

# Erin Home Pricing Guide

A practical, evergreen checklist for pricing village homes, Erin Glen resales, Hillsburgh properties, rural acreage, hobby farms, and estate homes.

### How to use this guide

Work through the checklists with your property in mind. Leave boxes empty until the evidence is confirmed. The goal is not to force a high number; it is to choose a price buyers can believe, compare, and act on.

## 1. Identify the correct Erin segment

Before looking at price, decide which buyer pool the property belongs to. This prevents village homes from being compared to estate properties and rural properties from being valued like simple detached sales.

- Classify the property as village, Erin Glen resale, Hillsburgh, rural acreage, hobby farm, estate home, or private-service home.
- Write down the likely buyer profile: local move-up, GTA move-in, Guelph commuter, downsizer, lifestyle buyer, hobby farmer, or estate buyer.
- Note whether the property is on municipal services, septic, well, propane, or mixed services.
- Record lot size, frontage, usable land, tree cover, privacy, topography, and road exposure.
- List outbuildings, barns, paddocks, garages, workshops, sheds, and any income or hobby utility.
- Identify whether buyers will compare the home to village alternatives or rural alternatives.
- Note if Erin Glen new construction or newer resale inventory competes with the property.
- Separate finished living space from basement, garage, shop, barn, and secondary structures.
- Record the age and visible condition of roof, windows, HVAC, electrical, plumbing, septic, well, and water treatment.
- List the top three reasons a buyer would pay a premium for this property.
- List the top three reasons a buyer might discount this property.
- Confirm whether zoning, conservation, floodplain, or rural-use questions may affect buyer confidence.
- Decide whether the property should be marketed primarily as convenience, lifestyle, land, luxury, or value.
- Avoid using township-wide averages as the starting price unless they match the property segment.
- Create a one-sentence pricing thesis that explains who the property is for and why it is worth the target range.

## 2. Build a comparable-sales set

Good comparables are not just nearby sales. They are the sales a buyer would reasonably use to decide whether your property is worth seeing and offering on.

- Start with the most recent sold properties in the same segment and expand only when the segment has limited sales.

- Separate village sales from rural acreage sales before calculating any average.
- Compare lot size, usable acreage, frontage, privacy, road type, and setting before comparing interior finish.
- Compare age, floor plan, bedroom count, bathrooms, finished space, garage, and outbuildings.
- Flag sales that included unusual circumstances such as estate sales, distressed condition, private sales, or atypical terms.
- Adjust for timing if a comparable sold in a different market mood or season.
- Record original list price, final list price, sale price, days on market, and sale-to-list ratio.
- Note whether the comparable sold quickly, stalled, reduced, or relaunched.
- For rural homes, compare septic, well, water quality, heating source, driveway length, access, and maintenance demands.
- For hobby farms, compare barn utility, paddocks, fencing, water access, and zoning more heavily than cosmetic finish alone.
- For estate homes, compare architectural appeal, setting, privacy, finish level, and qualified buyer depth.
- For Erin Glen resales, compare builder model, upgrade level, lot premium, and remaining new-build alternatives.
- Remove any comparable that a serious buyer would reject as an apples-to-oranges comparison.
- Bracket the likely value with an inferior sale, a similar sale, and a superior sale.
- Write the reason each comparable supports, weakens, or limits the target price.

### Comparable rule

A comparable is useful only if it reflects the same buyer decision. Nearby does not always mean comparable, especially when comparing village homes, rural acreage, and estate properties in Erin.

## 3. Measure current competition

Sold data tells you what buyers recently accepted. Active listings tell you what buyers can choose right now. In a buyer's market, competition can matter as much as past sales.

- List every active property that a buyer could reasonably see instead of yours.
- Separate direct competitors from aspirational comparables that are not truly substitutable.
- Compare list price per buyer benefit, not only price per square foot.
- Record days on market for each competing listing.
- Look for price reductions among competing listings and note the size and timing of each reduction.
- Identify the listing that offers the strongest value against your target price.
- Identify the listing that would make your home look overpriced if placed beside it online.
- Compare photo quality, staging, floor plan clarity, feature explanation, and online presentation.
- Note whether competing homes have stronger documentation, newer mechanicals, or fewer buyer uncertainties.
- Check whether rural competitors offer more acreage, privacy, or outbuilding utility at a similar price.
- Check whether village competitors offer easier maintenance, better walkability, or newer finishes.
- Estimate whether your target price would place the home in the top, middle, or bottom of the buyer's search results.
- Decide whether your pricing should lead the market, match the market, or wait until conditions improve.
- Plan the first review date before launch, usually after the first meaningful wave of showings and online feedback.
- Set a specific feedback threshold that will trigger a price conversation.

## 4. Segment-specific pricing worksheet

Use this worksheet to confirm which evidence matters most for the property type. A single Erin average can hide the difference between village and rural demand.

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Segment	Comparable Focus	Documentation	Pricing Risk
Village home	Nearby village sales, condition, walkability, lot depth	Updates, permits, mechanical ages	Using rural averages to justify price
Erin Glen resale	Builder model, upgrades, lot premium, new-build competition	Upgrade list, warranties, inclusions	Ignoring new-construction alternatives
Rural acreage	Usable land, privacy, access, outbuildings, systems	Septic, well, survey, zoning	Pricing like a standard detached home
Hobby farm	Barns, paddocks, fencing, water, zoning, utility	Farm-use details, well, septic, permits	Overvaluing features only some buyers need
Estate home	Setting, architecture, finish level, privacy, buyer depth	Renovation records, systems, site details	Assuming luxury buyers are unlimited

- Circle the property segment that most accurately describes the likely buyer decision.
- Write the three strongest price-supporting facts for the home.
- Write the three buyer objections most likely to affect the offer price.
- Decide which objections can be corrected before listing and which must be priced into the strategy.
- Confirm whether a home evaluation should happen before repairs, staging, or photography decisions are finalized.

