

New Tecumseth Resale Strategy Guide

How to Sell Against New Construction & Win

Alliston | Beeton | Tottenham | New Tecumseth, Ontario

New Tecumseth has more than nine active new home communities competing for the same buyers as your resale home. This evergreen guide shows you how to position, present, and price your home to win against builder incentives and model homes. Use it alongside a property-specific evaluation from Kevin Flaherty.

What's Inside:

- The resale advantages builders cannot match
- New build vs. resale: the true total cost comparison
- How to make your home compete with model homes
- Pricing strategy against builder incentives
- Common mistakes sellers make near new developments
- Your competition checklist and next steps

Kevin Flaherty | Broker | Realtor Since 1988

226-270-6433 | flaherty.ca | eXp Realty

Top 1% Ontario Realtors | 38 Years Experience | \$500M+ Career Volume

The Resale Advantages Builders Cannot Match

You cannot beat a builder by playing their game. You win by marketing the tangible lifestyle and financial benefits a new subdivision cannot offer. Confirm and highlight each of these in your listing.

- Immediate possession - no construction delays or moving date uncertainty
- No HST on the purchase price (a major saving vs. a new build)
- Established neighbourhood with mature trees, shade, and quiet streets
- Larger lot with more space between homes than dense new subdivisions
- Finished landscaping, fencing, and decking already included
- Window coverings, appliances, and light fixtures already in place
- A finished basement or completed upgrades already paid for
- Known property taxes and predictable utility costs
- Settled, friendly neighbours rather than years of active construction
- Proven layout you can walk through today - not a rendering

New Build vs. Resale: The True Total Cost

Buyers often compare a builder base price to your asking price and assume the new home is the better deal. Help them understand the real out-of-pocket cost of building new.

- Builder base prices rarely include lot premiums (often \$30,000+)
- Design centre upgrades are extra and add up quickly
- Appliances are usually not included in the base price
- Window coverings for an entire home are a significant added cost
- Fencing, decking, and final landscaping are the buyer's expense
- HST applies to new construction (rebate may not apply to investors)
- Builder rate buydowns are temporary and not transferable on resale
- New subdivisions may carry higher development-area property taxes

Competing With Model Homes: Presentation Checklist

Buyers will tour pristine, professionally staged model homes before they see your listing. If your home shows clutter or deferred maintenance, it feels like a compromise. Match the model-home standard.

- Deep clean every room: baseboards, vents, windows, and light fixtures
- Declutter countertops, closets, and storage to show usable space
- Neutralize bold or dated paint colours throughout
- Repair scuffed walls, dripping faucets, and sticking doors
- Update dated light fixtures and cabinet hardware where it helps
- Address all odours (pets, cooking, smoke, basement dampness)
- Maximize natural light - open every blind and clean the glass
- Stage each room with a single, clear purpose
- Refresh the front entry and porch for a strong first impression
- Tidy landscaping: edge the lawn, trim shrubs, clean the driveway
- Keep the home show-ready every day during the listing period

Winning the Out-of-Town Buyer Online

Many New Tecumseth buyers relocate from the GTA and shortlist homes online before visiting. Builders market with polished renderings and virtual tours - your resale home must match them in the digital space.

- Use professional photography that rivals builder marketing materials
- Feature a Video Narrated VR Animated Online Showing for 24/7 access
- Write a listing description that names the resale advantages clearly
- Show the established neighbourhood, mature trees, and lot in photos
- Make it easy for an out-of-town buyer to say yes without a site visit
- Syndicate the listing widely to reach relocating buyers early

Pricing Strategy Against Builder Incentives

Pricing against new construction is not about being the cheapest. It is about being the smartest value once a buyer understands the full picture.

- Research active new-build inventory and net pricing near your home
- Calculate the builder's true cost including upgrades, lot premium, and HST
- Price your home against that true cost - not the advertised base price
- Quantify your included extras (appliances, landscaping, fencing) in dollars
- Offer flexibility on closing dates that a corporate builder cannot match
- Consider including high-value chattels to sweeten the deal
- Avoid chasing the market down - price right the first time
- Revisit positioning when a nearby builder sells out of a phase

Common Mistakes Sellers Make Near New Developments

Avoid these frequent errors that cost resale sellers time and money when a builder is active nearby.

- Ignoring builder pricing and incentives when setting your own price
- Listing a cluttered or dated home against staged model homes
- Failing to highlight the no-HST advantage to buyers
- Underselling mature lots, trees, and established neighbourhood value
- Weak online marketing that loses out-of-town buyers to builders
- Not documenting upgrades and improvements already completed
- Assuming an older home cannot compete - it can, with the right plan

Documents to Gather Before Listing

Having these ready reduces buyer hesitation, speeds up conditional periods, and keeps negotiations focused on value rather than uncertainty.

- List of all upgrades and improvements with approximate costs and dates
- Utility records (hydro, gas, water) for the past 12 months
- Renovation permits and inspection certificates
- Warranty documents for roof, HVAC, windows, or appliances
- Property survey or reference plan
- Tax bill and property assessment notice
- Service records for furnace, AC, and water heater
- Pre-listing home inspection report (optional but powerful)

Your Next Steps

- Request your free home evaluation at flaherty.ca/homeeval
- Book a call or Zoom with Kevin to review your competition and goals
- Use this guide to begin preparation before your evaluation appointment
- Review the New Tecumseth Real Estate Market Report for current conditions
- Ask Kevin how to position your home against the builders nearest you

Kevin Flaherty | Broker | Realtor Since 1988

226-270-6433 | flaherty.ca/homeeval

eXp Realty | Top 1% Ontario Realtors