

ORANGEVILLE REAL ESTATE AGENT REVIEWS

CHOOSE THE RIGHT AGENT.
GET THE BEST RESULTS.

Honest reviews, local insights, and a simple process to help you find the best real estate agent in Orangeville.



AGENT REVIEWS THAT MATTER
Real feedback from local clients in Orangeville.



COMPARE & EVALUATE
Compare experience, specialties, marketing strategies and results.



MAKE A CONFIDENT DECISION
Use the right criteria to choose the agent who's right for you.

AGENT EVALUATION CHECKLIST

A SIMPLE GUIDE TO HELP YOU
COMPARE AND CHOOSE THE
BEST REAL ESTATE AGENT
IN ORANGEVILLE.

EVALUATION CRITERIA

- ☐ Local market knowledge
- ☐ Experience & track record
- ☐ Marketing plan & strategy
- ☐ Communication style
- ☐ Client reviews & testimonials
- ☐ Availability & responsiveness
- ☐ Negotiation skills
- ☐ Fees & commission structure

NOTES



DOWNLOAD YOUR
AGENT EVALUATION
CHECKLIST
FREE PDF

*The right agent
does make a
difference.*



LOCAL FOCUS
Agents who know
Orangeville best.



TRUSTED GUIDANCE
Make an informed decision
with confidence.



BETTER RESULTS
The right agent. The right strategy.
The right outcome.

A PRACTICAL GUIDE FOR ORANGEVILLE & DUFFERIN COUNTY SELLERS

Agent Review & Evaluation Guide

Reviews are most useful when they explain what an agent actually did: how they communicated, presented the home, advised on price and handled the sale. Use this guide to turn those stories into evidence you can compare before hiring.

Read. Check. Compare.

1. Check the original source and the selling situation. **2.** Ask to see the work behind the review. **3.** Use the checklists and printable sheets to record each agent's answers.

Inside: original review examples, all ten video questions with answer guidance, seven evaluation categories and reusable interview and comparison sheets. Print pages 12-13 for each agent you interview.

Provided by Kevin Flaherty, Broker | eXp Realty

Request a free Orangeville home evaluation

Flaherty.ca/orangeville-home-evaluation

01 / REVIEW-READING METHOD

Read the story behind the stars

A useful review describes the situation, the agent's actions and the client's experience. Compare those details with your own home and priorities, then ask for supporting examples.

Agent website	A curated introduction. Follow original-source links and compare the quotation with the original wording.
Google	Public feedback on a business profile. A posted review alone does not establish the reviewer's transaction, role or property location.
RankMyAgent	Read the original review, the client role and any transaction details or verification label displayed with that record.
Video or reference call	Listen for specific actions and challenges. Confirm context; a person appearing on video does not establish every detail of a sale.
Awards or recognition	Check the organiser, category and scope. An award or inspection score is different from a customer-review average.

Five checks before you rely on a review

Source. Open the original. Check the reviewer name and wording; do not count a cross-post as another client experience.

Context. Was this a seller, buyer or both? Was the property and selling situation similar to yours? Do not infer a neighbourhood.

Actions. Look for examples of advice, marketing, communication or problem-solving, rather than praise alone.

Outcomes. Ask how price, terms and timing related to the market and starting price. Over asking is not a measure of net proceeds.

Current service. Ask which people, deliverables and communication commitments would apply to your listing today.

A perfect rating alone neither proves nor disproves authenticity. Treat unclear details as questions to resolve, rather than reasons to assume the best or worst.

02 / ORIGINAL CLIENT ACCOUNTS

From a review to an interview

These accounts describe individual past experiences. Use the details to ask better questions; another property may have a different outcome.

Melissa R.

Orangeville seller | RankMyAgent | 5-star review

From our first sit down with Kevin, his vast experience and professionalism were apparent. We interviewed several realtors and went with Kevin and his team because of his unique marketing strategy in this age of technology. Our home was advertised on many platforms. The 3-D virtual walk through the team created was exceptional. Potential buyers got a very accurate depiction of the property and home. Rooms were shown both furnished and unfurnished, and accurate blueprints with detailed room measurements were provided to assist interested shoppers. Kevin and his team answered any questions and requests in a timely manner and provided the sound advice needed to get our property sold for full asking price in a difficult market. What more could you ask for?

[Read Melissa R.'s original RankMyAgent review](#)

Follow up: Can you show me a finished online presentation and explain how it would communicate my home's features, layout and benefits before a visit?

