

Briar Hill Home Seller's Guide

Your Complete Guide to Selling in Briar Hill Adult Community

Alliston, Ontario | 55+ Active Lifestyle | Nottawasaga Resort Area

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This guide is designed specifically for homeowners in Briar Hill and Green Briar adult lifestyle communities. Whether you are selling a detached bungalow, bungalow, or townhome condo, this resource covers the complete selling process -- from preparation and pricing through marketing, showings, and closing.

The Flaherty Team brings a unique advantage: Kevin Flaherty's 38 years of selling experience (since 1988) combined with Kim Flaherty's decade as the controller and manager for the Briar Hill builder's sales representatives. That insider knowledge of floor plans, upgrades, lot positioning, and community operations gives our team an edge no other Realtor can replicate.

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

1. Preparation Checklist

Community Documentation

- Gather current HOA fee schedule with breakdown of what is included
- Obtain community rules, bylaws, and any recent amendments
- Collect amenity access documentation (golf, pool, fitness, clubhouse)
- Locate any special assessment notices from the past 3 years
- Prepare summary of community events and social activities for buyers
- Confirm age restriction requirements and transfer process details

Floor Plan and Upgrade Documentation

- Locate original builder floor plan and model name
- List all builder upgrades purchased at time of construction
- Document post-purchase improvements with approximate costs
- Note any structural modifications (removed walls, added rooms)
- Photograph premium features: hardwood, granite, built-ins, walkout
- Record HVAC, roof, and water heater ages for buyer disclosure

Property Preparation

- Deep clean entire home including windows, carpets, and grout
- Declutter -- remove excess furniture to show spacious rooms
- Repaint any bold or dated colours to neutral tones
- Address minor repairs: leaky faucets, squeaky doors, cracked caulking
- Ensure all light fixtures work and replace burned-out bulbs
- Clean and organize garage -- Briar Hill buyers value garage space
- Pressure wash driveway, walkways, and exterior surfaces
- Refresh landscaping within community guidelines
- Stage patio/deck to showcase outdoor living lifestyle
- Remove personal photos and memorabilia for depersonalization

Pre-Listing Inspections (Recommended)

- Schedule a pre-listing home inspection (\$400-\$600)
- Test all appliances and mechanical systems
- Check for moisture issues in basement/lower level
- Verify HVAC system is serviced and filters replaced
- Confirm hot water tank and furnace are operational

2. Pricing Factors Worksheet

Pricing an adult community home requires evaluating Briar Hill-specific variables that generic market comparisons miss. Kim Flaherty's insider builder knowledge informs each of these factors.

Lot Position (check yours)

- Golf course view (premium positioning)
- Backing onto green space or conservation area
- Corner lot with extra windows and natural light
- Interior lot (standard positioning)
- Adjacent to roadway or infrastructure (discount factor)
- South-facing backyard (desirable for outdoor living)

Floor Plan and Layout

- Open-concept main floor living area
- Main-floor master suite with ensuite
- Bungalow (single storey -- most popular for resale)
- Bungalow (upper bonus room -- appeals to active buyers)
- Townhome condo (entry-level pricing, lower maintenance)
- Finished lower level / walkout basement
- Flexible second bedroom (office/guest room)
- Main-floor laundry

Upgrades That Add Value

- Kitchen: granite/quartz countertops, upgraded cabinetry
- Kitchen: premium appliances (stainless steel, built-in)
- Flooring: hardwood or engineered hardwood throughout main level
- Bathrooms: upgraded vanities, tile, walk-in shower
- Finished lower level with additional living space
- Walkout to backyard from lower level
- Built-in storage and organization systems
- Energy-efficient windows and insulation upgrades

Phase and Build Year

- Identify which development phase your home was built in
- Note standard finishes for your phase vs. current phases
- Compare lot sizes across phases (earlier phases often larger)
- Factor in community maturity (landscaping, established feel)

3. Marketing Timeline

The Flaherty Team's marketing system targets downsizers and adult community buyers specifically. Here is the typical timeline.

Week 1-2: Pre-Marketing Production

- Professional photography session
- Video Narrated VR Animated Online Showing produced
- Floor plans measured and drawn to scale
- Drone footage captured (if applicable to lot position)
- Marketing copy written with insider upgrade/floor plan knowledge
- HOA documentation package assembled for buyer inquiries

Week 2-3: Listing Launch

- MLS listing live with full media package
- Syndicated to 57+ online platforms
- Featured on AdultCommunities.ca (targeted 55+ audience)
- Exposed to 2,300+ active buyer database
- Targeted digital campaigns to downsizer demographic
- Email notification to registered adult community buyers

Week 3-5: Active Marketing and Showings

- VR Online Showing allows GTA buyers to tour virtually first
- In-person showings with pre-qualified buyers only
- Community brochures and amenity info available at showings
- Feedback collected after each showing for strategy adjustment
- Price positioning reviewed weekly against market response

