

# Mulmur Estate Home Selling Guide

## Your Complete Checklist for Selling a Premium Property

This guide is designed specifically for owners of estate homes in Mulmur, Ontario. Estate properties require a different selling approach than standard homes. The custom construction, large acreage, premium features, and unique buyer pool all demand specialized preparation and marketing. Use this checklist to ensure your estate home is positioned for maximum value and a smooth transaction.

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### Section 1: Estate Home Assessment

Before listing your estate home, a thorough assessment establishes the foundation for accurate pricing and effective marketing. Complete each item below to ensure nothing is overlooked.

#### Property Valuation Preparation

- Obtain a professional estate home evaluation from an experienced rural Realtor
- Document the total acreage and breakdown (cleared, wooded, wetland, pasture)
- Identify the proportion of usable versus protected land
- Confirm property boundaries with an existing or updated survey
- Note all easements, right-of-ways, and shared access arrangements
- Research recent sales of comparable premium properties in the broader region
- Calculate the replacement cost of custom construction and premium materials
- Document the original build cost and any major renovation investments
- Identify features that add market value versus personal-preference features
- Determine whether the property falls within the Niagara Escarpment Plan area

#### Custom Feature Documentation

- List all custom architectural elements (vaulted ceilings, custom millwork, stone features)
- Document premium materials used in construction (imported stone, hardwood, custom tile)
- Record all smart home and automation systems with model numbers and manuals
- Inventory all built-in appliances and their specifications
- Document custom landscaping features (retaining walls, water features, outdoor kitchens)
- List all outbuildings with dimensions, construction date, and current condition
- Note any guest houses, studios, or secondary dwellings on the property
- Record pool, hot tub, tennis court, or equestrian facility specifications
- Document any renewable energy systems (solar, geothermal, wind)
- Gather all architectural plans, blueprints, and as-built drawings
- Compile contractor contact information for all major systems
- Locate all warranty documents and transferable coverage details

### Section 2: Systems and Maintenance Documentation

Premium buyers expect comprehensive documentation of all mechanical and structural systems. Having these records organized and available demonstrates that the property has been properly maintained and builds buyer confidence.

### Mechanical Systems

- HVAC system: last service date, filter schedule, capacity documentation
- Geothermal system: installation records, loop field documentation, service history
- Backup generator: capacity, fuel type, last service, automatic transfer switch status
- Water treatment system: type, last service, filter replacement schedule
- Septic system: last pump-out receipt, inspection report, system design specifications
- Well: yield test results, water quality test (within last 6 months), depth and casing records
- Electrical panel: capacity, any upgrades, surge protection documentation
- Fireplace/wood stove: WETT certificate (current), chimney inspection report
- Water heater: age, capacity, last service
- Sump pump and drainage: last inspection, backup power status

### Structural and Exterior

- Roof: age, material, warranty status, last inspection
- Foundation: type, any waterproofing work, drainage tile status
- Windows and doors: age, manufacturer, warranty, energy rating
- Driveway: material, length, last resurfacing or grading
- Fencing: type, total length, condition assessment
- Retaining walls: material, age, structural integrity
- Septic bed location: marked and documented for buyer reference
- Property drainage: grading, swales, any engineered solutions

## Section 3: Privacy and Security During Showings

Estate home sellers often have significant concerns about privacy and security. This section helps you prepare protocols that protect your property while still allowing qualified buyers to experience the home.

### Pre-Showing Security Preparation

- Identify all valuables, art, and personal items to secure before showings
- Document security system zones and determine showing access protocols
- Establish a buyer pre-qualification requirement before granting physical access
- Decide which rooms or areas (if any) will be restricted during initial showings
- Remove or secure any personal documents, financial records, or sensitive materials
- Establish a showing schedule that works with your lifestyle and security needs
- Determine whether you will be present or absent during showings
- Brief household staff (if applicable) on showing protocols and confidentiality
- Secure outbuildings, workshops, and any equipment storage areas
- Disable or adjust smart home cameras/recording during showings (legal requirement)

### Showing Protocol Decisions

- No open houses (estate properties should never have public open houses)
- All showings by appointment only with minimum 24-hour notice
- All buyers must be accompanied by their agent and the listing agent
- Buyer financial pre-qualification verified before showing is confirmed
- Buyer must have viewed the online showing before requesting physical access
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Sign-in/sign-out protocol for all visitors to the property

- Photography policy during showings (buyer photos allowed or restricted?)
- Post-showing security check: all doors locked, systems re-armed

## Section 4: Marketing Strategy for Premium Properties

The marketing of an estate home must match the calibre of the property. Standard listing photos and a basic MLS description are insufficient. This checklist ensures your property receives the premium presentation it deserves.