Peter Haddrell

Caledon seller | RankMyAgent | 5-star review

When we decided to sell our home we considered several agencies and agents. The expression "you only get one chance to make a first impression" rings true in many applications, and none so important as selling your home. The "first impression" we got from Kevin was that he knew his stuff. He was informed of trends in the housing market and what would sell and what hindered sales. Factors such as recent home sales, value of homes compared to what peoples hearts told them their worth all played into our decision to list with Kevin. His approach was not fast paced and had no high pressure tactics like that of a used car salesman of years gone by. His attitude was genuine and honest. He advised us of what we could do to increase the value of our home and what would make for a realistic sale. His years in the industry and his network of contacts played a key role in our home selling in a very short period of time, and over asking.

[Read Peter Haddrell's original RankMyAgent review](#)

Follow up: Which comparable sales support your advice, and how would you explain a realistic asking-price strategy without pressure?

More written reviews and videos: [Flaherty.ca/reviews](https://flaherty.ca/reviews)

03 / EVIDENCE TO REQUEST

Test the service behind the result

Brian Masulka

Seller | Google | 5-star review

Kevin's experience and marketing team was able to sell my home over asking price in one day. The house was sold before it even went on MLS. We did not have to go through open houses or multiple viewings. Kevin completely removed the stress for myself and family.

[Read reviews on the Google business profile](#)

Follow up: Show me your marketing and showing plan. How would you assess early interest before recommending an offer?

Norma Soul

Seller and buyer | Google | 5-star review

The property was listed and sold with second viewing within two days at more than the asking price. The closing dates of this place and the new purchase matched perfectly. During this process Kevin and his team were the epitome of skill and efficiency.

[Read reviews on the Google business profile](#)

Follow up: Who coordinates sale and purchase timelines, and what happens if the closing dates do not align?

These seller and buyer accounts do not establish a typical result or a property location. Another home may have a different outcome.

Ask to see how buyers will understand your home

The Flaherty Team's signature method, **Video Narrated VR Animated Online Showings**, aims to explain a home's key features and benefits before a buyer visits. Ask to see a finished example and what would be included for your property.

The question to ask: What are you going to do to ensure all of my home's key features and benefits are relayed to buyers right online, so they understand the value before they visit and can justify my asking price?

Kevin Flaherty was historically ranked overall number one at his former brokerage for ten consecutive years among more than 1,800 agents. Consider that experience alongside the marketing, advice and service proposed for your own listing.

Watch: [10 Questions to Ask Before You Hire a Realtor](#) - [Flaherty.ca/10questions](#)

[How to Get Top Dollar for Your House](#) | [Client video testimonials](#)

More reviews: [Flaherty.ca/reviews](#)

04 / KEVIN FLAHERTY'S TEN QUESTIONS

Watch before you interview

Watch Kevin's 10 Questions to Ask Before You Hire a Realtor, then use the same questions at each appointment. The next two pages explain what to look for in the answers and what evidence to request.



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

https://www.youtube.com/watch?v=liu8S7Z0_zo

Easy-to-type address: [Flaherty.ca/10questions](https://www.flaherty.ca/10questions)

Use this address to find the video when reading a printed copy.

What the questions help you compare

Presentation: Questions 1, 3, 5, 6 and 7 examine the marketing plan, floor plans, narration and buyers' 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 track record and the reporting you will receive.

The final two pages are reusable interview sheets. Write the Realtor's name and date on both, record each answer, and keep any promised follow-up documents with that pair of sheets.

05 / WHAT TO LOOK FOR IN THE ANSWERS

The video's questions 1-5

Ask these questions as written, then request the examples below. The answer guidance summarises what to establish; it is separate from the video's question wording.

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.

06 / WHAT TO LOOK FOR IN THE ANSWERS

The video's questions 6-10

Ask these questions as written, then request the examples below. The answer guidance summarises what to establish; it is separate from the video's question wording.

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.

07 / EVALUATION CHECKLIST - PART 1

Compare the work and the service

Tick an item only after you have an answer or supporting example. Leave unanswered items open and record what the agent has agreed to provide.

1. Communication & responsiveness

Ask: Who will communicate with me, how often and through which channel?

