

FLAHERTY REAL ESTATE TEAM

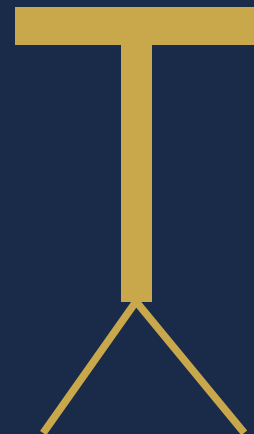
Orangeville Seller Guide 2026

Your Complete Step-by-Step Roadmap to Selling in Orangeville

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flaherty.ca



LOCAL EXPERIENCE MATTERS

About Kevin / Why This Guide

Selling a home in Orangeville is not just a transaction. It is a major financial decision that benefits from local context, disciplined pricing, professional presentation, and a clear process from the first conversation through closing day.

Kevin Flaherty began his real estate career in Orangeville in 1988 on First Street with Royal City Realty, a company that no longer exists. Both his father and mother had been selling real estate for decades before him, giving Kevin a deep family foundation in the business and a long view of Orangeville's changing market.

PURPOSE

This guide was created to give Orangeville homeowners a practical roadmap: what to do first, what to avoid, how pricing works, how marketing should be launched, and how to move from offer to closing with confidence.

38YEARS LOCAL
EXPERIENCE

Since 1988

\$500M+

CAREER SALES

Client results

99.2%

OF MARKET VALUE

Vs. 97.7% avg

52%

FASTER SALES

Than avg DOM

The Flaherty Advantage

- Video Narrated VR Animated Online Showings: proprietary technology that helps buyers understand a home online before visiting.
- A full-time marketing team of 8 specialists supporting photography, video, VR presentation, syndication, targeting, and remarketing.
- Homes sold for 99.2% of market value versus 97.7% for the average, putting an average of \$13,358 more in sellers' pockets.
- A team-based showing and buyer-response model designed to create availability 7 days per week.

8 ESSENTIAL STEPS

The Selling Process Overview

A strong sale is built in sequence. Each step below supports the next, from understanding your goals to closing the transaction and handing over keys.

1

Decide to sell

Understand your motivation, timeline, and financial position.

2

Choose your realtor

Interview agents and ask the 10 questions at flaherty.ca/10questions.

3

Prepare your home

Plan repairs, decluttering, staging, curb appeal, and presentation.

4

Price strategically

Use a comparative market analysis and position against active competition.

5

Launch marketing

Use professional photos, video, VR showings, and syndication to 57+ sites.

6

Manage showings

A team approach helps ensure availability 7 days per week.

7

Negotiate offers

Evaluate conditions, timing, buyer qualification, and net proceeds.

8

Close the sale

Coordinate inspections, lawyer steps, title transfer, and moving day.

BEFORE YOU INTERVIEW

Tip: before you list, watch Kevin's 10 Questions video so you know exactly what to ask when comparing realtors.

MAY 2026

Orangeville Market Context

The May 2026 Orangeville market shows meaningful buyer choice. In this environment, sellers must combine disciplined pricing with strong presentation and broad marketing exposure.

Sales	33	Days on Market	27
Average Price	\$736,170	Sale-to-List Ratio	99%
Median Price	\$710,000	YTD 2026 Sales	128
New Listings	82	YTD Avg Price	\$722,059
Active Listings	136	Dufferin Zone HPI	\$705,100
		HPI Benchmark: -12.66% YoY	

What this means for sellers

- Buyers have choice, so presentation quality and first-impression marketing matter more.
- Pricing must be defensible against recent solds and current active competition.
- A stale listing can lose buyer confidence; the launch strategy should be clear before going live.

SELLER TAKEAWAY

In a choice-heavy market, your goal is not simply to be listed. Your goal is to be positioned as the best-value option for the right buyer segment.

BEFORE LAUNCH

Preparation Checklist

Preparation is about reducing buyer objections before they appear. The best work is usually practical, visible, and cost-conscious rather than expensive renovation for its own sake.

- **Exterior:** Landscaping, power washing, front door condition, exterior lighting, driveway, and first approach.
- **Interior:** Declutter every room, deep clean, paint neutral tones where needed, and complete minor repairs.
- **Kitchen & bathrooms:** Update hardware, refresh grout, and replace tired fixtures if the improvement is practical.
- **Documents:** Gather survey, tax bills, utility costs, renovation receipts, warranties, permits, and manuals.
- **Staging:** Remove personal items, arrange furniture for flow, brighten darker areas, and add balanced lighting.
- **What not to fix:** Major renovations rarely return full cost before selling. Ask Kevin before committing to larger projects.

PREPARATION PRINCIPLE

Focus on improvements that make the home easier to understand, easier to photograph, and easier for buyers to imagine owning.

POSITIONING THE LAUNCH

Pricing & Marketing Strategy

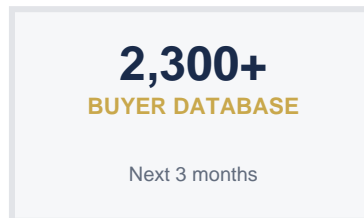
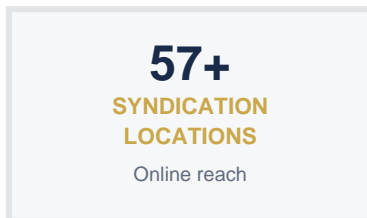
Pricing is a positioning decision, not just a math exercise. The right price considers recent solds, active competition, property condition, lot characteristics, location, timing, and the seller's goals.

PRICING DISCIPLINE

Overpricing usually costs more than underpricing. When a listing sits, buyers often assume something is wrong, and confidence can decline before negotiations even begin.

Kevin's marketing platform

- Professional photography and carefully planned visual presentation.
- Drone, video, and Video Narrated VR Animated Online Showings to help buyers understand the layout before visiting.
- Floor plans with exact measurements so buyers can evaluate fit and function with confidence.
- Syndication to 57+ online locations for expanded exposure.
- Data mining for likely buyers plus remarketing campaigns that keep listings visible.
- 2,300+ buyers in the database looking to purchase within the next 3 months.



PLAN YOUR NET PROCEEDS

Costs of Selling

Before listing, estimate the costs that may affect your final net proceeds. Some costs are fixed, while others depend on your mortgage, preparation plan, property type, and negotiated terms.

Real estate commission	Negotiated
Legal fees	\$1,500-\$2,500
Mortgage discharge or penalty	Varies
Moving costs	\$2,000-\$5,000 local
Staging	If applicable
Minor repairs and preparation	Property-specific
Capital gains tax	Investment properties only; principal residence exempt

NET PROCEEDS CALCULATOR

Use the net proceeds calculator at flaherty.ca/how-to-sell-a-house-orangeville to estimate what you may walk away with after selling costs, mortgage amounts, and other adjustments.

Planning note

The best time to estimate selling costs is before the listing goes live. That gives you time to make informed decisions about preparation, pricing, offer terms, and your next purchase or move.

Ready to Plan Your Orangeville Sale?

Kevin Flaherty has been helping Orangeville sellers since 1988. Whether you're ready to list next week or exploring your options for next year, the first step is understanding what your home is worth in today's market.

Get Your Free Home Evaluation

flaherty.ca/homeeval

Book a Call with Kevin

flaherty.ca/kevinscalendar

Watch the 10 Questions Video

flaherty.ca/10questions

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