

## Your Complete Green Briar Alliston Home Selling Guide

Selling a home in an adult lifestyle community requires a targeted approach that is very different from selling a standard suburban house. As the first phase of the Briar Hill Adult Lifestyle Community, Green Briar offers mature landscaping, walking paths, large trees, and a short walk to the Nottawasaga Inn Resort. This guide walks you through every phase of the sale, from pre-listing due diligence to closing day, so you can sell quickly and for top dollar.

### Understanding the 55+ Buyer Mindset

Buyers looking in Green Briar are typically downsizers seeking a low-maintenance, active lifestyle. They want to know exactly what the monthly condo fees cover, and they strongly prefer move-in-ready homes that do not require renovation. They are buying into the lifestyle of the Briar Hill community and the Nottawasaga Resort just as much as the house itself. The buyer pool is smaller than a traditional family neighbourhood, but those buyers are highly motivated. Your job, with the help of a specialized agent, is to reach them and sell them the lifestyle.

#### Phase 1: Pre-Listing Due Diligence

- Get a professional opinion of value specific to Green Briar land-owned homes
- Order your Status Certificate from the Condominium Corporation immediately
- Review your specific condo bylaws regarding pets and exterior modifications
- Confirm your exact monthly condo fee amount and document what it covers
- Locate any warranties for recent interior updates (HVAC, appliances, windows)
- Review your mortgage terms and any penalties for early discharge
- Choose a real estate lawyer familiar with condo/freehold structures
- Gather recent utility bills (hydro, gas) to show buyers typical operating costs
- Locate keys and access cards for the Green Briar Community Centre
- Compile a list of any special assessments recently paid or pending
- Note the age and condition of the roof, furnace, and air conditioning
- Confirm whether your unit backs onto the woods, golf course, or Humber River

#### Important Note on Status Certificates

Because Green Briar homes are part of one of the community's 16 Condominium Corporations, any buyer will make their offer conditional on their lawyer reviewing the Status Certificate. Ordering this document early prevents delays during negotiation and closing, and signals to buyers that you are organized and serious.

#### Phase 2: Property Preparation & Decluttering

- Declutter every room (remove 30-40% of items to maximize the sense of space)
- Pack away personal photos and highly personalized decor
- Deep clean the entire property, including baseboards, vents, and windows
- Freshen paint in key areas using neutral, universally appealing colours
- Ensure the front entrance and walkway are immaculate
- Consider professional staging to help downsizers visualize furniture placement

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- Clean out the garage or basement to showcase storage capacity
- Repair minor interior defects (leaky faucets, loose cabinet hardware, sticky doors)
- Ensure all light fixtures have working, high-wattage bulbs of matching colour
- Have carpets professionally cleaned if you are not replacing them
- Organize closets and pantries to demonstrate ample storage space
- Power wash the back deck or patio and tidy any outdoor seating areas
- Replace dated cabinet handles, faucets, and light switch plates
- Service the furnace and have receipts available for buyers

## Room-by-Room Preparation Worksheet

Walk through your home as a buyer would. Score each room from 1 (needs major work) to 5 (model-home condition), then note the one improvement that would raise the score most.

Room	Score (1-5)	Top Improvement / Notes
Kitchen		
Primary Bedroom		
Ensuite Bath		
Living / Dining		
Guest Bedroom		
Main Bathroom		
Lower Level		
Garage		
Deck / Patio		
Front Entrance		

## Phase 3: Realtor and Marketing Strategy

- Interview realtors who specialize in 55+ and adult lifestyle communities
- Demand a written marketing plan that targets out-of-town downsizers
- Insist on Video Narrated VR Animated Online Showings to reduce foot traffic
- Confirm syndication reach beyond the local MLS (target the wider GTA)
- Ask the agent about the size of their active buyer database
- Ensure the listing highlights the Nottawasaga Resort amenities
- Ensure the listing explicitly states the home is land-owned, not land-leased
- Verify the listing clearly lists every item covered by the condo fee
- Discuss the optimal day and time of week to launch the listing

- Review and sign the listing agreement once you are confident in the plan
- Confirm professional photography and floor plans are included
- Ask how the agent will report showing feedback to you

## Marketing the Green Briar Lifestyle

Traditional open houses are inefficient for adult lifestyle communities because they attract unqualified foot traffic. Instead, your home needs targeted marketing that reaches buyers across the wider GTA who are actively planning their retirement move. Highlight the 45 holes of golf at the Nottawasaga Resort, the Sports & Leisure Dome, the Centre Ice Sportsplex, the private 16,000 sq. ft. community centre, and the all-important land-owned status of the homes.

