

The Complete Home Seller's Guide

New Tecumseth | Alliston | Beeton | Tottenham | Briar Hill

Your step-by-step roadmap to selling your home for top dollar. Covers preparation, pricing strategy, marketing timelines, showing tips, offer evaluation, and closing -- tailored for New Tecumseth sellers.

Kevin Flaherty, Broker

Serving New Tecumseth since 1988 -- 38 years of local expertise.

What's Inside:

1. Preparing Your Home for Sale (Checklist)
2. Pricing Strategy Worksheet
3. Marketing Timeline & Showing Preparation
4. Evaluating Offers & Closing Checklist
5. Your Conversation Prep Worksheet

Phase 1: Preparing Your Home for Sale

The preparation phase is where top-dollar results are won or lost. Homes that are properly prepared sell faster and for more money in Alliston, Beeton, Tottenham, and Briar Hill. Complete each item below before listing.

Exterior Curb Appeal

- Power wash driveway, walkways, and exterior walls
- Refresh landscaping -- trim hedges, add seasonal flowers, edge lawn
- Paint or replace front door; update house numbers and mailbox
- Repair cracked concrete, loose railings, or damaged siding
- Clean gutters; ensure downspouts direct water away from foundation
- Stage front porch with clean mat, potted plants, welcoming lighting

Interior Decluttering & Depersonalizing

- Remove 30-50% of furniture to make rooms feel larger
- Pack away personal photos, collections, and religious items
- Clear all kitchen counters except 1-2 decorative items
- Organize closets (buyers open them) -- remove half the contents
- Remove excess shoes, coats, and items from entryway
- Store seasonal items and hobby supplies off-site

Deep Cleaning

- Professional carpet cleaning (or replace if heavily worn)
- Clean all windows inside and out -- natural light sells homes
- Scrub grout, re-caulk tubs/showers, polish all fixtures
- Clean or replace HVAC filters; eliminate any odours
- Dust ceiling fans, light fixtures, baseboards, and vents
- Clean oven, microwave, and all appliances inside and out

Repairs & Quick Upgrades

- Fix leaky faucets, running toilets, and squeaky doors
- Touch up paint -- neutral colours (light grey, warm white) appeal broadly
- Replace burnt-out bulbs; upgrade to bright, warm LED lighting
- Repair damaged flooring, cracked tiles, or torn screens
- Update dated hardware (cabinet pulls, door handles, switch plates)
- Ensure all smoke/CO detectors are functional and up to code

New Tecumseth-Specific Considerations

- Septic system: Obtain pump-out certificate and inspection report (rural)
- Well water: Get water quality test results (bacterial, chemical, flow rate)
- Briar Hill: Confirm HOA documentation, age restriction compliance
- Hobby farms: Document outbuildings, fencing, water sources, zoning
- Heritage homes (Beeton): Note heritage designation restrictions

Phase 2: Pricing Strategy Worksheet

Pricing is the single most important factor in how quickly your home sells. Overpricing by even 3-5% results in extended days on market and price reductions that signal desperation. Use this framework to understand optimal pricing.

Key Pricing Factors

1. Recent Comparable Sales

Homes similar to yours sold in the past 60-90 days within your community.

2. Current Competition

Active listings competing for the same buyer pool -- how does yours compare?

3. Absorption Rate

Months of inventory in your price range. Under 4 = seller advantage; over 6 = buyer advantage.

4. Seasonal Patterns

Spring produces highest prices; winter has less competition. Both work with strategy.

5. Property Condition

Updated homes command premiums. Dated homes must price to reflect renovation cost.

6. Unique Features

Lot size, views, walkouts, in-law suites, and proximity to amenities affect value.

Three Pricing Strategies

1. Aggressive (below market): Attracts multiple offers and potential bidding wars. Best when market conditions support competition.
2. Market value (at comparables): Attracts serious buyers within normal timelines. The most common and reliable approach.
3. Aspirational (above market): Tests the market but risks extended DOM. Only for truly unique properties with limited comparables.

Questions to Ask About Pricing

- What are the 3 most comparable recent sales to my home?
- What is the current absorption rate in my price range?
- How many active listings am I competing against?
- What is the average sale-to-list ratio in my community?
- If priced at \$X, what is the realistic timeline to sell?
- What is the strategy if no offer arrives in 21 days?

