

Your Complete Mulmur Acreage Selling Guide

Selling acreage in Mulmur requires a different approach than selling a standard residential property. This guide walks you through every step of preparing, documenting, and marketing your acreage to achieve the best possible result. Work through each phase in order and check off every item before moving to the next. For a free, no-obligation acreage evaluation, call Kevin Flaherty at 226-270-6433.

Phase 1: Land Assessment and Documentation

Before listing your acreage, you need a complete understanding of what you are selling. This phase focuses on documenting the physical characteristics of your land.

- Walk the entire property and note cleared vs. wooded areas
- Identify buildable areas, slopes, and drainage patterns
- Locate and review your property survey (or commission a new one)
- Confirm total acreage and verify against the deed
- Photograph all outbuildings, barns, and structures from multiple angles
- Document the condition of fencing, gates, and laneways
- Note any natural features: ravines, ponds, streams, rock outcrops
- Identify any managed forest or farm tax incentive programs in place
- Record GPS coordinates for property corners if available
- Measure and document road frontage (municipal vs. private)
- Note the proportion of usable land vs. protected or unbuildable areas

Tip: Buyers will ask about the ratio of cleared to wooded land. Having this information ready shows preparation and builds confidence.

Phase 2: Zoning and Regulatory Review

Zoning and conservation overlays significantly impact what a buyer can do with your land. Proactively researching these details prevents surprises during the due diligence period.

- Confirm your zoning designation (agricultural, rural residential, etc.)
- Determine if the property is within the Niagara Escarpment Plan area
- Check for NVCA (Nottawasaga Valley Conservation Authority) regulated areas
- Review any conservation easements or environmental restrictions
- Confirm permitted uses and building potential under current zoning
- Investigate severance potential (consult Township of Mulmur)
- Gather any existing development permits or variances
- Note road classification: municipal year-round, seasonal, or private
- Confirm if any portion of the land is designated as floodplain

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- Document any existing easements (utility, access, drainage)

Tip: Many buyers actively seek Escarpment properties for the protected views. Disclosure is not a negative; it is a selling feature when positioned correctly.

Phase 3: Well, Septic, and Infrastructure

Private servicing is the most common source of buyer anxiety on acreage properties. Having complete, documented records removes this hesitation and protects your asking price.

- Obtain a recent water quality test (bacteria and chemical parameters)
- Locate your well record (depth, yield, casing, installation date)
- Get a septic pump-out receipt (within the last 2 years)
- Commission a septic inspection if system is older than 15 years
- Document heating system type, age, and fuel source
- Get a WETT certificate if you have a wood stove or fireplace
- Confirm electrical service capacity to the home and outbuildings
- Document internet service provider and typical speeds
- Note any shared services (shared well, mutual driveway, easements)
- Confirm propane or oil tank ownership (owned vs. rented)
- Document any backup power systems (generator, solar)

Tip: A clean septic inspection and a strong well yield test are two of the most powerful tools for protecting your asking price during negotiations.

Phase 4: Property Preparation

First impressions matter, especially on acreage where the land itself is a major part of the value. This phase ensures your property shows its best.

- Clear brush and debris from laneways and access points
- Ensure the driveway is graded and passable in all seasons
- Clean out outbuildings so buyers can envision their use
- Remove any unsafe or derelict structures that detract from value
- Mow fields and maintain visible areas of the property
- Repair or replace damaged fencing along road frontage
- Declutter the home interior (remove 30-40% of items)
- Deep clean the entire home, including windows
- Address deferred maintenance (leaky faucets, broken windows, peeling paint)
- Maximize curb appeal at the entrance to the property

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- Mark property boundaries with visible stakes or flagging tape
- Ensure all gates open easily and locks function

Tip: You do not need to pave a long gravel driveway. Focus on making it clean, graded, and easy to navigate. First impressions start at the road.

Phase 5: Marketing and Listing Strategy

Acreage requires marketing that goes beyond a standard MLS listing. The goal is to show buyers the full scope of your property before they ever visit.

- Get a professional acreage evaluation from Kevin Flaherty (226-270-6433)
- Discuss pricing strategy based on comparable acreage sales
- Commission professional photography and high-altitude drone footage
- Produce a Video Narrated VR Animated Online Showing of the home
- Create a property information package for serious buyers
- Include survey, zoning info, well/septic records in the package
- Review and sign the listing agreement
- Confirm the listing is syndicated across maximum online channels
- Ensure targeted buyer outreach calls are being made
- Prepare the home and land for showings (clean, lit, accessible)
- Plan showing routes that highlight the best features of the land

Tip: Drone footage showing property boundaries and land layout is essential for acreage. Buyers need to see the full scope before committing to a visit.

Phase 6: Offers, Negotiation, and Closing

When offers arrive, evaluating them carefully and negotiating strategically ensures you achieve the best possible outcome for your acreage sale.

- Evaluate each offer on price, conditions, and closing date
- Review financing conditions and buyer pre-approval strength
- Understand inspection and environmental condition timelines
- Negotiate with a clear walk-away number in mind
- Cooperate with buyer inspections (home, septic, well, environmental)
- Engage your real estate lawyer immediately after acceptance
- Arrange utility transfers and address changes
- Separate farm equipment from the real estate transaction if applicable
- Complete the final walkthrough with the buyer

- Sign closing documents and hand over keys

Who Buys Acreage in Mulmur?

Understanding your buyer helps us position your property effectively and target our marketing. Mulmur acreage attracts four primary buyer profiles:

Estate Builders

Buyers looking for a premium lot with views, privacy, and space to build a custom home. They value topography, southern exposure, and proximity to the Niagara Escarpment. These buyers often come from the GTA and are willing to pay a premium for the right setting.

Hobby Farmers

Buyers seeking workable land for horses, livestock, or small-scale agriculture. They prioritize cleared pasture, functional outbuildings, good fencing, and reliable water supply. The condition and capacity of your barn and outbuildings directly impacts their offer.

Recreational Buyers

Buyers from the GTA looking for a weekend retreat or seasonal property. They value proximity to Mansfield Ski Club, hiking trails, and natural beauty. These buyers are often less concerned about workable land and more focused on privacy and views.

Investors

Buyers holding land for long-term appreciation or future development potential. They look at zoning potential, road frontage, total acreage, and proximity to growth areas. Investors evaluate the land on a per-acre basis and consider future highest-and-best use.

Key Factors That Determine Acreage Value

When pricing your acreage, these are the factors that most significantly impact market value:

- Proportion of cleared, usable land vs. bush or protected areas
- Quality of views (rolling hills, Escarpment vistas, open countryside)
- Privacy (setback from road, tree screening, no visible neighbours)
- Road access type (paved municipal, gravel municipal, private lane)
- Condition and functionality of outbuildings
- Well yield and water quality
- Septic system age and condition
- Zoning flexibility and development potential
- Internet connectivity and cell service
- Proximity to amenities (Mansfield, Creemore, Orangeville)

Ready to find out what your acreage is worth?

Book your free evaluation: flaherty.ca/homeeval | 226-270-6433

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