- ☐ Agreed response window for routine enquiries and urgent matters.
 - ☐ Clear timing for follow-up after this interview.
 - ☐ Written schedule for listing updates and showing feedback.
 - ☐ Named contacts, responsibilities and an escalation route.
 - ☐ Promised materials arrive when the agent said they would.
-

2. Marketing & technology

Ask: Show me what a buyer will see before deciding to visit.

- ☐ Finished photography and video examples for comparable properties.
 - ☐ Online showing explains features, layout and benefits clearly.
 - ☐ Photography and presentation standards are clearly specified.
 - ☐ Drone, floor plans or 3D work are explained where appropriate.
 - ☐ A mobile-device demonstration of the finished presentation.
 - ☐ Written distribution and advertising plan, with included costs.
-

3. Local market knowledge

Ask: What evidence explains how my property fits this market?

- ☐ Current competing listings and relevant completed sales.
- ☐ Buyer needs and seasonal factors explained for my property type.
- ☐ Relevant neighbourhood or comparable-property experience.
- ☐ A clear comparison between my home and its alternatives.
- ☐ Property-specific issues identified, with qualified advice sought where needed.

Agreed communication commitments or materials still to receive:

08 / EVALUATION CHECKLIST - PART 2

Compare advice, evidence and terms

4. Pricing strategy & honesty

Ask: What supports your price advice, and when would we review it?

- ☐ Comparable sales and competition support the proposed strategy.
 - ☐ List price and expected selling range are explained separately.
 - ☐ Preparation suggestions include a reason and a sensible cost discussion.
 - ☐ Written review points consider feedback, activity and changing competition.
 - ☐ The advice includes trade-offs, rather than a price promise to win the listing.
-

5. Review quality & verification

Ask: Which original reviews or references match my selling situation?

- ☐ Original review sources and reviewer context can be checked.
 - ☐ Specific actions are distinguished from reported outcomes.
 - ☐ A cross-posted review is recognised as the same client account.
 - ☐ A relevant reference conversation is requested with that client's consent.
 - ☐ Any award or performance claim has a clear source and scope.
-

6. Fee transparency

Ask: What will I pay, and what exactly is included?

- ☐ Written fee proposal explains taxes, extras and payment triggers.
 - ☐ Included marketing and any additional costs are itemised.
 - ☐ Questions about agreement length, changes and cancellation are answered.
-

7. Relevant experience & track record

Ask: What have you done in a comparable situation?

- ☐ Examples are relevant to my property, market and priorities.
- ☐ The agent explains how strategy changed when a sale became difficult.
- ☐ Production or performance figures specify what was measured.
- ☐ The proposed team and service responsibilities are clear.

Before signing, ask the agent to put the agreed services, fees and terms in writing and resolve anything you do not understand.

09 / PRINT ONE SHEET PER COMPARISON

Three-agent comparison sheet

My property / neighbourhood: _____

My three priorities: _____

Your evidence-based assessment: 1 = answer remains vague; 3 = relevant answer with some support; 5 = clear, relevant answer backed by examples and written commitments. Use 2 or 4 between these anchors. Mark missing information **Pending**.

This is your comparison aid, not a published agent rating. Do not finalise a total until all seven criteria have been assessed. A higher total does not replace judgement about your priorities.

Agent / interview date	Agent 1	Agent 2	Agent 3
Name and date			
Communication			
Marketing quality			
Local knowledge			
Pricing strategy			
Review evidence			
Fee transparency			
Relevant experience			
Total when complete	/ 35	/ 35	/ 35

What stands out, and why does it matter to my sale?

Unanswered questions / next step:

10 / REPRINT FOR EACH AGENT OR REFERENCE

Review & reference evidence record

Agent interviewed: _____

Interview date: _____ Source checked on: _____

Reviewer / reference name: _____

Original source / URL: _____

Client role and property context, if established: _____

What did the agent actually do? Record an exact passage or your observation.

What outcome was reported, and what context still needs checking?

What examples, written commitments or answers do I still need?

If speaking with a past client, ask:

What was promised, and what was delivered? How were updates and difficult decisions handled? What surprised you? What would you want clarified before listing again?

Arrange reference calls through the agent with the client's permission. Avoid requesting another client's confidential documents.

Ready to discuss your own home? [Request a free Orangeville home evaluation](#)

Flaherty.ca/orangeville-home-evaluation | 226-270-6433

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11 / QUESTIONS 1-5 - REPRINT FOR EACH AGENT

Realtor interview record

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.

12 / QUESTIONS 6-10 - REPRINT FOR EACH AGENT

Realtor interview record

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.