the help of a realtor when selling your home, you will need some good information before you can make any decision.

Picking a realtor is one of those critical decisions that can cost or save you tens of thousands of dollars.

There are very specific questions you should be asking to ensure that you get the best representation for your needs. Most realtors would prefer that you don't ask these questions because the knowledge you'll gain from their honest answers will give you a very good idea of what outcome you can expect from using this realtor.

Hiring a realtor is just like any hiring process, with you on the boss's side of the desk.

## How to use this guide

Ask each question directly. Then compare answers based on proof, process, marketing depth, buyer exposure, and the agent's ability to explain exactly how your home will be positioned online and in person.

# Start With Differentiation, Proof, Marketing, and Buyers

1

## What makes you different from the other realtors? Why should I list my home with you?

What unique marketing plans does this agent have to make your home stand out versus competing homes? What do they offer that others don't?

2

## What is your track record and how does it stack up against other realtors?

Most realtors sell fewer than 3 homes a year. That volume makes it difficult to afford full-impact marketing. If they can't afford advertising, your home won't get high exposure. They probably can't afford a marketing team, meaning they're doing everything themselves.

3

## What are your overall marketing plans for my home?

If your home is not selling, the reason is either the price or the marketing. How much money and effort does this realtor spend marketing versus others you're interviewing? Know everything they do - and what they're NOT prepared to do - before you list.

4

## How many buyers are you currently working with?

Realtors should know exactly how many buyers they're working with and how many potential buyers exist for your home. Ask to see the list of potential buyers, background data, and marketing plan for those buyers. Unless they have specialized full-time marketing staff, they cannot answer this.

## Demand Clarity: Floor Plans, Narration, and Online Experience

5

### **Do you provide floor plans that give the square footage and show where measurements are taken?**

Buyers want actual size, not a range. They want to know where measurements are taken for furniture placement. This requires professional, detailed floor plans.

6

### **Do you offer an online showing that is narrated?**

Even standing in a home, buyers may not notice features that add value. Narration combined with multimedia is the only way to ensure all features and benefits - including location benefits - are highlighted online. Without this, your home could appear overpriced.

7

### **What in your marketing provides the online buyer with a clear understanding of colours, layout, and room size?**

Not all buyers can look at floor plans and understand what it's like to be in the home. The only way is a virtual environment combined with real footage - a video-narrated 3D animated online showing that requires no special equipment.

**Key idea: better online understanding attracts better-qualified buyers before they ever step through your door.**

## Measure Activity, Protect Access, and Expand Exposure

8

### What kind of reporting do you provide with respect to activity on my listing?

Typical feedback (too many stairs, didn't like colours) is not useful. Useful feedback relates to levels of interest: how many visited your custom web page, how long they stayed, and how many came back a second time. This is critical when evaluating offers.

9

### What happens when you're busy and a buyer wants to see my home?

One-person-show realtors cannot be in two places at once. A team means showings happen at the buyer's convenience - and are therefore more likely to occur.

10

### How many different places online will my listing appear?

Many realtors hope you believe MLS is the market. Placing your listing in only one place greatly reduces exposure. More relevant places = more exposure = more money in your pocket. Demand proof of everywhere your listing will appear, plus a syndication/SEO expert ensuring it's done properly.

**Proof to request: sample reports, showing process, syndication list, and examples of listing pages that generated measurable activity.**

## What Kevin Flaherty Offers Differently

- 38 years experience (since 1988), \$500M+ in career sales
- Video Narrated VR Animated Online Showings - the proprietary system that answers questions 6 and 7 completely
- Professional photography, drone, video, floor plans, and 3D tours on every listing
- Full-time marketing team (not a one-person show)
- Advanced buyer tracking and activity reporting
- Syndication to dozens of platforms beyond MLS
- Team structure ensures showings happen at buyer convenience
- Phone: 226-270-6433

### Why this matters

The goal is not simply to list your home. The goal is to create stronger exposure, clearer buyer understanding, convenient access, and measurable marketing activity so you can make better decisions throughout the sale.

# Next Steps

Use the 10 questions to compare every agent objectively.

Evaluate each agent's response to these 10 questions carefully and objectively. Determine who will get your home the best and most exposure quickly - that will be the realtor who gets you top dollar with less inconvenience.

## Get Your Free Home Evaluation

[flaherty.ca/homeeval](http://flaherty.ca/homeeval)

## Book a Call with Kevin

[flaherty.ca/kevinscalendar](http://flaherty.ca/kevinscalendar)

### Contact Kevin Flaherty

Phone: 226-270-6433

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Website: [flaherty.ca](http://flaherty.ca)

Watch the video: [youtube.com/watch?v=liu8S7Z0\\_zo](https://youtube.com/watch?v=liu8S7Z0_zo)

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