

Mulmur Home Selling Guide

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Phase 1: Pre-Listing Preparation

Before you list your Mulmur property, it is critical to address the foundational elements that buyers will scrutinize. A well-prepared property commands a higher price and sells faster.

- Schedule a professional home evaluation with Kevin Flaherty to determine the accurate market value of your land and dwelling.
- Review your property survey and ensure boundaries are clear and accessible.
- Declutter all living spaces, focusing on removing personal items and excess furniture to make rooms feel larger.
- Deep clean the entire house, including windows, carpets, and hard-to-reach areas.
- Address any minor repairs, such as leaky faucets, loose door handles, or scuffed paint.
- Enhance curb appeal by tidying the landscaping, clearing the driveway, and ensuring the entrance is welcoming.
- Organize all keys, garage door openers, and alarm codes.
- Consider a pre-listing home inspection to identify and fix potential issues before buyers find them.
- Check all smoke detectors and carbon monoxide detectors to ensure they are functioning properly.
- Replace any burnt-out lightbulbs with bright, matching bulbs to improve interior lighting.

Taking the time to complete these steps demonstrates to buyers that the property has been well-maintained, reducing their anxiety and increasing their willingness to make a strong offer.

- Ensure all exterior doors and locks are functioning smoothly.
- Clean out gutters and ensure downspouts direct water away from the foundation.
- Inspect the roof for any missing or damaged shingles.
- Tidy the garage, ensuring there is space to park a vehicle if applicable.
- Remove any hazardous materials or old paint cans from the property.

Phase 2: Rural Property Documentation

Mulmur Home Selling Guide

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Selling a country property requires specific documentation that urban sellers do not need. Having these records ready is the best way to protect your asking price during due diligence.

- Locate and organize all well records, including depth, yield, and installation details.
- Obtain a recent water quality test (potability and bacteria) from Public Health Ontario.
- Gather septic system records, including the original installation permit if available.
- Schedule a septic pump-out and obtain a recent inspection report from a qualified professional.
- Collect permits for any additions, outbuildings, or significant renovations completed during your ownership.
- Obtain a current WETT (Wood Energy Technology Transfer) certificate for any wood-burning stoves or fireplaces.
- Locate your most recent property tax bill and MPAC assessment notice.
- Compile a list of recent improvements, including approximate dates and costs.
- Identify any zoning designations, conservation authority overlays, or Niagara Escarpment Commission restrictions.
- Gather utility bills (hydro, propane, internet) for the past 12 months to provide cost estimates to buyers.

When buyers ask about the septic or well, handing them a documented history immediately builds trust. An unknown system is a liability; a documented system is an asset.

- Locate manuals and warranties for major appliances and mechanical systems.
- Document the age and condition of the roof, furnace, and air conditioning unit.
- If applicable, gather documentation for any managed forest tax incentive programs.
- Identify any easements or right-of-ways registered on the property title.
- Prepare a summary of internet service providers and typical speeds available at the property.

Phase 3: Marketing Timeline

A successful launch requires coordination. This timeline outlines the steps we take to ensure your property hits the market with maximum impact.



Mulmur Home Selling Guide

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Week 1: Initial consultation, property evaluation, and agreement on listing price and strategy.

- Week 1-2: Complete necessary repairs, decluttering, and property preparation.
- Week 2: Professional photography and drone footage are captured on a clear day.
- Week 2: The Video Narrated VR Animated Online Showing is recorded and produced.
- Week 3: Listing description and marketing materials are drafted and approved.
- Week 3: Property is officially listed on MLS and syndicated to targeted buyer networks.
- Week 3-4: Digital marketing campaigns launch, targeting buyers looking for rural properties.
- Week 4+: Showings commence, with buyers pre-qualified by the online VR experience.
- Ongoing: Regular feedback and market updates provided to adjust strategy if necessary.
- Offer Day: Review offers, negotiate terms, and secure the best possible agreement.

The Video Narrated VR Animated Online Showing is the cornerstone of this timeline. It ensures that when buyers finally visit in person, they are already highly interested and ready to act.

- Ensure the property is consistently ready for short-notice showings.
- Maintain communication regarding any changes in property condition or availability.
- Review showing feedback promptly to understand buyer perspectives.
- Adjust marketing strategies based on initial market response and online engagement metrics.
- Prepare for potential offer presentations and understand the negotiation process.

