

Orangeville Seller Advantage Checklist

Choose your real estate agent with evidence

The right comparison is the plan for your home: pricing evidence, online presentation, buyer outreach and clear service. Use this guide to interview agents, request proof and record what each proposal actually includes.

Use it in three steps

1. **Prepare.** Write down your timing, priorities and property questions.
2. **Interview.** Use the same questions and ask to see completed examples.
3. **Compare.** Record the evidence and resolve gaps before choosing an agent.

Property / neighbourhood:

My target timing and most important priority:

BUILD YOUR SHORTLIST

Ask for a plan you can inspect

A strong proposal connects your property with pricing, presentation and follow-through. Use the evidence below to test how the service will work for you.

Kevin's signature difference

Video Narrated VR Animated Online Showings combine professional photography, floor plans, narration and animated movement to explain layout, key features and benefits before a buyer visits. Watch a full sample and ask whether it helps you understand the home and the value being presented.

Evidence to request from every agent

- ☐ **Pricing support:** Relevant sold properties, active competition and the reasoning behind the recommended range.
- ☐ **Finished marketing:** A complete listing, floor plan and narrated showing sample you can inspect from start to finish.
- ☐ **Launch and outreach:** The preparation schedule, distribution channels, buyer outreach and assigned responsibilities.
- ☐ **Results and reviews:** Support for performance statements and links to original reviews; keep historical results distinct from current figures.
- ☐ **Communication:** A named contact, expected updates, feedback reporting and agreed strategy-review points.
- ☐ **Service and fees:** A written scope identifying included work, proposed fees and additional charges.

Kevin Flaherty's historical track record

At his former brokerage, Kevin Flaherty was the overall number-one top-producing agent for ten consecutive years among more than 1,800 agents.

Historical TREB-based results include a 99.2% sale-to-list price versus a 97.7% average; a reported $13,358 more in sellers' pockets on average; 52% faster sales than average days on market; and 16 times the average agent's sales volume.

Kevin's career sales exceed $500 million. These are historical results, not current market figures. Past performance does not guarantee the result for your property.

Use current Orangeville market data for today's context, then narrow the discussion to your property and competing listings. Do not treat a historical agent result as a current market average.

Explore the page's selling-system videos and showing example
flaherty.ca/best-real-estate-agent-orangeville

WATCH BEFORE YOU INTERVIEW

10 Questions to Ask Before You Hire a Realtor

Kevin Flaherty explains the ten questions used in this guide. Watch the video, then use the question pages and blank interview records to compare agents on the same basis.



Click the video image or this link to watch on YouTube
https://www.youtube.com/watch?v=liu8S7Z0_zo

Easy-to-type address: flaherty.ca/10questions
The same video and its question guide are available on this page.

What the questions help you compare

The presentation: Questions 1, 3, 5, 6 and 7 examine the marketing plan, floor plans, narration and online understanding of the home.

Buyer reach and availability: Questions 4, 9 and 10 examine suitable buyers, showing coverage and relevant online distribution.

Evidence and accountability: Questions 2 and 8 examine the track record and the reporting you will receive.

After watching, print the final two interview-record pages for each agent. Record the name and date on both sheets, write down the answers and note any evidence still needed.

THE VIDEO'S TEN QUESTIONS

Difference, track record and marketing

Use Kevin's questions at each appointment. The short explanations below summarise what the answers should establish; ask to see the supporting work.

1. What makes you different from other Realtors? Why should I list my home with you?

Look for: Specific marketing services and support that make the proposal different. The explanation should connect those differences to your property and show how buyers will understand it online.

Ask to see: Completed examples of the distinctive services being offered for your home.

2. What is your track record and how does it stack up against other Realtors?

Look for: Evidence of homes sold and the resources behind that work. Clarify what a ranking or performance figure measures and distinguish historical achievements from current figures. Awards alone do not explain the proposed service.

Ask to see: Supporting results and an explanation of how the experience applies to your sale.

3. What are your overall marketing plans for my home?

Look for: A complete plan covering presentation, exposure and follow-up, with named responsibilities. Know what the agent will and will not provide before choosing the service.

Ask to see: The written marketing proposal, included services and launch responsibilities.

4. How many buyers are you currently working with?

Look for: A current explanation of relevant buyer demand and how suitable buyers will be reached. A broad database count or a claim to have one buyer is not a substitute for a full marketing plan.

Ask to see: An anonymised example of buyer matching and the outreach proposed for your property.

5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

Look for: Detailed floor plans that make room sizes, measurement locations and layout understandable. Buyers should be able to assess furniture placement rather than rely only on a broad size range.

Ask to see: A complete floor-plan sample with room dimensions and measurement information.

Notes / follow-up questions:

THE VIDEO'S TEN QUESTIONS

Online understanding and follow-through

Use Kevin's questions at each appointment. The short explanations below summarise what the answers should establish; ask to see the supporting work.

