

Your Complete Arthur Home Selling Checklist

This checklist walks you through every phase of selling a home in Arthur, Ontario - from preparation and pricing through marketing, negotiation, and closing. Work through each phase in order and check off every item before moving to the next. It is built on the same proven process Kevin Flaherty has used to sell homes for 99.2% of market value and 52% faster than the industry average across south-central Ontario. Have a question along the way? Call Kevin directly at 226-270-6433.

Phase 1: Pre-Listing Preparation & Due Diligence

Arthur buyers want homes that feel well cared for and move-in ready. Before your home reaches the market, work through the items below to remove objections, protect your equity, and avoid surprises during the buyer's home inspection.

- ☐ Book a professional, data-driven Home Evaluation (flaherty.ca/homeeval)
- ☐ Locate your property survey and deed
- ☐ Gather permits for any renovations, additions, or decks
- ☐ Confirm heating fuel type and whether equipment is owned or rented
- ☐ Review your current mortgage terms, balance, and any penalties
- ☐ Choose your real estate lawyer early
- ☐ Commission a septic inspection (rural properties outside the village)
- ☐ Get a current well water test (rural properties outside the village)
- ☐ Locate well records and septic pump-out history
- ☐ Obtain a WETT certificate for any wood-burning appliance
- ☐ Note any easements, right-of-ways, or conservation considerations
- ☐ Compile utility bills and average monthly running costs for buyers

Phase 2: Property Preparation & Staging

First impressions decide whether an Arthur buyer books a showing or scrolls past. Focus on high-impact, low-cost improvements rather than expensive renovations that rarely return their full cost.

- ☐ Declutter every room (remove 30-40% of belongings)
- ☐ Depersonalize: remove family photos and personal collections
- ☐ Deep clean every surface, window, and floor
- ☐ Neutralize pet, smoke, and cooking odours
- ☐ Apply fresh, neutral paint to key rooms
- ☐ Repair leaky faucets, sticking doors, and loose handles
- ☐ Replace burned-out bulbs and maximize natural light
- ☐ Stage the main living spaces to feel open and bright
- ☐ Maximize curb appeal: tidy gardens, mow, edge, mulch
- ☐ Pressure-wash the driveway, walkway, and siding
- ☐ Clean and organize the garage and any outbuildings
- ☐ Set out fresh towels and clear bathroom counters
- ☐ Touch up exterior trim, front door, and house numbers

Arthur Home Selling Checklist

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Phase 3: Pricing Your Arthur Home

Pricing is the single most important decision you will make. Accurate pricing from day one creates urgency and competition; overpricing causes your home to sit and ultimately sell for less. For current Arthur market data, visit flaherty.ca/arthur-real-estate-market.

- ☐ Request a full Comparative Market Analysis (CMA) of recent Arthur sales
- ☐ Review sold comparables, not just active listings
- ☐ Factor in your home's condition, lot size, and location
- ☐ Ignore automated online estimates for unique or rural properties
- ☐ Understand how village vs. countryside location affects value
- ☐ Set a competitive list price that attracts maximum buyers
- ☐ Discuss an offer-presentation date strategy if appropriate
- ☐ Agree on a plan for reviewing and adjusting price if needed
- ☐ Confirm your target net proceeds after costs

Phase 4: Marketing & Maximum Exposure

To reach the GTA buyers relocating to Wellington County, your home needs far more than a lawn sign and a basic MLS listing. Insist on a written marketing plan built around Video Narrated VR Animated Online Showings (flaherty.ca/sellers).

- ☐ Demand a written, itemized marketing plan
- ☐ Insist on a Video Narrated VR Animated Online Showing
- ☐ Confirm professional photography is included
- ☐ Verify floor plans with exact square footage are produced
- ☐ Confirm syndication reach beyond MLS (57+ platforms)
- ☐ Ask how the listing reaches the active buyer database
- ☐ Confirm online showing is live the moment the listing launches
- ☐ Review social media and re-marketing strategy
- ☐ Prepare the home and pets for showing requests
- ☐ Set up a system to capture and review showing feedback

Phase 5: Offers, Negotiation & Conditions

When offers arrive, the highest price is not always the strongest deal. Evaluate the complete offer and use buyer-activity data to negotiate from a position of strength.