### The Power of VR Online Showings

By using Video Narrated VR Animated Online Showings, the Flaherty Team eliminates unnecessary foot traffic. Buyers can tour the home, understand the exact layout, and see precise measurements online before they ever step inside. When a buyer does book an in-person showing, they arrive already qualified and seriously interested, which protects your time and your privacy. Learn more at [flaherty.ca/sellers](https://flaherty.ca/sellers).

## Phase 4: Pricing and Going Live

- Set the right list price using recent sold comparables within Green Briar
- Review all listing details, descriptions, and photos before going live
- Confirm the online VR showing is live the moment the listing launches
- Prepare the home for showings (turn on all lights, open blinds)
- Understand the feedback reporting system your agent uses
- Plan to be out of the house during all scheduled showings
- Secure valuables, jewellery, and prescription medications
- Ensure the home smells fresh and avoid strong artificial air fresheners
- Leave out a feature sheet detailing the community and resort benefits
- Set up a system for approving quick, last-minute showing requests

## Pricing Strategy Questions

Niche buyers often set automated alerts for specific communities like Green Briar. If you price too high, you may miss the first wave of interested buyers and the listing can go stale. Before settling on a price, answer these questions with your agent:

- What have comparable Green Briar homes sold for in the last 6 to 12 months?
- Does my unit have a premium lot (ravine, golf course, or Humber River backing)?
- How does my interior condition compare to recently sold homes?
- What is my ideal closing timeline, and does it affect my pricing flexibility?
- Am I prepared for the listing to attract automated buyer alerts on day one?

## Phase 5: Offers, Conditions, and Closing

- Evaluate the full offer (price, closing date, deposit, and conditions)

- Understand conditional period timelines (financing and status certificate review)
- Negotiate with a clear walk-away number in mind
- Cooperate fully with the buyer's home inspection
- Engage your lawyer immediately after the offer is accepted
- Arrange utilities, mail forwarding, and address changes for your move
- Complete the final walkthrough preparation
- Sign closing documents with your lawyer
- Hand over all property keys and community centre access cards
- Cancel your pre-authorized condo fee payments after closing

## Common Buyer Objections & How to Handle Them

### Objection: "The condo fees seem high."

Response: Break down exactly what the fees cover. When buyers realize the fee includes water and sewer, the private treatment plant, lawn care, snow removal to the door, exterior insurance, and major exterior upkeep such as shingles and painting, the fee becomes a powerful selling feature for a worry-free lifestyle.

### Objection: "The home needs updating."

Response: This is why preparation matters. If you choose not to update, the home must be priced to reflect that. However, even minor cosmetic updates such as fresh neutral paint and modern lighting can overcome this objection at a fraction of the cost of a full renovation.

### Objection: "We aren't ready to move yet."

Response: Many 55+ buyers are working on a longer timeline. Offering a flexible or extended closing date can be the deciding factor that secures a firm offer from a serious downsizing buyer.

### Objection: "Is the community right for us?"

Response: Provide a feature sheet that tells the lifestyle story: the social calendar at the community centre, the walking paths, the golf, and the short walk to the resort. Help buyers picture their day-to-day life, not just the floor plan.

## Your Selling Timeline at a Glance

Use this simple timeline to keep your sale on track. Adjust the weeks based on your personal circumstances and the advice of your agent.

- Weeks 1-2: Due diligence, order status certificate, choose lawyer and agent
- Weeks 2-4: Declutter, complete repairs, paint, and stage the home
- Week 4: Professional photography, floor plans, and VR showing produced
- Week 5: Listing goes live with full syndication and targeted marketing
- Weeks 5-7: Showings, feedback review, and offer negotiation
- Weeks 7-12: Conditional period, closing preparation, and moving day

## Key Contacts & Information

Keep this information handy throughout the selling process so everything you need is in one place.

**Condominium Property Manager:** \_\_\_\_\_

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**Real Estate Lawyer:** \_\_\_\_\_

**Moving Company:** \_\_\_\_\_

**Utility Providers (Hydro / Gas):** \_\_\_\_\_

**Green Briar Community Centre Admin:** \_\_\_\_\_

**Insurance Provider:** \_\_\_\_\_

**Ready to get started? Find out what your Green Briar home is worth.**

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