6. Do you offer an online showing that is narrated?

Look for: Narration that explains important features, upgrades and location benefits a buyer might miss in photographs or even during a visit. Ask how property information will be checked before it is described.

Ask to see: A full narrated showing, not only a short promotional clip.

7. What in your marketing provides the online buyers with a clear understanding of a listing's colours, composition, layout and feel for the size of the rooms?

Look for: A presentation that combines a virtual environment with real property imagery so viewers can understand room scale and flow. It should be usable without special equipment or technical skill.

Ask to see: A Video Narrated VR Animated Online Showing sample you can watch from start to finish.

8. What kind of reporting do you provide me with respect to activity on my listing?

Look for: Useful reporting on buyer interest, alongside showing feedback. The video highlights weekly reporting on visits, average viewing time and repeat visits, with an explanation of how that evidence informs decisions.

Ask to see: A sample activity report and the proposed reporting schedule.

9. What happens when you're busy and a buyer wants to see my home?

Look for: A clear coverage arrangement for enquiries and showings when the lead agent is occupied. Establish who will respond, how appointments will be coordinated and how you will be kept informed.

Ask to see: The named backup or team process for handling viewing requests.

10. How many different places online will my listings appear?

Look for: Named, relevant online placements and evidence of how listings are distributed. Ask who manages the work and how you can check the placements; a large number alone does not explain their relevance.

Ask to see: A distribution list, sample placements and the person responsible for syndication.

Notes / follow-up questions:

COMPARISON WORKSHEET

Put the proposals side by side

Use short notes, not a score based on a promise. Record what you saw, what is included and what remains unresolved. Copy this worksheet if you interview more agents.

Property: _____

Evidence / service	Kevin Flaherty	Agent B:	Agent C:
Pricing evidence and rationale			
Complete online presentation			
Buyer reach and follow-up			
Preparation and launch plan			
Relevant track record and reviews			
Lead contact and updates			
Negotiation preparation			
Written services, fees and extras			

Evidence still missing / questions to resolve:

A strong answer should show how the agent's work applies to your home. Keep a promise separate from a sample you have inspected or a commitment included in the written proposal.

YOUR NEXT STEPS

Turn the chosen plan into action

Keep the useful parts of your preparation checklist. Confirm each item with your agent and use the notes area to assign the next steps.

1. Make the home understandable online

- ☐ Show bright, accurate photographs of the rooms and the property's strongest features.
- ☐ Use a clear floor plan so buyers can understand room sizes, layout and flow.
- ☐ Explain important upgrades, features and lifestyle benefits in the presentation.
- ☐ Ask to see a complete Video Narrated VR Animated Online Showing sample.

2. Support the asking price

- ☐ Review recent sold homes that match your property type and Orangeville location.
- ☐ Compare the active listings a buyer could choose instead of your home.
- ☐ Ask the agent to explain the recommended price range and its supporting evidence.
- ☐ Agree when to review enquiries, showing feedback and the pricing strategy.

3. Prepare for useful showings

- ☐ Agree which repairs, decluttering or staging steps are worth the cost and effort.
- ☐ Check that the listing describes the home accurately and answers likely buyer questions.
- ☐ Make the presentation welcoming while keeping rooms, storage and access practical.
- ☐ Set showing arrangements and a feedback process that work with your household.

Before I decide / before launch, we still need to:

Start with your property and your goals

Kevin Flaherty, Broker | Home Selling System Team
Call 226-270-6433 | Kevin@Flaherty.ca

Request a free Orangeville home evaluation
flaherty.ca/orangeville-home-evaluation

Book a Zoom with Kevin
flaherty.ca/kevinscalendar-zoom

Latest Orangeville market report: flaherty.ca/orangeville-real-estate-market
Full seller marketing plan: flaherty.ca/sellers
Read original client reviews: flaherty.ca/reviews

Not intended to solicit properties already listed for sale.

REPRINT FOR EACH AGENT

Realtor interview record

Questions 1-5 | Write the answers below each question. Use a fresh pair of sheets for every agent you interview.

Realtor interviewed: _____ Date: _____

Property / neighbourhood: _____

1. What makes you different from other Realtors? Why should I list my home with you?

2. What is your track record and how does it stack up against other Realtors?

3. What are your overall marketing plans for my home?

4. How many buyers are you currently working with?

5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

Keep any promised follow-up documents with these interview sheets.

REPRINT FOR EACH AGENT

Realtor interview record

Questions 6-10 | Write the answers below each question. Use a fresh pair of sheets for every agent you interview.

Realtor interviewed: _____ Date: _____

Property / neighbourhood: _____

6. Do you offer an online showing that is narrated?

7. What in your marketing provides the online buyers with a clear understanding of a listing's colours, composition, layout and feel for the size of the rooms?

8. What kind of reporting do you provide me with respect to activity on my listing?

9. What happens when you're busy and a buyer wants to see my home?

10. How many different places online will my listings appear?

Keep any promised follow-up documents with these interview sheets.