

Selling Rural Property in Mulmur

The Country Property Seller's Guide and Checklist

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Mulmur

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SELLING RURAL PROPERTY IN MULMUR ONTARIO

Sell rural property in Mulmur with guidance on pricing, septic, well, acreage, outbuildings, views, and buyer positioning.



PRICING STRATEGY

Accurate pricing based on local rural comparables.



SEPTIC & WELL CONSIDERATIONS

Highlight systems, reports, and maintenance.



ACREAGE & LAND VALUE

Position land size, usable acres, and future potential.



OUTBUILDINGS & EXTRAS

Showcase barns, shops, fencing, and other features.



VIEWS & NATURAL BEAUTY

Market views, privacy, and the lifestyle appeal.



BUYER POSITIONING

Target the right buyers and tell the right story.



FREE PDF DOWNLOAD:

Mulmur-Rural-Property-Selling-Guide-Flaherty.pdf

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38 YEARS TOP 1% ONTARIO • 99.2% SALE-TO-LIST • 52% FASTER DOM

A step by step preparation, documentation, marketing, and closing checklist for acreage, hobby farms, and country homes across Mulmur Township and Dufferin County.

Kevin Flaherty, Broker

Flaherty.ca Home Selling System Team | eXp Realty

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Why Selling Rural Property Is Different

Selling a rural property in Mulmur is not the same as selling a house in town. Buyers here are purchasing a lifestyle, the land, the privacy, and the utility of the acreage as much as the dwelling itself. They look at workable land, outbuildings, water and septic systems, road access, and zoning. Because the buyer pool is smaller and more specific, your marketing must reach beyond the local area and answer buyer questions before they ever drive up the lane. This guide walks you through every step. Work through each phase in order and check off every item before moving on. Call Kevin Flaherty at 226-270-6433 with any questions along the way.

The Mulmur Buyer Pool

Most rural Mulmur buyers fall into four groups: families moving out of the GTA for more space, downsizers leaving larger working farms, weekend and recreational buyers, and hobby farmers. Each group values different features. A strong listing speaks to all four by documenting the land, the systems, and the lifestyle clearly and visually.

How to Use This Checklist

The phases below follow the natural order of a sale: due diligence, preparation, marketing, pricing and launch, offers, and closing. Each phase contains action items with empty checkboxes so you can track progress. The worksheets and decision questions help you prepare the documentation that rural buyers expect. For current Mulmur market data, average prices, and days on market, visit the live market report at flaherty.ca/mulmur-real-estate-market, which is kept up to date so this guide can stay focused on process and strategy that never goes stale.

Phase 1: Pre-Listing Due Diligence

Rural sales live or die on documentation. Gather these before you list so buyers never have a reason to hesitate.

- Request a professional opinion of value that prices land, outbuildings, and dwelling separately.
- Locate your existing property survey, or note that one is not available.
- Mark approximate boundaries, fence lines, and easements on a property map.
- Schedule a septic pump out and keep the receipt and date.
- Commission a pre-listing septic inspection and obtain the written report.
- Get a recent well water quality test (bacteria, nitrates) and record the flow rate.
- Note the age and condition of the well pump and pressure system.
- Obtain a WETT certificate for any wood stove, insert, or fireplace.
- Confirm whether the property is within the Niagara Escarpment Plan area.
- Check conservation authority and agricultural zoning overlays.
- Gather permits for any additions, decks, or outbuildings.
- Confirm heating fuel type and whether equipment (propane tank, etc.) is owned or rented.
- Confirm internet and cell service providers and typical speeds.
- Review your mortgage terms and any early payout penalties.
- Choose your Ontario real estate lawyer.

Rural Documentation Worksheet

Buyers and their lenders treat the well and septic as separate line items in due diligence. Fill this in and keep copies ready to share.

Septic system type and tank size:

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Date of last septic pump out:

Date of last septic inspection and result:

Well type (drilled / dug) and approximate depth:

Most recent water test date and result:

Well flow rate / yield:

Heating system type and fuel:

WETT certificate date (if applicable):

Survey available (yes / no) and date:

Zoning / Escarpment / conservation notes:

Why Documentation Wins

Properties with a complete, documented maintenance history sell faster and for more because they remove the uncertainty that makes rural buyers nervous. Sellers who prepare records before listing control the narrative. Sellers who wait for the buyer's inspector to find surprises lose control of the negotiation. Aim to have your full package ready two to three months before listing.

Phase 2: Property and Land Preparation

First impressions on a rural property start at the road and the lane, not the front door.

- Grade and clean the driveway and laneway so access is safe and passable.
- Mow and tidy the yard, paddocks, and the septic drainfield area.
- Remove vehicles, equipment, and stored items from over the drainfield.
- Trim trees and shrubs within reach of the drainfield and septic bed.
- Clear out and organize barns, drive sheds, and workshops.
- Repair or remove unsafe or derelict outbuildings.
- Check and tidy fence lines and gates.
- Declutter the home interior, removing 30 to 40 percent of items.
- Deep clean the entire home, including mudrooms and entries.
- Address visible deferred maintenance and minor repairs.
- Freshen paint in high traffic and key living areas.
- Service the heating system and replace filters.
- Test that all water fixtures run clear and at good pressure.
- Stage key rooms to show the country lifestyle at its best.

