

The Lavender Home Selling Guide

A Complete Preparation Checklist for Agricultural and Country Properties in Northwestern Mulmur

Selling a home in the Lavender community is different from selling in town. Your property likely includes acreage, a well and septic system, outbuildings, and possibly workable farmland along the Mulmur-Nottawasaga Townline. Buyers here are purchasing a lifestyle as much as a house, and the preparation you do before listing directly affects your final sale price. This guide walks you through every phase of the process, from gathering documentation to closing day. Check off each item as you complete it.

Why Preparation Matters in Lavender

Buyers of agricultural properties do more due diligence than town buyers. They ask about water yield, septic history, barn condition, land boundaries, and zoning. Sellers who have answers ready keep momentum in the deal and protect their asking price. Sellers who scramble for paperwork late in the process often face price reductions or lost deals.

Phase 1: Documentation and Records (4 to 8 Weeks Before Listing)

Start with paperwork. Nearly every question a rural buyer asks can be answered with a document, and assembling these early is the single most valuable thing you can do before listing.

Water and Well Records

- Locate your well record (drilled date, depth, and casing details).
- Arrange a current water potability test through the health unit.
- Record typical water yield and note any seasonal changes.
- Gather receipts for any pump, pressure tank, or treatment system service.
- Note the location of the well cap and confirm it is visible and accessible.

Septic System Records

- Find the original septic installation permit or use permit.
- Book a septic pump-out and keep the dated receipt.
- Sketch or confirm the location of the tank and weeping bed.
- Gather any inspection or repair records from past years.
- Note the age of the system and any upgrades completed.

Property and Land Documents

- Locate your property survey or reference plan, if available.
- Pull your most recent property tax bill and MPAC assessment.
- Document any farm-class tax treatment or managed forest program enrolment.
- Collect any written or verbal farmland lease arrangements with neighbours.
- Confirm zoning with the Township of Mulmur and note any agricultural designations.
- Check whether any portion of the land falls under conservation authority or Niagara Escarpment jurisdiction.
- Gather hydro, propane or heating fuel, and internet bills for a 12-month cost picture.
- Locate the WETT certificate for any wood stove or fireplace, or book an inspection.

Tip from Kevin

Put everything in one binder or folder. When a buyer asks a question during a showing or in an offer negotiation, producing the answer immediately builds trust and keeps your price intact. Call 226-270-6433 if you are unsure which documents apply to your property.

Phase 2: Land, Outbuildings, and Exterior (3 to 6 Weeks Before Listing)

In Lavender, the land often carries as much value as the dwelling. Buyers will walk the property, look inside every outbuilding, and judge the whole package. Work from the road inward.

Laneway and First Impressions

- Grade the laneway and fill potholes; a rough approach sets a negative tone.
- Trim trees and brush along the laneway for easy vehicle access.
- Ensure the fire number sign (911 address) is visible from the road.
- Repair or paint the entrance gate and mailbox area.
- Mow and trim around the house, gardens, and immediate yard.

Barns, Sheds, and Workshops

- Clear out accumulated equipment and clutter so buyers can judge the space.
- Sweep floors and clear cobwebs; a tidy barn reads as a sound barn.
- Repair broken windows, doors, and hinges on all outbuildings.
- Check the barn roof and note its condition honestly; buyers will inspect it.
- Confirm electrical in outbuildings is safe and functional; label panels.
- Remove or organize old fencing wire, scrap metal, and derelict equipment.
- If a structure is unsafe and beyond repair, discuss removal before listing.

Fields, Fencing, and Boundaries

- Mow field edges and keep pasture presentable where practical.
- Repair sagging fence lines and gates, especially those visible from the house.
- Walk the boundaries and note any markers, pins, or line fences.
- Document any tile drainage, irrigation, or water features on the land.
- Clear fallen branches and debris from walking paths and bush trails.

House Exterior

- Clean eavestroughs and confirm downspouts direct water away from the foundation.
- Wash windows inside and out to maximize light and country views.
- Touch up exterior paint, caulking, and trim.
- Stack firewood neatly, away from the house walls.
- Tidy decks and porches; stage simple seating to show outdoor living.

Phase 3: Interior Preparation and Staging (2 to 4 Weeks Before Listing)

Buyers drawn to Lavender want authentic country character combined with sound mechanics. Staging should feel warm and practical, not showroom-sterile. Focus on light, space, and function.

