

Your Complete Alliston Home Selling Guide

A step-by-step guide for homeowners in Alliston, Treetops, Briar Hill, and surrounding New Tecumseth areas. Whether you own a subdivision home near Honda, a bungalow in the Briar Hill Active Adult Community, or a rural property on the outskirts of town, this guide walks you through every phase of a successful sale. Prepared by Kevin Flaherty, Broker - 38 years selling homes in Alliston since 1988.

Phase 1: Preparation Checklist (Weeks 1-2)

Proper preparation is the single biggest factor in achieving top dollar for your Alliston home. Whether you are in Treetops, Briar Hill, South Alliston, or the downtown core, buyers expect move-in-ready condition. Complete each item below before your listing goes live.

Pre-Listing Due Diligence

- Obtain a professional opinion of value from a local Alliston Realtor
- Locate your property survey and deed
- Gather all renovation permits and certificates of completion
- Review mortgage terms - note prepayment penalties and discharge fees
- Commission a pre-listing home inspection (\$400-\$600)
- For rural Alliston properties: get septic inspection and well water test
- Confirm heating fuel type and equipment ownership (rental vs. owned)
- Choose your real estate lawyer and confirm availability
- Collect utility bills (12 months) for buyer reference
- Review HOA/community rules if in Briar Hill or other managed community

Property Preparation

- Declutter every room - remove 30-40% of personal items and furniture
- Deep clean entire home including windows, baseboards, and light fixtures
- Address deferred maintenance: leaky faucets, cracked caulking, loose handles
- Freshen paint in high-traffic areas using neutral colours
- Clean and organize garage, basement, and storage areas
- Maximize curb appeal: power wash driveway, trim landscaping, refresh mulch
- Replace burned-out bulbs and update dated light fixtures if budget allows
- Remove personal photos and religious/political items for neutral presentation
- Consider professional staging for vacant or dated homes
- Ensure all smoke/CO detectors are functional (Ontario requirement)

Honda Proximity Considerations

- If near Honda plant: highlight short commute distance in listing notes
- Note shift-friendly features (quiet bedrooms, blackout blinds, parking)
- Document any noise mitigation features (triple-pane windows, insulation)
- Confirm property is not in any industrial buffer zone

Phase 2: Pricing Strategy Worksheet

Pricing is the most critical decision in your home sale. Alliston competes with 9+ new home communities in New Tecumseth, so resale pricing must account for builder competition. Overpricing by even 3-5% leads to extended days on market and eventual price reductions that cost you more than pricing correctly from day one.

Pricing Factors to Discuss with Your Realtor

- Recent comparable sales within 500m and similar square footage
- Active competing listings in your neighbourhood (Treetops, Briar Hill, etc.)

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- New construction pricing in nearby subdivisions
- Current absorption rate (months of supply) for your property type
- Seasonal timing: spring typically produces highest prices in Alliston
- Condition premium or discount relative to comparable sales
- Lot size, orientation, and backing (ravine, park, open vs. neighbour)
- Upgrades that add measurable value vs. personal taste improvements
- Honda plant employment stability and its effect on local demand
- Highway 400 commuter appeal for GTA buyers

Your Pricing Notes

Target list price: \$ _____ Walk-away price: \$ _____

Comparable sale 1: _____ (sold \$ _____ on ___/___/___)

Comparable sale 2: _____ (sold \$ _____ on ___/___/___)

Comparable sale 3: _____ (sold \$ _____ on ___/___/___)

Competing new build price (nearest subdivision): \$ _____

Phase 3: Marketing Launch Timeline (Weeks 2-3)

A properly marketed Alliston home sells faster and for more money. The Flaherty Team's marketing system exposes your home to 2,300+ active buyers across 57+ platforms using Video Narrated VR Animated Online Showings. Here is the launch sequence:

- Day 1-2: Professional photography session (interior, exterior, drone)
- Day 2-4: Video Narrated VR Animated Online Showing production
- Day 3-5: Floor plan creation with exact room measurements
- Day 5: Listing copy written highlighting Alliston-specific features
- Day 5: Strategic price confirmed based on final comparable analysis
- Day 6: MLS listing goes live with VR showing link embedded
- Day 6: Syndication to 57+ platforms begins automatically
- Day 6: Targeted exposure to 2,300+ active buyer database
- Day 7: Social media and digital advertising campaign launches
- Day 7-14: Open house scheduled (if appropriate for property type)
- Ongoing: Weekly activity reports with showing feedback and market updates

Marketing Advantages for Alliston Sellers

Alliston's proximity to Highway 400 means your buyer pool extends into the GTA. The VR Online Showing allows Toronto-area commuters to tour your home virtually before making the 90 km drive. Buyers who book in-person showings have already decided they love your home - resulting in more serious offers and fewer wasted showings.

