

Erin Home Sellers Guide

A practical checklist for village homes, rural properties, septic and well homes, hobby farms, and estate homes in Erin, Ontario.

Kevin Flaherty • Realtor since 1988 • Flaherty.ca Home Selling System

Use this guide before listing your Erin home. It is intentionally evergreen: it does not include dated market statistics, average prices, or days-on-market figures because those numbers change. For current Erin market data, visit flaherty.ca/erin-real-estate-market.

Core principle

The best selling plan starts before the listing goes public. Decide what should be repaired, documented, photographed, explained, priced, and negotiated before buyers form their first opinion online.

1. Property Fit and Seller Goals

Before pricing, decide what kind of Erin property you are selling and what outcome matters most. A village home, rural acreage, hobby farm, and estate home may all need different buyer targeting.

- Write your ideal sale date and your latest acceptable closing date.
- Confirm whether your next purchase depends on selling first.
- List the minimum net proceeds you need after selling costs.
- Identify your preferred buyer profile: family, commuter, downsizer, lifestyle buyer, investor, or equestrian buyer.
- Decide whether speed, certainty, highest price, or flexibility is your top priority.
- Record any lease, tenant, family, estate, or power-of-attorney issues that may affect timing.
- Clarify whether you can accommodate evening and weekend showings.
- Confirm whether pets, livestock, tenants, home businesses, or shift work require special showing instructions.
- Write down the three features buyers should remember after leaving the property.
- Write down the three concerns buyers may raise before making an offer.
- Decide who must approve pricing, repairs, photos, offers, and closing dates.
- Gather mortgage balance and discharge information for net-proceeds planning.
- Prepare a list of inclusions, exclusions, rentals, fixtures, and equipment.
- Identify any known defects or past issues that should be discussed before launch.
- Choose a realistic communication plan for feedback, showings, and offer updates.

2. Preparation Checklist

Preparation should improve buyer confidence, not simply create busywork. Focus on items that make the home cleaner, easier to understand, and safer to inspect.

- Remove excess furniture from main traffic paths and narrow rooms.
- Clean entry doors, handles, porch lights, and front steps.
- Repair obvious paint chips, damaged trim, loose handles, and squeaky doors.
- Replace burnt bulbs and use consistent warm lighting where possible.
- Clean windows, mirrors, appliances, vents, baseboards, and ceiling fans.
- Declutter kitchen counters while leaving enough warmth for lifestyle appeal.
- Organize closets so storage appears generous rather than crowded.
- Remove personal paperwork, medications, jewellery, and small valuables.
- Tidy utility rooms so buyers and inspectors can access mechanical systems.

- Trim shrubs away from walkways, windows, and exterior equipment.
- Power wash dirty siding, patios, decks, railings, and exterior stairs where appropriate.
- Remove yard debris, unused equipment, broken planters, and old construction material.
- Confirm smoke and carbon-monoxide alarms are present and functional.
- Prepare a simple list of recent improvements and approximate dates.
- Ask whether a pre-listing contractor, septic, well, or WETT review would reduce offer risk.
- Schedule photography only after cleaning, decluttering, and exterior touch-ups are complete.

3. Rural, Septic, Well, Hobby Farm, and Estate Documentation

Erin has many rural and lifestyle properties. Buyers often need more documentation before they feel comfortable offering strongly.

- Find any available survey, sketch, site plan, or boundary documentation.
- Gather septic pump-out records, inspection reports, permits, or system details if available.
- Gather well records, water test results, treatment-system details, and maintenance history.
- List heating fuel, propane tank ownership or rental terms, and average utility costs.
- Document generator, water softener, filtration, sump pump, pressure tank, and mechanical updates.
- Record barn, workshop, paddock, arena, fencing, and outbuilding dimensions where known.
- Collect invoices for roof, windows, furnace, air conditioning, driveway, drainage, and major renovations.
- Confirm whether any wood-burning appliance should be reviewed before listing.
- Identify conservation, floodplain, zoning, easement, right-of-way, or access issues that may affect buyer use.
- Prepare equipment, chattel, stall, fencing, gate, trough, and shelter notes for hobby-farm buyers.
- Clarify what land is workable, treed, fenced, wet, rented, landscaped, or used for horses.
- Check whether any outbuildings, additions, decks, or finished spaces may trigger permit questions.
- Prepare a winter-maintenance and driveway-access explanation for rural buyers.
- Write a concise explanation of internet options, school access, commute routes, and nearby services.
- Disclose known water, drainage, basement, roof, pest, odour, structural, or environmental concerns early.

4. Pricing Strategy

Pricing should create confidence. Erin sellers need a segment-specific range rather than one town-wide assumption.