Whole-Home Basics

- Declutter every room; less furniture makes farmhouse rooms feel larger.
- Depersonalize: pack away most family photos and personal collections.
- Deep clean kitchens and bathrooms, including grout and fixtures.
- Touch up paint on trim, baseboards, and high-traffic walls.
- Fix dripping taps, sticking doors, and squeaking hinges.
- Replace burned-out bulbs and brighten dim rooms with higher-lumen bulbs.

Country-Specific Interior Items

- Ensure the mudroom or main entry is organized; rural buyers look for practical storage.
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Service the furnace or heat source and replace filters; leave the service tag visible.

- Clean the wood stove and glass; stage a neat wood basket beside it.
- Check the basement or cellar for dampness and musty odours; run a dehumidifier if needed.
- Confirm the sump pump, water softener, and treatment systems are working.
- Label the electrical panel, water shut-off, and septic cleanout locations.
- Document internet provider and typical speeds; rural buyers ask about this constantly.

Staging for Agricultural Buyers

Buyers seeking a working farm judge function first: storage, workspaces, and the flow between house, yard, and barn. Buyers seeking a country retreat judge feeling first: light, views, and quiet. Good staging serves both. Keep sightlines to the land open, and let every window show the property at its best.

How Your Lavender Property Will Be Priced

Pricing an agricultural property is fundamentally different from pricing a house in town. Two properties on the same concession road can differ in value by hundreds of thousands of dollars based on the land, the outbuildings, and the servicing. Kevin evaluates each component separately and then assembles a defensible market value.

The Four Components of Rural Value

- The dwelling: size, age, condition, layout, heating systems, and character features.
- The land: total acreage, proportion of workable versus rolling or treed land, soil quality, drainage, and road frontage.
- The improvements: barns, workshops, drive sheds, fencing, and their structural condition and usability.
- The intangibles: privacy, views, setback from the road, and the quieter, more remote feel that defines Lavender.

Questions to Answer Before Setting a Price

- Is any farmland leased, and does the lease continue after closing?
- Does the property qualify for farm-class or managed forest tax treatment?
- Are there zoning or conservation restrictions that limit what a buyer can build?
- What have comparable acreage properties in northwestern Mulmur and neighbouring Clearview actually sold for, not just listed for?
- What does the current buyer demand look like for this specific property type?

Why Overpricing Hurts Rural Sellers Most

Rural buyer pools are smaller than town buyer pools. When an overpriced listing sits, the small group of active acreage buyers sees it, mentally discounts it, and moves on. Repricing later rarely recovers the attention lost at launch. An accurate price on day one creates competition; an aspirational price creates silence.

Understanding the Buyers for Your Property

Marketing works best when it speaks to the people most likely to buy. In Lavender, buyers generally fall into four groups, and each one weighs your property differently.

The Expanding Farmer

Values workable acreage, soil quality, drainage, and functional outbuildings above the house itself. Wants clear documentation of land use, leases, and boundaries. Often the strongest buyer for larger parcels.

The Lifestyle Family

Wants space for children, animals, and gardens with a comfortable home at the centre. Judges the mudroom, the barn potential, the school bus route, and the internet speed. Responds strongly to the narrated online showing.

The Country Retreat Buyer

Seeks privacy, views, and quiet, often as an escape from the city. Values the setting, the setback from the road, and proximity to Creemore, the Nottawasaga Valley, and ski hills. Less concerned with workable land.

The Value Seeker

Priced out of areas closer to the city and recognizes that Lavender offers more land per dollar than southern Dufferin or Caledon. Needs confidence in wells, septic, and heating costs to commit.

How This Shapes Your Marketing

The Flaherty marketing plan presents your property to all four groups at once: drone footage and land documentation for the farmer, room-by-room narration and area amenities for the family and retreat buyer, and a complete cost picture for the value seeker. That is why preparation and documentation matter so much; they are the raw material of the marketing.