### Professional Media Production

- Professional architectural interior photography (all rooms, natural light)
- Wide-angle exterior photography showing home in landscape context
- High-altitude drone footage capturing full acreage and boundaries
- Low-altitude drone footage showing landscaping, outbuildings, and approach
- Video Narrated VR Animated Online Showing of the complete property
- Detailed floor plans with exact measurements and room dimensions
- Feature sheet documenting every premium element and custom detail
- Property brochure for use during in-person showings
- Twilight photography (if property has exterior lighting features)
- Seasonal photography (if listing timing allows capturing best season)

### Targeted Buyer Outreach

- Syndication to premium real estate platforms beyond standard MLS
- Targeted digital campaigns reaching GTA executive and professional demographics
- Direct outreach to qualified buyers in the active buyer database
- Targeted buyer outreach calls to prospects matching the property profile
- Social media marketing with professional video and photography
- Email marketing to qualified buyer segments
- Network outreach to luxury-focused agents in the GTA corridor
- International exposure through premium listing platforms (if appropriate)

#### Key Principle: The Online Showing as Privacy Filter

The Video Narrated VR Animated Online Showing serves a dual purpose for estate sellers: it maximizes exposure to distant buyers while simultaneously protecting your privacy. Buyers who have explored the property online and still want to visit are demonstrating genuine interest. This means fewer unnecessary showings and a higher quality of buyer walking through your door.

## Section 5: Buyer Qualification Checklist

Not every interested party is a qualified buyer for an estate property. Use this checklist to ensure that only serious, capable buyers gain access to your home.

### Financial Qualification

- Buyer has mortgage pre-approval for the full asking price (or proof of funds)
- Buyer's lender is aware of the property type (estate/rural/acreage)
- Buyer understands potential appraisal challenges with custom properties
- Buyer has confirmed their timeline aligns with your preferred closing date
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Buyer has viewed the complete online showing and reviewed the feature sheet

- Buyer's agent has confirmed their client's genuine interest and readiness
- Buyer understands the rural property considerations (septic, well, conservation)
- Buyer has been informed of any Escarpment Plan or conservation restrictions

### Offer Evaluation Criteria

- Purchase price relative to asking price and market analysis
- Deposit amount (estate properties typically warrant larger deposits)
- Financing conditions: type, timeline, and lender reputation
- Inspection conditions: scope, timeline, and any exclusions
- Closing date alignment with your preferred timeline
- Conditions related to the sale of the buyer's existing property
- Any unusual conditions or requests that may complicate closing
- Buyer's flexibility on chattels, fixtures, and included items

## Section 6: Legal and Regulatory Considerations

Estate properties in Mulmur often involve legal complexities that standard residential sales do not. Address these items early to prevent surprises during the transaction.

### Title and Survey

- Obtain a current title search confirming clean ownership
- Locate or commission an updated property survey
- Identify and document all easements and right-of-ways
- Confirm no outstanding liens, encumbrances, or work orders
- Verify property tax status is current with no arrears
- Document any shared access or maintenance agreements with neighbours

### Regulatory Compliance

- Confirm Niagara Escarpment Plan designation and any development permit history
- Verify NVCA (Nottawasaga Valley Conservation Authority) compliance status
- Document any conservation easements or land trust agreements
- Confirm all structures have proper building permits on file
- Verify zoning compliance for all current uses of the property
- Check for any outstanding orders from the Township or County
- Confirm septic system compliance certificate (if available)
- Document any severance history or potential (consult Township planning)
- Verify that any rental units or secondary dwellings are legally permitted
- Confirm compliance with the Endangered Species Act (if applicable)

### Closing Preparation

- Engage a real estate lawyer experienced with rural/estate transactions
- Gather all keys, access codes, gate remotes, and system passwords for transfer
- Prepare a list of all service providers (landscaping, snow removal, security)
- Document any verbal agreements with neighbours regarding shared resources
- Plan your move-out timeline (recommend completing 2-3 days before closing)
- Arrange final meter readings for hydro, propane, and any metered services
- Cancel or transfer insurance coverage effective on closing date
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Prepare a comprehensive property manual for the new owner

## Section 7: Suggested Selling Timeline

Estate homes typically benefit from a more deliberate pre-listing process than standard properties. Use this timeline to stage your preparation so pricing, documentation, media, and buyer qualification all happen in the right order.

### 6 to 8 Weeks Before Listing

- Book the initial estate home evaluation and pricing strategy meeting
- Gather surveys, permits, warranties, floor plans, and maintenance records
- Schedule septic, well, and WETT inspections if updates are needed
- Identify repairs or improvements that will strengthen presentation and value
- Review any conservation, Escarpment, or zoning considerations with your Realtor

### 3 to 4 Weeks Before Listing

- Complete repairs, touch-ups, landscaping, and exterior approach improvements
- Organize custom feature documentation and create a complete feature inventory
- Secure valuables and establish privacy protocols for all future showings
- Coordinate professional photography, drone work, floor plans, and online showing production
- Prepare outbuildings, mechanical rooms, and utility areas for buyer review

### 1 to 2 Weeks Before Listing

- Finalize pricing based on current buyer demand and comparable premium sales
- Approve the listing description, media package, and marketing rollout plan
- Confirm showing instructions, notice periods, and buyer qualification requirements
- Prepare a property binder with system details, service contacts, and manuals
- Walk the property with your Realtor to review the full launch presentation

### During the Listing Period

- Review showing feedback for pricing, presentation, and buyer-objection patterns
- Track which features generate the strongest engagement from qualified buyers
- Adjust exposure strategy if needed while maintaining privacy standards
- Reconfirm offer terms carefully, focusing on deposit strength and conditions
- Prepare early for closing once a serious buyer begins due diligence

## Ready to Sell Your Mulmur Estate Home?

Contact Kevin Flaherty for a free, no-obligation estate home evaluation.

Phone: 226-270-6433 | Website: flaherty.ca | Book online: flaherty.ca/kevinscalendar