Phase 4: Showing Preparation (Weeks 3-6)

Once your listing is live, maintaining show-ready condition is essential. Alliston buyers often compare your home to new construction in nearby subdivisions, so presentation must be impeccable.

Before Every Showing

- Open all blinds and turn on every light
- Set thermostat to comfortable temperature (20-21C)
- Remove pet items, food bowls, and litter boxes from sight
- Make all beds and ensure bathrooms are spotless
- Clear kitchen counters completely
- Put away shoes, coats, and daily clutter

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- Light a subtle candle or use a mild air freshener (not overpowering)
- Secure valuables and prescription medications
- Leave the property during showings (buyers feel uncomfortable with sellers present)
- For Briar Hill homes: ensure community amenity information is visible

Showing Feedback Tracking

Showing 1: Date ___/___ Feedback: _____

Showing 2: Date ___/___ Feedback: _____

Showing 3: Date ___/___ Feedback: _____

Showing 4: Date ___/___ Feedback: _____

Showing 5: Date ___/___ Feedback: _____

Phase 5: Offer Evaluation Framework

When offers arrive, price is important but not the only factor. A strong offer considers closing date, conditions, deposit amount, and buyer qualification. Use this framework to evaluate each offer objectively.

Offer Evaluation Checklist

- Offer price vs. your target and walk-away numbers
- Deposit amount (higher deposit = more committed buyer)
- Closing date alignment with your timeline and next home plans
- Financing condition: is the buyer pre-approved? With which lender?
- Home inspection condition: standard 5-7 days or extended?
- Sale of buyer's property condition (adds significant risk)
- Inclusions/exclusions: what chattels are requested?
- Irrevocability period: how long do you have to respond?
- Buyer's agent reputation and track record of closing deals
- Multiple offer situation: are there competing offers?

Negotiation Notes

Offer 1: Price \$_____ Closing ___/___/___ Conditions: _____

Offer 2: Price \$_____ Closing ___/___/___ Conditions: _____

Counter-offer strategy: _____

Phase 6: Closing Checklist (Weeks 6-12)

Once you have accepted an offer, the conditional period and closing process begins. Stay organized and responsive to keep the transaction on track.

Conditional Period (typically 5-15 days)

- Cooperate fully with buyer's home inspection
- Provide access for appraisal if required by buyer's lender
- Respond promptly to any condition waiver requests or negotiations
- For septic/well properties: facilitate required inspections
- Maintain property in same condition as when offer was accepted
- Do not begin moving out until conditions are waived

Post-Condition to Closing

- Engage your lawyer immediately after conditions are waived (firm sale)

- Provide lawyer with listing agreement, offer, and property documents
- Arrange mortgage discharge with your lender (allow 10-15 business days)
- Cancel or transfer home insurance effective on closing date
- Arrange utility disconnection/transfer for closing date
- Set up mail forwarding with Canada Post
- Complete any agreed-upon repairs before closing
- Schedule final cleaning before possession date
- Gather all keys, garage remotes, alarm codes, and appliance manuals
- Complete final walkthrough with buyer (typically day before closing)
- Sign closing documents at lawyer's office
- Hand over keys and possession to buyer on closing day

Ready to Sell Your Alliston Home?

Kevin Flaherty has been selling homes in Alliston and New Tecumseth since 1988. As a Top 1% Ontario Realtor, Kevin and his dedicated marketing team use Video Narrated VR Animated Online Showings to sell homes faster and for more money. Whether you are in Treetops, Briar Hill, South Alliston, or the downtown core, Kevin's 38 years of local experience ensures you get the best possible result.

Book Your Free Home Evaluation Today

Phone: 226-270-6433

Email: kevin@flaherty.ca

Website: flaherty.ca/homeeval

Conversation Prep Worksheet

Before your meeting with Kevin, jot down answers to these questions. This helps Kevin provide the most accurate evaluation and tailored strategy for your Alliston home.

- Why are you considering selling? (upsizing, downsizing, relocating, investment)
- What is your ideal timeline? When do you need to be moved by?
- Have you had your home appraised or evaluated recently?
- Are there any known issues with the property? (roof, furnace, foundation)
- Do you have a target sale price in mind?
- Are you buying another property? If so, where?
- Do you need to sell before you can buy?
- What upgrades or renovations have you completed in the last 5 years?
- Is there anything unique about your property that buyers should know?
- What questions do you have about the selling process?

This guide is provided by Kevin Flaherty, Broker, eXp Realty. Flaherty.ca Home Selling System Team. Serving Alliston, Treetops, Briar Hill, and all of New Tecumseth since 1988.