Your Selling Timeline at a Glance

8+ weeks out	Book the free evaluation. Begin gathering well, septic, survey, and tax documents.
6 weeks out	Complete document binder. Start exterior, laneway, and outbuilding preparation.
4 weeks out	Finish land and fence-line work. Begin interior decluttering and repairs.
2 weeks out	Deep clean and stage. Book the septic pump-out and water test if not done.
Listing week	Photography, drone, and online showing production. Approve listing materials. Launch.
Weeks 1-4 on market	Showings from pre-qualified buyers. Keep the property show-ready.
Offer stage	Review offers, verify rural financing, accommodate inspections, negotiate terms.
Firm to closing	Lawyer handles title work. Utilities, movers, and final walkthrough completed.

Phase 4: Marketing Launch (Listing Week)

Most Lavender buyers come from outside the immediate area. The marketing must carry the property to them, online and in depth, before they ever drive up the laneway.

- Complete professional interior and exterior photography.
- Complete drone photography showing acreage, boundaries, and outbuildings.
- Complete the Video Narrated VR Animated Online Showing of the home and area.
- Review and approve the listing description, feature sheet, and floor plans.
- Confirm the listing highlights the well, septic, outbuildings, and acreage details.
- Approve the launch to MLS and full online syndication.
- Confirm targeted outreach to buyers searching for rural and agricultural properties.
- Install the for-sale sign at the road entrance.
- Place the document binder where buyers and agents can review it during showings.
- Plan to be away from the property (with pets secured) during showings.

The Online Showing Advantage

The Video Narrated VR Animated Online Showing lets buyers tour your home room by room and understand the land, the outbuildings, and the surrounding area, including Creemore, Stayner, and the Nottawasaga Valley, all before booking a visit. Serious buyers arrive informed. Casual lookers stay home. Your routine, and your farm operation, stays intact.

Phase 5: Showings, Offers, and Negotiation

When showings begin, consistency is everything. Keep the property show-ready and let the documentation answer the technical questions.

- Keep laneways clear and, in winter, plowed and sanded for safe access.
- Keep animals secured and note any biosecurity requirements for visitors.
- Review every offer with attention to price, deposit, conditions, and closing date.
- Verify the buyer has financing suited to rural properties (some lenders limit acreage).
- Accommodate well, septic, and home inspections promptly.
- Provide requested documents quickly to keep conditions on schedule.
- Negotiate inclusions and exclusions clearly (equipment, implements, firewood, fuel tanks).
- Handle farm equipment sales separately from the real estate transaction where possible.
- Confirm all conditions are waived or fulfilled in writing.

Phase 6: Closing Checklist

- Deliver the signed agreement and documents to your real estate lawyer.
- Schedule utility final readings and transfers for the closing date.
- Arrange propane or fuel oil tank reading; negotiate credit for remaining fuel.
- Cancel or transfer insurance effective on closing day (not before).
- Book movers early; rural moves often need larger trucks and more time.
- Remove all remaining equipment, scrap, and personal property from the land and outbuildings.
- Leave keys, garage openers, gate keys, manuals, and warranties for the new owner.
- Label the well cap, septic access, and shut-offs one final time as a courtesy.
- Complete a final walkthrough: clean, empty, and ready for the new owners.
- Redirect mail and update your address with CRA, banks, and service providers.

Property Notes Worksheet

Use this space during your preparation walk-through to record details Kevin will ask about during the evaluation.

Well: drilled year, depth, and last water test date:

Septic: installation year and last pump-out date:

Total acreage and approximate workable acres:

Outbuildings (type, size, condition):

Heating systems and approximate annual cost:

Internet provider and typical speed:

Known easements, leases, or boundary notes:

Recent upgrades and approximate year completed:

Key Contacts and Resources

Kevin Flaherty, Broker	226-270-6433 flaherty.ca
Free Home Evaluation	flaherty.ca/homeeval
Book a Call with Kevin	flaherty.ca/kevinscalendar
Book a Zoom with Kevin	flaherty.ca/kevinscalendar-zoom
Township of Mulmur (zoning, permits)	mulmur.ca
Dufferin County	dufferincounty.ca
Current market data	flaherty.ca/mulmur-real-estate-market

This guide is intentionally evergreen. For current Mulmur market statistics, always refer to the live market report at flaherty.ca/mulmur-real-estate-market rather than printed figures that go stale.

Ready to Find Out What Your Lavender Property Is Worth?

Get a free, no-obligation home evaluation from Kevin Flaherty. Kevin will walk your land, review your documentation, and give you a written opinion of value with a clear strategy, whether you plan to sell this season or two years from now.

Call or text 226-270-6433 | flaherty.ca/homeeval