Phase 4: Showing Preparation

When a buyer visits your Mulmur property, every detail counts. Use this checklist before every showing to ensure the home and land are presented perfectly.

- Turn on all interior and exterior lights to make the home feel bright and welcoming.
- Open all blinds and curtains to maximize natural light and showcase the views.
- Adjust the thermostat to a comfortable temperature (warm in winter, cool in summer).
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Ensure the driveway and walkways are clear of snow, ice, or debris.

- Clear access paths to all outbuildings, the well head, and the septic tank lids.
- Empty all garbage and recycling bins, and ensure the home smells fresh and clean.
- Secure all pets or remove them from the property during the showing.
- Secure all valuables, jewelry, prescription medications, and sensitive documents.
- Leave the property during the showing to allow buyers to explore comfortably.
- Ensure all gates are unlocked if buyers need to walk the acreage.

Buyers often make their decision within the first few minutes of arriving. A clear, well-maintained entrance and a bright, welcoming interior set the stage for a successful showing.

- Wipe down all kitchen and bathroom counters.
- Ensure all toilet seats are down.
- Put away any dishes or clutter on the kitchen counters.
- Make all beds and tidy bedrooms.
- Turn off any televisions or loud music; soft background music is acceptable.

Phase 5: Negotiation Tips

Receiving an offer is exciting, but it is only the beginning of the negotiation. Here is how we approach the process to protect your interests and secure top dollar.

- Review the offer price carefully, but do not ignore the conditions and closing date.
- Evaluate the buyer's financing condition; ensure they have a strong pre-approval.
- Scrutinize the home inspection condition; be prepared to negotiate minor repair requests.
- Understand any conditions related to the sale of the buyer's current property.
- Review the requested chattels and fixtures to ensure they align with your expectations.
- Consider the closing date; ensure it provides you with enough time to move comfortably.
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Rely on Kevin's 30+ years of experience to counter-offer strategically.

- Keep emotions out of the negotiation; treat it as a business transaction.
- Be prepared to compromise on minor issues to secure the overall deal.
- Ensure all agreements are documented clearly in writing.

A strong offer is not just about the highest price; it is about the highest price with the best terms and the highest likelihood of closing smoothly.

- Understand the difference between a firm offer and a conditional offer.
- Be prepared for the buyer to request a final walk-through before closing.
- Ensure the deposit is substantial enough to show the buyer's commitment.
- Review any clauses related to the well or septic system carefully.
- Consult with your real estate lawyer if you have any legal concerns regarding the offer.

Phase 6: Closing Checklist

The period between an accepted offer and closing day is busy. Use this checklist to ensure you are ready to hand over the keys without any last-minute stress.

- Provide a copy of the accepted Agreement of Purchase and Sale to your real estate lawyer.
- Contact your mortgage lender to arrange for the discharge of your current mortgage.
- Notify utility companies (hydro, propane, internet) of your moving date to arrange final readings.
- Cancel or transfer your home insurance policy, effective the day after closing.
- Submit a change of address to Canada Post, your bank, and other important contacts.
- Book a moving company or reserve a rental truck well in advance.
- Begin packing non-essential items and clearly label all boxes.
- Ensure the property is left in broom-swept condition, as required by the agreement.
- Leave all manuals, warranties, and useful property information for the new owners.
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Mulmur Home Selling Guide

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Hand over all keys, garage door openers, and alarm codes to your lawyer or Realtor.

Closing day involves the transfer of funds and title. Your lawyer will handle the legal and financial details, but ensuring the property is ready for the new owners is your responsibility.

- Cancel any recurring deliveries or services (e.g., snow removal, landscaping).
- Ensure all chattels included in the sale are left on the property.
- Remove all chattels and personal items that were excluded from the sale.
- Perform a final walk-through of the property to ensure nothing has been left behind.
- Celebrate the successful sale of your Mulmur home!

Ready to Find Out What Your Mulmur Home Is Worth?

Get a free, no-obligation home evaluation from Kevin Flaherty. 30+ years of Mulmur expertise, over \$500M sold, and a proven system for getting top dollar on rural and acreage properties.

Start Your Evaluation: flaherty.ca/homeeval | Call Kevin: 226-270-6433