Phase 3: Marketing Timeline & Showing Preparation

Once prepared and priced, the marketing launch begins. Here is what to expect week by week, and how to keep your home show-ready throughout the process.

Marketing Launch Timeline

Week 1: Photography, VR production, floor plans, drone footage. Listing copy written.

Week 2: MLS live. Syndication to 57+ platforms. Buyer database notified. Digital ads launched.

Weeks 2-4: Peak showing activity. Most serious buyers view within first 14 days.

Weeks 3-6: Offers received, negotiated, accepted. Conditional period (5-10 business days).

Weeks 6-12: Conditions waived, legal work completed, closing/possession occurs.

Before Every Showing

- Open all blinds/curtains -- maximize natural light
- Turn on all lights including accent lighting
- Set thermostat to 20-21C; remove pets and pet items
- Make all beds, clear counters, empty sinks
- Secure valuables and medications; leave the home
- Ensure driveway and walkway are clear for buyer access

What Buyers Notice by Community

Alliston/Tottenham: Open-concept layouts, updated kitchens, proximity to schools. Beeton: Heritage character, lot size, mature landscaping. Briar Hill: Maintenance-free living, community amenities, accessibility features. Rural NT: Acreage, outbuildings, road access, privacy.

Phase 4: Evaluating Offers & Closing

When offers arrive, price is important but not everything. A strong offer considers closing date, conditions, deposit, and buyer qualification.

Offer Evaluation Framework

- 1. Price**
At, above, or below asking? How does it compare to comparables?
- 2. Conditions**
Financing, inspection, sale of buyer's home. Fewer = stronger.
- 3. Closing Date**
Does it align with your timeline? Bridge financing may be needed.
- 4. Deposit**
Larger deposits signal serious intent. Typical: 3-5% of purchase price.
- 5. Buyer Qualification**
Pre-approved? Cash offer eliminates financing risk entirely.
- 6. Inclusions**
Appliances, fixtures, window coverings -- clarify everything in writing.

Closing Checklist

- Hire a real estate lawyer (if not already retained)
- Provide lawyer with accepted offer and all amendments
- Arrange mortgage discharge with lender (allow 2-3 weeks)
- Confirm buyer's conditions waived by deadline
- Schedule final meter readings (hydro, gas, water)
- Arrange moving logistics and mail forwarding
- Complete any agreed-upon repairs before closing
- Deliver keys, garage remotes, alarm codes on closing day
- Confirm funds received and title transferred through lawyer

Common Seller Closing Costs

Real estate commission + HST (largest cost) | Legal fees: \$1,500-\$2,500 | Mortgage discharge: \$200-\$500 | Mortgage prepayment penalty (if applicable) | Property tax adjustment (prorated) | Moving costs: \$1,000-\$3,000 | Minor repairs agreed in the offer.

Your Conversation Prep Worksheet

Before meeting with a Realtor, organize your thoughts. The more prepared you are, the more productive the conversation will be.

About Your Property

- Address: _____
- Property type (detached, semi, townhouse, condo, rural): _____
- Approx. square footage: _____ Bedrooms: _____ Bathrooms: _____
- Lot size: _____ Year built: _____
- Major upgrades in past 5 years: _____
- Known issues or needed repairs: _____
- Heating/cooling type and age: _____
- Septic or municipal sewer? Well or municipal water? _____

Your Goals & Timeline

- Ideal selling timeline: _____
- Must-have closing date (if any): _____
- Are you buying another home? Where? _____
- Minimum acceptable sale price: _____
- Financial constraints (mortgage penalty, bridge financing)? _____

Questions to Ask Kevin

- What is my home worth in today's market?
 - What is your marketing plan for my specific property?
 - How do you handle multiple offers?
 - What is your average sale-to-list ratio?
 - What makes your approach different from other agents?
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Ready to Get Started?

Kevin Flaherty has been selling homes in New Tecumseth since 1988. Whether you are in Alliston, Beeton, Tottenham, Briar Hill, or rural New Tecumseth, he and his dedicated marketing team will get your home sold for top dollar.

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For current market data, visit flaherty.ca/new-tecumseth-real-estate-market