

## Selling Your Home in Treetops, Alliston

Welcome, and thank you for downloading this guide. Selling a home in a newer master-planned community like Treetops is very different from selling an older resale home. While FirstView Homes and other builders are still constructing new phases nearby, you are competing directly with brand-new inventory and the financing incentives builders can offer. The good news: your finished, move-in-ready home holds advantages a base-model new build simply cannot match. This guide walks you through every step, from cataloguing your upgrades to pricing, preparation, and marketing.

Kevin Flaherty has spent over 30 years helping homeowners across south-central Ontario sell for top dollar. Work through each phase in order, check off every item, and call Kevin at 226-270-6433 with any questions along the way.

### The Treetops Advantage You Already Own

A finished resale home in Treetops typically includes thousands of dollars in features a new build buyer must pay for AFTER closing: window coverings, landscaping and sod, a fenced yard, a deck or patio, appliances, garage door openers, and often a finished basement. Your home also sits on a lot that is already selected and established, frequently a premium lot backing onto the 45 acres of preservation area or the trail network. Best of all, Treetops homes are freehold, with no monthly maintenance fees.

### Why Buyers Choose a Treetops Resale Over a New Build

- [ ] Move in within 30-60 days instead of waiting 6-12 months for construction.
- [ ] No living in an active construction zone with dust, noise, and heavy equipment.
- [ ] All expensive extras (fence, deck, sod, blinds) are bundled into one mortgage.
- [ ] Mature landscaping and established trees instead of bare sod and saplings.
- [ ] A premium, already-selected lot - the best lots sell out first in every new phase.
- [ ] Freehold ownership with no monthly condo or POTL maintenance fees.
- [ ] Completed community amenities: the 7-acre park, amphitheatre, and 7+ km of trails.
- [ ] Known neighbours and an established, settled neighbourhood feel.

## Phase 1: Catalogue Your After-Closing Upgrades

Buyers comparing your home to a builder's base price often do not realize how much they would spend to bring a new build up to the standard you already enjoy. Your first job is to document every upgrade and feature so we can prove your home's superior value. Walk through your property with this checklist and note what applies, plus the approximate amount you invested.

### Lot & Exterior Premiums

- Premium lot location (backing onto preservation area, greenspace, or cul-de-sac).
- Larger or pie-shaped lot than the current builder standard.
- Fully fenced yard (note materials and length).
- Deck, patio, or interlock - a high-ROI feature averaging up to 83% return.
- Mature trees, gardens, sod, and complete front and rear landscaping.
- Irrigation / sprinkler system.
- Upgraded exterior elevation (brick, stone, or upgraded siding).
- Extended or widened driveway.

### Interior & Structural Upgrades

- Finished basement (note square footage, bathroom, bedroom, or rec room).
- Upgraded kitchen: cabinets, countertops, island, or built-in appliances.
- Hardwood or upgraded flooring throughout main living areas.
- Upgraded trim, doors, pot lights, and light fixtures.
- Smooth ceilings instead of stippled/popcorn.
- Upgraded bathrooms and primary ensuite finishes.
- Additional or relocated structural options (extra bath, bumped-out rooms).

### Move-In Essentials Builders Rarely Include

- Window coverings, blinds, and California shutters throughout.
- All kitchen and laundry appliances.
- Central air conditioning (if not standard at the time).
- Garage door openers and remotes.
- Smart-home features: thermostat, doorbell camera, security system.
- Gutters, downspouts, and eavestrough extensions.

### Turn Your List Into Marketing

Every item you check above becomes a selling point. We translate your upgrade list into the listing description, the photography shot list, and the narration of your Video Narrated VR Animated Online Showing - so buyers see exactly why your home is a smarter buy than a base-model new build.

## Phase 2: Prepare Your Home to Outshine the Model

Your home is newer, but it must show flawlessly to compete with a pristine, professionally staged model home. Family homes accumulate wear, and buyers notice when a four-year-old home feels 'used.' The goal is to make your home feel as fresh and aspirational as the builder's showpiece, while highlighting the warmth and finished touches a model home lacks. Work room by room.

### Whole-Home Preparation

- Declutter every room - remove 30-40% of belongings and all personal photos.
- Deep clean floors, baseboards, windows, and light fixtures.
- Touch up scuffs on walls, baseboards, and door frames.
- Repaint any bold or dated accent walls in a neutral tone.
- Replace any burnt-out bulbs; match colour temperature throughout.
- Eliminate pet and cooking odours; consider a professional cleaning.
- Clean and organize the garage - buyers open every door.