## 5. Documentation and confidence checklist

Uncertainty reduces offers. The more complete the property information is before listing, the easier it is for buyers to trust the price.

- Gather survey, septic records, well records, water test information, utility costs, permits, renovation invoices, warranties, and appliance details.
- Prepare a clean improvement list with dates, materials, contractors, and transferable warranties where available.
- Confirm whether there are rental items such as hot water tank, propane tank, water softener, or security equipment.
- Document inclusions and exclusions before showings begin.
- For rural properties, clarify driveway maintenance, snow removal, garbage pickup, internet options, and heating costs.
- For properties with outbuildings, note electrical service, water, insulation, stalls, workshop use, permits, and condition.
- For estate homes, organize mechanical systems, smart-home features, landscape investment, and specialty materials.
- For older village homes, document upgrades that reduce buyer concern about age.
- For properties near new construction, show upgrades or lot advantages that differentiate the resale from new-build alternatives.
- Prepare answers for the questions buyers are most likely to ask after the showing.
- Identify any issues that should be disclosed clearly rather than discovered later during negotiation.
- Keep supporting documents ready for serious buyers once they are qualified and interested.

## 6. Pricing launch plan

A launch price should match both the evidence and the marketing plan. If the home is positioned clearly from day one, buyer feedback becomes easier to interpret.

- Choose a target price range before choosing the final list price.
- Decide whether the strategy is market value, slightly aggressive, or value-positioned for faster action.
- Confirm the price does not rely on a single outlier sale.
- Confirm the price can be defended against active listings buyers will see online.
- Prepare the feature story that explains why the property is worth its price.
- Use professional photography, floor plan clarity, and online feature explanation before showings begin.
- Use the Flaherty.ca Video Narrated VR Animated Online Showing to help serious buyers understand layout, improvements, and property benefits online.

- Plan the launch timing around preparation, photography, market conditions, and seller needs.
- Set the first review point for online activity, saves, showing requests, and feedback themes.
- Decide in advance what evidence would justify holding the price.
- Decide in advance what evidence would justify adjusting the price.
- Avoid small reductions that do not move the property into a new buyer search range.
- Keep communication fast during the first two weeks because early momentum matters.

### 7. Market feedback and price-adjustment triggers

The market will usually tell you whether the price is right. The key is to listen early, while the listing still has fresh attention.

- Strong online views but few showing requests may indicate the price is too high for the first impression.
- Several showings but no second looks may indicate price, layout, condition, or buyer objection issues.
- Repeated questions about repairs, systems, land use, or servicing may indicate confidence problems.
- Agent feedback that buyers like the property but prefer another listing should trigger a competitive review.
- A nearby comparable selling while your listing sits should trigger a value comparison.
- A price reduction by a direct competitor may require a response if it changes buyer perception.
- A lack of offers after the strongest first wave of exposure should not be ignored.
- If the list price is above the evidence range, prepare for longer days on market or a stronger adjustment.
- If buyer feedback is positive but offers are low, review whether the market is pricing in risk or negotiation room.
- If showings are strong and feedback is strong, hold the strategy and negotiate carefully.
- If showings are weak and feedback is weak, correct price, presentation, or both.
- If a property is specialty or high-end, allow for a longer buyer search but keep competition under review.

#### Current data reminder

This guide is intentionally evergreen. For current Erin price, sales, days-on-market, and sale-to-list data, visit [flaherty.ca/erin-real-estate-market](http://flaherty.ca/erin-real-estate-market) before finalizing your list price.

### 8. Net-proceeds and next-step worksheet

A good list price is not only about the headline number. It should also support your net proceeds, timing, and risk tolerance.

- Estimate mortgage payout and discharge costs.
- Estimate legal fees, moving costs, and adjustment items.
- Estimate preparation costs that are necessary to protect value.
- Avoid preparation projects that are unlikely to improve the final result.
- Set your preferred closing date range before offers arrive.
- Decide which conditions you are willing to consider and which create unacceptable risk.
- Review your next purchase or move plan before choosing an aggressive or fast-sale strategy.
- Ask whether your list price creates enough urgency for the current market.
- Ask whether your list price can survive direct comparison with active alternatives.
- Ask whether the property story is strong enough to make buyers believe the number.

### 9. Final pricing decision notes

Use this last page to turn the checklist into a practical listing conversation. The best pricing decision is usually the one that can be explained simply to a qualified buyer and defended with current evidence.

- My most comparable recent sale is: \_\_\_\_\_
- My strongest active competitor is: \_\_\_\_\_
- The segment buyers will compare my property against is: \_\_\_\_\_
- The biggest buyer objection to price is likely: \_\_\_\_\_
- The feature that most protects value is: \_\_\_\_\_
- The preparation item most likely to improve confidence is: \_\_\_\_\_
- The price range I can defend with evidence is: \_\_\_\_\_
- The feedback point that would trigger a pricing review is: \_\_\_\_\_

#### Ready for a property-specific Erin pricing strategy?

Start with a no-obligation home evaluation before you choose a list price, preparation budget, or timing plan.

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