
Briar Hill Home Selling Guide

Your Complete Checklist for Selling in an Adult Lifestyle Community

Phase 1: Insider Evaluation & Positioning

- Schedule your Free Home Evaluation with Kevin and Kim Flaherty
- Identify your specific floor plan and builder phase
- Document all builder upgrades and post-purchase improvements
- Analyze lot positioning premiums (golf course, green space, corner)
- Review comparable resale data within Briar Hill and Green Briar
- Set a realistic launch price range based on community-specific data
- Determine the best timing for your adult lifestyle buyer pool
- Discuss your next move (downsizing, relocation, or assisted living)
- Identify any potential buyer objections before listing
- Confirm your net proceeds after commission and closing costs

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Phase 2: Community-Specific Documentation

- Obtain a current Status Certificate from your condo corporation
- Gather current HOA fee schedules and payment details
- Locate community rules, bylaws, and amenity access information
- Prepare documentation for major systems (HVAC, roof, windows)
- Gather utility bills for the past 12 months
- Verify property tax assessments and recent payments
- Locate original builder floor plans and site maps
- Prepare list of included chattels and excluded items
- Confirm rental agreements for equipment (water heater, etc.)
- Review community transfer fees and administrative requirements

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Phase 3: Preparation & Staging for Downsizers

- Declutter every room (focus on creating a sense of spaciousness)
- Deep clean the entire home, including windows and carpets
- Maximize natural light (open blinds, replace dim bulbs)
- Address visible maintenance (scuffs, leaky faucets, caulking)
- Refresh paint in high-traffic or highly personalized areas
- Enhance curb appeal (clean porch, seasonal planters)
- Stage for the lifestyle (highlight main-floor master, patio, office)
- Remove excess furniture to improve flow for showings
- Ensure all mechanical systems are in good working order
- Secure or remove valuables and sensitive documents

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Phase 4: High-Impact Marketing Launch

- Confirm your Video Narrated VR Animated Online Showing is ready
- Review professional photography and property narrative
- Ensure premium placement on AdultCommunities.ca
- Verify syndication to major real estate portals
- Target GTA buyers searching for adult lifestyle homes
- Confirm listing is live on MLS and Flaherty.ca
- Prepare 'Home Book' with all community documents for showings
- Set up showing notification and feedback system
- Review early online engagement and search metrics
- Discuss initial market response with Kevin

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Phase 5: Negotiation, Closing & Community Transfer

- Evaluate all offers on price, terms, and buyer quality
- Review conditions (inspection, financing, status certificate)
- Coordinate closing dates with your next move
- Negotiate repairs or credits if requested by buyers
- Manage the community membership transfer process
- Prorate HOA fees and utility costs for the closing date
- Communicate with your lawyer regarding document preparation
- Complete final walkthrough with the buyers
- Hand over keys and community access cards
- Celebrate a successful Briar Hill sale!

About Kevin Flaherty

Kevin Flaherty has been selling real estate since 1988. His deep understanding of the adult lifestyle market, combined with Kim Flaherty's insider builder knowledge, creates a level of expertise that ensures Briar Hill sellers achieve the best possible results.

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