### Curb Appeal (Your First Advantage Over New Builds)

- Freshly mow, edge, and weed; add seasonal mulch and flowers.
- Power-wash the driveway, walkway, porch, and siding.
- Trim hedges and shape mature trees and shrubs.
- Clean or paint the front door; polish hardware and house numbers.
- Stage the deck or patio to show outdoor living space.
- Ensure the fenced yard is tidy and gates open smoothly.

### Room-by-Room Focus

- Kitchen: clear all countertops, organize the pantry, shine the sink and faucet.
- Primary ensuite: fresh white towels, clear vanity, spotless glass and grout.
- Living areas: define each space, let in maximum natural light.
- Bedrooms: neutral bedding, minimal furniture, clear closet floors.
- Basement: tidy and brighten - show it as finished living space or a blank canvas.

### Should You Renovate Before Selling?

If you plan to sell soon, avoid major renovations - a full kitchen remodel often recoups only about 59% of its cost, and a finished basement returns roughly 70-75%. Focus your budget on cleaning, decluttering, paint, and presentation, which deliver the highest return. If a feature is already finished, we market it hard. If it is not, we position it as opportunity, not a deficiency.

## Phase 3: Price to Win Against New Construction

Pricing a resale home while the builder is still selling is the single most important decision you will make. Price too high and buyers default to building new; price too low and you leave money on the table. The key is understanding the builder's TRUE price, not the advertised base price.

### Build Your Pricing Case

- Find the builder's current base price for a comparable model.
- Add typical design-centre upgrades (often 10-20% of the base price).
- Add the lot premium a comparable premium lot would command today.
- Add the cost of post-closing items: fence, deck, sod, blinds, appliances.
- Compare that all-in 'true' new price to your asking price.
- Review recent SOLD resale comparables within Treetops and nearby phases.
- Adjust for your specific square footage, finishes, and lot position.

When you stack your move-in-ready home, with everything finished and bundled into one mortgage, against the builder's true all-in cost plus a 6-12 month wait, your home frequently represents the better value. That is the story we build the price around.

### Current Market Data

This guide is built to stay useful year-round, so it does not include monthly price figures. For the latest average prices, days on market, and sale-to-list ratios in the area, visit the live market report at [flaherty.ca/new-tecumseth-real-estate-market](http://flaherty.ca/new-tecumseth-real-estate-market) or call Kevin at 226-270-6433 for a current, property-specific opinion of value.

### Pricing Mistakes to Avoid

- Pricing at the builder's base price (it ignores your upgrades and lot premium).
- Pricing on emotion or on what you 'need' to net rather than market evidence.
- Chasing the market down with small, late price reductions.
- Ignoring active builder incentives that shift buyer expectations.
- Failing to document and present the value of your finished features.

## Phase 4: Market to the Right Family Buyer

Treetops attracts young and growing families drawn to the 7-acre park, the amphitheatre, the 7+ kilometres of trails, the dog park, and the convenience of the adjacent Nottawasaga Resort. Your marketing must reach these buyers where they shop for homes - online - and must clearly showcase the finished features and premium lot that set your home apart from new construction.

### Marketing Checklist

- Insist on a Video Narrated VR Animated Online Showing (see [flaherty.ca/sellers](http://flaherty.ca/sellers)).
- Professional photography that captures upgrades, the lot, and outdoor spaces.
- Accurate floor plans with exact room measurements.
- Listing description that itemizes every upgrade and community amenity.
- Syndication across dozens of online portals for maximum exposure.
- Targeted digital marketing on Facebook, Instagram, Google, and YouTube.
- Agent-to-agent marketing - most buyers are introduced by their own agent.
- Re-marketing to a database of active, ready-to-buy purchasers.

### Why Online Showings Matter More in a New Subdivision

Traditional open houses in an active development often just attract people already touring the builder's sales centre. Video Narrated VR Animated Online Showings let serious buyers explore your layout, see your upgrades, and understand your premium lot before they ever visit. The buyers who then book a showing arrive informed and motivated - which means fewer disruptions and stronger offers.

### Your Selling Timeline at a Glance

- Weeks 1-2: Catalogue upgrades, complete preparation, and stage.
- Week 2: Pre-listing consultation, pricing strategy, and opinion of value.
- Week 3: Photography, floor plans, and online showing production.
- Week 3-4: Go live with full syndication and digital marketing.
- Ongoing: Showings, feedback review, offer evaluation, and negotiation.
- On acceptance: Engage your lawyer, manage conditions, plan your move.

### Ready to sell your Treetops home for top dollar?

Book your free, no-obligation opinion of value with Kevin Flaherty and the Flaherty Team. We will tour your home, review your upgrades, and build a strategy tailored to your property.

[flaherty.ca/homeeval](http://flaherty.ca/homeeval) | 226-270-6433