Phase 3: Marketing That Reaches Rural Buyers

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The biggest barrier in a rural sale is distance. Many qualified buyers are an hour or more away. The goal is to let them experience the full property online so that when they book a visit, they are serious and ready. Insist on marketing that does this.

- Commission professional photography of the home and key rooms.
- Commission drone / aerial photography to show boundaries, land, and outbuildings.
- Insist on a Video Narrated VR Animated Online Showing that walks buyers through the property.
- Map the property so buyers understand acreage, bush, pasture, and structures.
- Write a listing that sells the lifestyle and the function of the land.
- Confirm syndication and exposure well beyond the local MLS.
- Target buyers actively searching for rural and acreage properties.
- Set up a clear feedback and showing report system.

Marketing Self Audit

Before you sign any listing agreement, ask the agent to show you a sample online showing for a comparable rural property. If you cannot walk the home and see the land online from your own couch, neither can an out of area buyer. The Flaherty Video Narrated VR Animated Online Showing is built for exactly this. Learn more at flaherty.ca/sellers.

Land and Feature Scoring Worksheet

Rate each feature from 1 (needs work) to 5 (strong selling point) and note your action.

Feature	Score	Action / Notes
Driveway / lane access	___	_____
Curb appeal from the road	___	_____
Workable land / pasture	___	_____
Outbuildings / barns	___	_____
Septic system condition	___	_____
Well yield and water quality	___	_____
Privacy and views	___	_____
Interior condition	___	_____

Phase 4: Pricing and Going Live

Accurate pricing is the single biggest driver of a timely rural sale. Overpriced acreage sits, while a correctly priced property with strong marketing creates competition. Because the buyer pool is smaller, the first few weeks on market matter most.

- Set the list price using genuine sold comparables for similar acreage.
- Value the land, outbuildings, and dwelling as separate components.
- Review every listing detail and photo before going live.
- Confirm the online showing is live the moment the listing launches.
- Prepare a showing routine that keeps the home and lane ready.
- Agree on a feedback and reporting cadence with your agent.

Pricing Decision Questions

Ask yourself: What have truly comparable rural properties sold for in the last year, not just listed for? How does my workable land compare to those comparables? What is my walk away timeline, and how does that affect my pricing strategy? Am I pricing to create competition, or to chase the market down?

Phase 5: Offers and Negotiation

On rural properties, the strongest offer is rarely just the highest number. Conditions, timelines, and buyer financing all matter.

- [] Evaluate the full offer, including conditions and closing date, not just price.
- [] Understand the conditional period and what inspections it allows.
- [] Confirm the buyer's financing strength and pre-approval.
- [] Anticipate well and septic conditions and have your documents ready.
- [] Negotiate with a clear, predetermined walk away number.
- [] Use buyer activity and showing data to support your position.
- [] Keep backup interest warm in case an offer falls through.

Fixtures, Chattels, and Farm Equipment

Keep the real estate transaction clean. Fixtures attached to the property (built ins, the well pump) normally stay. Movable chattels (a riding mower, a standalone freezer) go with you unless negotiated. Handle farm equipment through a separate bill of sale so it does not complicate the buyer's financing.

Phase 6: Conditions and Closing

Once you have an accepted offer, momentum matters. Cooperate quickly with inspections and engage your professionals right away.

- [] Cooperate fully with the buyer's home inspection.
- [] Facilitate access for septic and well inspections or testing.
- [] Provide your documentation package to the buyer's agent promptly.
- [] Engage your real estate lawyer immediately after acceptance.
- [] Confirm and satisfy any remaining conditions on time.
- [] Arrange utility transfers and mail / address changes.
- [] Plan to be fully moved out a few days before closing.
- [] Complete the final walkthrough with your agent.
- [] Sign closing documents and hand over keys and manuals.
- [] Leave behind well, septic, and equipment records for the new owner.

Seller Cost Reminders

As a seller in Ontario you typically pay real estate commission, your legal fees, and any penalty for breaking a mortgage early. Unlike buyers, sellers do not pay land transfer tax. Speak with your accountant about whether any portion of the property falls outside the principal residence exemption, which can matter on larger acreage and working land.

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Your Next Step

Every strong rural sale starts with an accurate evaluation. Kevin Flaherty will walk your property, value the land and outbuildings, review your documentation, and build a marketing plan designed for Mulmur and Dufferin County buyers. Call 226-270-6433 or book online at flaherty.ca/homeeval.

Ready to Sell Your Mulmur Rural Property?

Book your free, no obligation home evaluation today.

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