

THE FLAHERTY TEAM | MOUNT FOREST, ONTARIO

Why Your Home Isn't Selling

The Expired Listing Recovery Guide

A complete diagnostic checklist for Mount Forest sellers. Pinpoint exactly why your home stalled on the market and execute a proven fresh-start plan to sell for top dollar.

Kevin Flaherty, Broker

Start Here: The Truth About Stale Listings

If your Mount Forest home didn't sell, it is almost never the market's fault. The problem nearly always comes down to three controllable factors: price, presentation, and marketing reach. The good news? Every one of them is fixable.

Use this guide as a working checklist. Walk through each section honestly, tick the boxes that apply, and you will quickly see the pattern behind your expired listing. Then follow the Fresh Start Relaunch Plan at the end to put your home back on the market as a brand-new, irresistible opportunity. Over 80% of buyers say professional photos are the most important part of a listing, and 77% of top agents cite overpricing as the number one reason homes sit unsold. Small, decisive changes recover real money.

1. Pricing Audit Checklist

Diagnose whether price is the silent deal-killer

Overpricing is the leading cause of failed listings. A home priced even 5% too high becomes invisible to buyers searching the next price bracket down. Work through these items honestly to determine if a price reset is required.

- ☐ I have reviewed at least 5 comparable homes SOLD in Mount Forest in the last 90 days.
- ☐ My list price is in line with (not above) recently sold comparable homes.
- ☐ I have compared my home against the ACTIVE competition buyers see right now.
- ☐ My price sits inside a logical online search bracket (e.g., just under \$500,000, not \$505,000).
- ☐ I received 10+ showings but ZERO offers (signals price is ~1-2% too high).
- ☐ I received fewer than 5 showings in two weeks (signals significant overpricing).
- ☐ My price reflects my home's CONDITION, not what I paid or what I 'need' to net.
- ☐ I am prepared to make a meaningful reduction (2%-5%), not a token \$1,000 drop.
- ☐ I understand homes earn the most in their FIRST 30 days on the market.
- ☐ I have stopped pricing based on emotion or money spent on past renovations.

2. Photography & Marketing Audit Checklist

Your online listing is your real first showing

Most buyers, especially families relocating from the Greater Toronto Area, decide whether to visit based entirely on your online photos and video. Dark, blurry, or missing media guarantees your home gets scrolled past. Score your current marketing below.

- ☐ My listing uses professional, high-resolution daytime photography (not smartphone shots).
- ☐ The hero/first photo is bright, wide-angle, and shows the home at its best.
- ☐ My listing includes a floor plan so buyers understand the layout.
- ☐ My listing includes a Video Narrated VR Animated Online Showing of the property.
- ☐ My home was marketed to out-of-town GTA buyers, not just locally.
- ☐ My listing copy leads with the top 3-5 features buyers care about most.
- ☐ My photos show decluttered, depersonalized, well-lit rooms.
- ☐ My listing appears on all major real estate portals, not just the local MLS.
- ☐ My agent ran paid digital/social promotion to expand the buyer pool.
- ☐ Exterior and seasonal curb-appeal photos make a strong first impression.

3. Presentation Fixes Checklist

Make buyers fall in love the moment they walk in

- ☐ Every room is decluttered, with surfaces and closets cleared and organized.
- ☐ The home is depersonalized (family photos and personal items removed).
- ☐ All rooms are deep-cleaned, including windows, floors, and fixtures.
- ☐ Any pet, smoke, or cooking odors have been fully eliminated.
- ☐ Fresh, neutral paint has been applied where walls are worn or bold.
- ☐ Burnt-out bulbs are replaced and brighter LED lighting added to dark rooms.
- ☐ Minor cosmetic flaws (drywall holes, cabinet hardware, leaky faucets) are fixed.
- ☐ Curb appeal is addressed: tidy landscaping, clean entrance, clear driveway.

4. Showing Accessibility Review

A home buyers can't get into is a home that won't sell

Restrictive showing access quietly kills sales. Buyers driving up from the city often want to view on short notice, and if they can't get in, they simply buy the house down the street instead. Confirm your home is genuinely easy to show.

- ☐ Showings are allowed with short notice (not a mandatory 48-hour delay).
- ☐ Weekend and evening showings are permitted, when most buyers are available.
- ☐ A lockbox or easy-access system is in place for approved agents.
- ☐ I rarely or never decline showing requests due to inconvenience.
- ☐ The home is kept 'show-ready' so it can be viewed on demand.
- ☐ Pets are managed/removed so they don't disrupt or deter showings.
- ☐ I collect and review feedback from every showing to spot recurring objections.
- ☐ I act on consistent feedback rather than ignoring buyer concerns.

5. Agent Performance Evaluation

Is your representation helping or hurting the sale?

Not all agents are equal. A passive agent with no digital strategy can stall an excellent home. Evaluate your current representation honestly against the standard you deserve.

- ☐ My agent communicates proactively and provides regular showing feedback.
- ☐ My agent presented a written, multi-channel marketing plan before listing.
- ☐ My agent invested in professional photography and video for my home.
- ☐ My agent actively targets out-of-town and GTA buyers.
- ☐ My agent offered strategic solutions instead of simply blaming the market.
- ☐ My agent is responsive and reachable when I have questions.
- ☐ My agent has a proven track record of selling near full asking price.
- ☐ I feel confident my agent is working as hard to sell my home as I am.

6. The Fresh Start Relaunch Plan

Turn an expired listing into a successful sale

Do not simply lower the price and hope. A true relaunch resets buyer perception and positions your home as a fresh, exciting opportunity rather than a stale leftover. Follow these steps in order.

- ☐ Step 1 - Withdraw: Take the home off the market to reset days-on-market perception (confirm your board's minimum off-market period first).
- ☐ Step 2 - Reprice: Set a new, data-driven price based on current sold comparables and buyer search brackets.
- ☐ Step 3 - Repair & Stage: Complete the presentation fixes from Section 3 so the home shows flawlessly.
- ☐ Step 4 - Recapture Media: Shoot brand-new professional photos, a floor plan, and a Video Narrated VR Animated Online Showing.
- ☐ Step 5 - Re-market: Relaunch on all portals with paid digital promotion targeting GTA buyers.
- ☐ Step 6 - Relist Fresh: Bring the home back as a new listing with a new MLS number and a compelling, feature-led description.
- ☐ Step 7 - Stay Accessible: Allow flexible, short-notice showings and review feedback weekly.
- ☐ Step 8 - Adjust Quickly: If activity is light after two weeks, act decisively rather than waiting months.

Ready for a Fresh Start in Mount Forest?

Kevin Flaherty has 38 years of experience and over \$500M in real estate sold. His team uses Video Narrated VR Animated Online Showings to reach the GTA buyers other agents miss - selling homes for 99.2% of market value and 52% faster than the industry average. When one seller's previous broker couldn't sell in eight months, Kevin sold at full asking price in a couple of weeks.

Call or Text Kevin: 226-270-6433 | Free Evaluation: flaherty.ca/homeeval