- ☐ Evaluate the full offer, not just the headline price
- ☐ Review financing conditions and pre-approval strength
- ☐ Confirm deposit size and timing
- ☐ Assess requested closing date against your timeline
- ☐ Understand all conditions and their deadlines
- ☐ Negotiate with a clear walk-away number in mind

Arthur Home Selling Checklist

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- ☐ Use showing and online-engagement data in negotiations
- ☐ Cooperate fully with the buyer's home inspection
- ☐ Facilitate septic and well inspections (rural properties)
- ☐ Keep the home accessible during the conditional period

Room-by-Room Staging Guide

Buyers form an opinion within seconds of entering each room. Walk through your Arthur home as if you were a buyer seeing it for the first time and check off each room as it is staged and photo-ready.

- ☐ Front Entrance: clear clutter, add a clean mat, ensure the door opens fully
- ☐ Front Entrance: good lighting and a welcoming first impression
- ☐ Living Room: arrange furniture to show space and a clear focal point
- ☐ Living Room: remove oversized or excess pieces; add light
- ☐ Kitchen: clear all countertops except one or two accents
- ☐ Kitchen: clean appliances inside and out; organize the pantry
- ☐ Primary Bedroom: neutral bedding, clear nightstands, tidy closet
- ☐ Bathrooms: spotless fixtures, fresh towels, no personal items
- ☐ Basement: declutter, brighten, and address any damp or musty odour
- ☐ Garage/Outbuildings: organize and sweep; show usable space
- ☐ Yard & Exterior: mow, edge, weed, and define garden beds
- ☐ Whole Home: open blinds, turn on lights, and set a comfortable temperature

Overcome Common Buyer Objections

Buyers look for reasons to negotiate down or walk away. Address these common objections before listing so they never become a sticking point during showings or the inspection.

- ☐ Dated paint colours - repaint in modern neutrals
- ☐ Worn or mismatched flooring - clean, repair, or replace where cost-effective
- ☐ Visible moisture or water staining - investigate and resolve the source
- ☐ Cluttered or cramped rooms - declutter and remove excess furniture
- ☐ Strong odours (pets, smoke, cooking) - deep clean and neutralize
- ☐ Deferred maintenance - complete small repairs in advance
- ☐ Poor curb appeal - tidy landscaping and refresh the entrance
- ☐ Unclear rural systems - provide well, septic, and WETT documentation
- ☐ Insufficient lighting - add lamps and maximize natural light
- ☐ Unfinished projects - complete or clearly disclose them

Your Selling Timeline at a Glance

Every sale is unique, but most Arthur sellers move through a predictable rhythm. Use this timeline to plan ahead and keep

Arthur Home Selling Checklist

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momentum once your home is on the market.

- [] 4-6 weeks before listing: book your Home Evaluation and start preparation
- [] 3-4 weeks before listing: complete repairs, painting, and decluttering
- [] 2 weeks before listing: deep clean, stage, and finalize pricing strategy
- [] 1 week before listing: professional photography and VR showing produced
- [] Launch day: listing goes live with the online showing active
- [] Days 1-14: peak buyer interest - keep the home show-ready
- [] Days 14-21: review feedback and adjust strategy if needed
- [] Upon offer: evaluate terms, negotiate, and accept
- [] Conditional period: cooperate with inspection and buyer due diligence
- [] Closing: finalize with your lawyer and hand over the keys

Phase 6: Closing & Moving Forward

Once conditions are waived, careful coordination ensures a smooth closing day. Stay organized through the final steps so you can move on to your next chapter with confidence.

- [] Engage your lawyer immediately after acceptance
- [] Provide the lawyer with survey, tax, and utility details
- [] Arrange transfer or cancellation of utilities
- [] Submit address changes (mail, banking, insurance, services)
- [] Book movers or rental equipment early
- [] Gather manuals, warranties, and spare keys for the buyer
- [] Complete a final walkthrough preparation and clean
- [] Confirm closing funds and adjustments with your lawyer
- [] Sign closing documents and hand over keys
- [] Celebrate a successful sale!

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Your Seller Notes & Questions for Kevin

Use the prompts below to organize your thoughts before your Home Evaluation. Bringing clear answers and questions to your consultation helps Kevin build the right strategy for your Arthur home from day one.

My target sale timeline / ideal closing date:

My main reason for selling:

Repairs or projects I still need to complete:

Features of my home I want highlighted:

My biggest questions or concerns about selling:

My next move (where I am going after the sale):

Ready to get started? Book your free Arthur home evaluation today.

flaherty.ca/homeeval | 226-270-6433

Video Narrated VR Animated Online Showings - learn more at flaherty.ca/sellers