Week 5-10: Offers and Closing

- Offers evaluated on price, conditions, and timing
- Buyer qualification verified (financing, home sale status)
- Conditional period managed (inspection, financing, status cert)
- Community transfer paperwork initiated with HOA
- HOA fees prorated to closing date
- Legal coordination and possession day

4. Showing Preparation for Adult Community Homes

Before Every Showing

- Open all blinds/curtains to maximize natural light
- Turn on all lights including under-cabinet and accent lighting
- Set thermostat to comfortable temperature (21-22C)
- Remove pets and pet-related items if possible
- Ensure all beds are made and bathrooms are spotless
- Clear kitchen counters of all appliances except decorative items
- Set patio table as if ready for entertaining
- Place community brochures on dining table for buyer reference

Lifestyle Features to Highlight

- Maintenance-free exterior (no lawn mowing, snow shoveling)
- Walking distance to clubhouse, pool, and fitness centre
- Golf course access (Nottawasaga 18-hole course)
- Walking trails and green spaces within the community
- Active social calendar and community events
- Proximity to Alliston shopping, dining, and medical services
- 45-minute drive to Toronto for family visits
- Freedom to travel without property maintenance concerns

Information to Have Available

- Monthly HOA fee amount and what it covers
- Property tax amount (current year)
- Utility costs (average monthly for heating, hydro, water)
- Community rules summary (pets, parking, modifications)
- List of included appliances and fixtures
- Floor plan with room dimensions
- Community event calendar or newsletter

5. Offer Evaluation Framework

In adult communities, the buyer's situation matters as much as price -- especially their existing home sale status and timeline flexibility.

Price and Financial Terms

- Offer price relative to asking price and market value
- Deposit amount (higher = stronger commitment)
- Financing pre-approval status and lender confirmation
- Cash offer vs. financed (cash closes faster, more reliably)

Conditions to Evaluate

- Financing condition (standard 5 business days)
- Home inspection condition (standard 5-7 business days)
- Sale of buyer's existing home (higher risk -- assess status)
- Status certificate review (for condo/townhome units)
- Lawyer review condition

Closing Date and Buyer Qualification

- Proposed closing date alignment with your plans
- Flexibility on closing date
- Buyer meets community age requirement (55+ for one resident)
- Buyer has reviewed and accepted community rules
- Buyer's existing home sale status (if applicable)
- Coordination with your next purchase timeline

6. Closing and Community Transfer Checklist

Standard Closing Steps

- Hire a real estate lawyer (if not already retained)
- Provide lawyer with accepted offer and all amendments
- Arrange mortgage discharge with your lender
- Calculate mortgage penalty (if breaking term early)
- Sign transfer documents at lawyer's office
- Arrange utility disconnection/transfer for closing date
- Cancel or transfer home insurance effective closing date
- Gather all keys, garage remotes, and access cards for buyer

Community Transfer Requirements

- Notify HOA/community management of pending sale
- Provide buyer information for age verification
- Request HOA fee proration calculation to closing date
- Transfer community membership and amenity access
- Provide buyer with community welcome package and contacts
- Return community-issued items (pool passes, gate remotes)
- Confirm no outstanding community fees or special assessments

Moving Day

- Book movers well in advance (adult community moves book fast)
- Confirm community rules for moving trucks (hours, access)
- Arrange cleaning service for after furniture removal
- Complete final walkthrough with buyer on possession day
- Leave all manuals, warranties, and system documentation
- Provide buyer with trusted local contacts (HVAC, plumber)

Ready to Sell Your Briar Hill Home?

Let's start with a conversation about your goals.

Contact Kevin Flaherty

Phone: 226-270-6433

Email: kevin@flaherty.ca

Website: flaherty.ca

Adult Communities: adultcommunities.ca

Free Evaluation: flaherty.ca/homeeval

Conversation Prep Worksheet

Before your first meeting with Kevin, consider these questions:

- What is your ideal timeline for selling?
- Where are you planning to move after selling?
- Do you have a mortgage balance remaining? Approximate amount?
- What upgrades have you made since purchasing?
- Which floor plan/model is your home?
- What lot position do you have? (golf view, green space, interior)
- Are there any repairs or issues you are aware of?
- Have you had your home appraised or evaluated recently?
- Do you need to coordinate selling with buying your next home?
- What is most important to you in choosing a Realtor?

The Flaherty Team: Kevin Flaherty's 38 years selling homes + Kim Flaherty's 10 years inside the Briar Hill builder = unmatched adult community expertise. Top 1% Ontario. Video Narrated VR Animated Online Showings. 2,300+ active buyers. Briar Hill | Green Briar | Nottawasaga | Alliston | New Tecumseth