- Separate comparable sales into village, newer subdivision, Hillsburgh, rural acreage, hobby farm, and estate groups.
- Compare lot utility, usable land, privacy, road type, frontage, and setting.
- Compare finished living area, bedroom count, bathroom count, updates, basement use, and garage capacity.
- Adjust for septic, well, outbuildings, barns, arenas, workshops, pools, and accessory structures.
- Review active listings that buyers will see beside your property online.
- Review expired and terminated listings to learn what the market rejected.
- Decide whether your price should create urgency, invite negotiation, or test a premium bracket.
- Avoid using the highest active listing as proof of value; active listings are unsold competition.
- Avoid relying on a town-wide average when your property belongs to a specific segment.
- Calculate your likely net proceeds at several possible sale prices.
- Set a planned review date for online engagement, showing volume, and feedback.
- Write the price-adjustment trigger before launch so decisions are not emotional later.
- Confirm that the asking price matches the marketing story and visible condition.
- Prepare the evidence you will use if a buyer challenges value during negotiation.
- Decide whether offer timing, pre-emptive offers, or traditional negotiation best fits the property.

Pricing reminder

Do not price an Erin property from one town-wide average. Use the buyer segment that will actually compete for the home: village, Erin Glen, Hillsburgh, rural acreage, hobby farm, or estate.

5. Marketing and Launch Readiness

Marketing should answer buyer questions before the showing. In Erin, that often means explaining the home, the land, the systems, and the lifestyle.

- Confirm the headline property story in one sentence.
- Create a feature list that explains benefits, not only room names.
- Identify which features should be photographed in daylight, twilight, or seasonal context.

- Prepare clean access to mechanical rooms, barns, outbuildings, laneways, and exterior features.
- Decide which drone or exterior perspectives help buyers understand the setting.
- Confirm whether floor plans, mapping context, or property-detail graphics are needed.
- Use online presentation to pre-educate buyers before they book a showing.
- Make sure listing remarks explain the buyer value without overpromising.
- Highlight commute routes, village access, trails, privacy, and lifestyle benefits where relevant.
- Prepare a showing instruction sheet for gates, alarms, pets, livestock, parking, and lights.
- Make the home smell neutral and comfortable before every showing.
- Leave documents, feature sheets, and system notes organized for serious buyers.
- Track showing volume by buyer type and geography when feedback is available.
- Compare online engagement to showing volume to spot pricing or presentation mismatch.
- Do not let weak photos or unclear documentation create avoidable buyer doubt.

6. Showing and Feedback Management

Feedback is useful only when it is interpreted correctly. One casual comment is not a pricing signal, but repeated objections reveal a pattern.

- Record every showing date, buyer type, and feedback theme.
- Separate condition objections from price objections.
- Separate deal-breakers from preferences.
- Watch for repeated comments about odour, clutter, darkness, layout, road noise, or system uncertainty.
- Review whether buyers are comparing the home to newer Erin Glen inventory, older village homes, or rural alternatives.
- Ask whether buyers understood the land, systems, outbuildings, and location before arriving.
- Adjust showing instructions if access, pets, alarms, gates, or timing are causing friction.
- Revisit photos if buyers miss an important feature online.
- Revisit description if buyers misunderstand the property type.
- Review price if qualified buyers consistently like the property but choose lower-priced alternatives.
- Do not overreact to one buyer who was never a fit for the property.
- Do not ignore three or more buyers raising the same concern.
- Keep the home ready for second showings and inspection follow-up.
- Maintain exterior presentation throughout the listing period.
- Update your strategy before the listing becomes stale.

7. Offer, Negotiation, and Conditions

The strongest offer is not always the highest number. Price, conditions, deposit, closing, and buyer certainty all matter.

- Compare offer price against your net-proceeds target.
- Review deposit amount, closing date, inclusions, exclusions, and requested chattels.
- Understand financing, inspection, insurance, water, septic, sale-of-property, and lawyer-review conditions.
- Clarify whether the buyer has seen the home in person and understands the systems.
- Prepare documentation before negotiation so buyer questions do not weaken your position.
- Use inspection and system information to reduce late renegotiation risk.
- Decide whether to counter price, conditions, closing, deposit, or inclusions.
- Avoid accepting a clean-looking offer without understanding buyer strength.
- Avoid rejecting a conditional offer automatically if the buyer is strong and the conditions are manageable.
- Confirm what must happen before you mark the property sold firm.
- Plan how to handle backup interest while conditions are pending.
- Keep utilities, insurance, maintenance, and access in place until closing.
- Do not remove fixtures or chattels unless they were clearly excluded.
- Record repair agreements, holdbacks, or special terms in writing through proper legal channels.
- Review closing adjustments and final walkthrough expectations with your lawyer.

8. Closing Preparation

Closing is smoother when the seller starts early. Rural and estate homes may need extra coordination for keys, equipment, fuel, water systems, and outbuildings.

- Confirm lawyer contact information and mortgage discharge instructions.
- Book movers, cleaners, storage, and utility transfers early.
- Prepare all keys, remotes, alarm codes, gate codes, mailbox keys, and manuals.
- Label systems such as water shutoff, electrical panels, propane, generator, filtration, sump pump, and septic access where helpful.

- Remove all garbage, paint, chemicals, old equipment, and unwanted items unless agreed otherwise.
- Leave appliance manuals, warranties, receipts, and system records in one clearly marked folder.
- Maintain insurance until legal closing is complete.
- Confirm final meter readings and utility transfer procedures.
- Keep the property in substantially the same condition as when sold.
- Do not cancel services too early if weather, water, heating, or security could be affected.
- Complete agreed repairs before the buyer walkthrough whenever possible.
- Photograph cleaned rooms, utility areas, and exterior condition after move-out.
- Leave the home clean, safe, and accessible for the buyer.
- Confirm proceeds, adjustments, discharge fees, and statement of account with your lawyer.
- Keep copies of closing documents for your records.

Room-by-Room Readiness Worksheet

Use this worksheet to score visible readiness. A score of 1 means buyers will likely object; a score of 5 means the room supports the asking price. Add notes before photography.

Area	Score 1-5	Best Next Action	Notes
Front entry / curb appeal			
Kitchen			
Living and family rooms			
Primary bedroom			
Bathrooms			
Basement / rec room			
Utility room			
Garage / workshop			
Barns / outbuildings			
Deck, patio, and yard			
Driveway and laneway			
Land, fencing, paddocks			

Net Proceeds and Decision Worksheet

Before listing, estimate your likely proceeds at several sale prices. This worksheet is not legal, accounting, or mortgage advice; it is a planning tool to discuss with your Realtor, lawyer, lender, and accountant where appropriate.

Scenario	Low	Target	Strong
Possible sale price	\$	\$	\$
Mortgage payout	\$	\$	\$
Real estate fees + HST	\$	\$	\$
Legal / discharge / adjustments	\$	\$	\$
Preparation and moving costs	\$	\$	\$
Estimated net proceeds	\$	\$	\$
Acceptable closing date?	Yes / No	Yes / No	Yes / No
Risk level	Low / Med / High	Low / Med / High	Low / Med / High

Showing Feedback Tracker

Use this tracker during the first two weeks of exposure. Patterns matter more than one-off comments. Bring this sheet to your pricing and strategy review.

Showing #	Buyer Type	Main Positive	Main Concern	Action Needed
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1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Offer Comparison Worksheet

Use this page to compare the practical quality of each offer, not just the headline price. A lower offer with stronger terms may be better than a higher offer with uncertain conditions.

Offer Factor	Offer A	Offer B	Offer C
Price	\$	\$	\$
Deposit	\$	\$	\$
Closing date			
Financing condition	Yes / No	Yes / No	Yes / No
Inspection condition	Yes / No	Yes / No	Yes / No
Sale-of-property condition	Yes / No	Yes / No	Yes / No
Water / septic / insurance condition	Yes / No	Yes / No	Yes / No
Inclusions or exclusions			
Buyer strength	Low / Med / High	Low / Med / High	Low / Med / High
Seller confidence	Low / Med / High	Low / Med / High	Low / Med / High
Counter strategy			
Best overall fit?			

Final 72-Hour Launch Checklist

Complete this list immediately before the property goes live. The goal is to remove avoidable doubts so qualified buyers can focus on the value of the home.

- Confirm list price, offer instructions, showing instructions, and preferred closing range.
- Confirm all listing copy, room measurements, inclusions, exclusions, rental items, and taxes have been reviewed.
- Confirm photography, video, floor plans, mapping context, feature sheets, and online presentation are complete.
- Confirm septic, well, survey, permits, invoices, and improvement records are organized where applicable.
- Confirm keys, alarms, pets, livestock, gates, laneways, parking, and winter/snow instructions are clear.
- Confirm lights, blinds, odours, temperature, music, and exterior presentation are ready for first showings.
- Confirm valuables, documents, medications, firearms, family photos, and private items are secured.
- Confirm your showing availability and response expectations for the first seven days.
- Confirm how you want to handle bully offers, pre-emptive offers, multiple offers, and conditional offers.
- Confirm your first strategy review date for online engagement, showings, feedback, and pricing alignment.

Next step

For current Erin market data, visit flaherty.ca/erin-real-estate-market. For a property-specific plan, request a home evaluation at flaherty.ca/homeeval or call Kevin Flaherty at 226-270-6433.