

ORANGEVILLE HOME PRICES WORKBOOK

Understand the price. Test the evidence.

Orangeville home prices reflect comparable sales, property type, location, lot, layout, condition and the choices buyers have at the time. An asking price is a strategy; an average, median or benchmark describes a defined group of homes. Use current local evidence to build a property-specific price range, then support the asking price with clear preparation and marketing.

Inside: a price-signal guide, comparable-sales worksheet, pricing decision sheet, ten video questions and two reusable agent interview records.

[Request property-specific advice: flaherty.ca/homeeval]

Reviewed October 27, 2026. Use the latest dated market report for current statistics.

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READ THE NUMBER CORRECTLY

Seven price signals to understand

These measures answer different questions. Check the reporting period, geography, property type and source before comparing them. [1, 2]

Signal	What it tells you - and what to check
Asking price	The amount a seller is requesting. It reflects a listing strategy, not a completed sale or a promise that a buyer will pay it.
Reported sold price	The reported amount agreed in a sale. Check the status, agreement date and any material terms. Reported sales and completed closings are not the same event.
Average sale price	The total sale value divided by the number of sales in the defined group. A different mix of property types or price bands can change the average.
Median sale price	The middle price after sorting the sales. For an even number, use the average of the two middle prices. It is also affected by the mix of homes sold.
MLS® HPI benchmark	A modelled price for a defined typical home. It helps track like-for-like changes, but it is not a valuation of your particular property.
Days on market	Time measured under the report's listing rules. Confirm whether it refers to a listing period or cumulative exposure, and whether relistings are included.
Price per square foot	A comparison tool only when floor-area definitions, property types, condition and lot context are compatible. Keep above-grade and basement areas consistent.

A town-wide figure is context. Your pricing decision needs a comparison set that fits the actual home, as well as current competing listings.

Current dated report: flaherty.ca/orangeville-real-estate-market

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A WORKED EXAMPLE

Why an average is not your home’s price

Illustration only. These five fictional sales are arithmetic examples, not Orangeville sales, a price forecast or a suggested value range.

Fictional sale	Price
A	$600,000
B	$650,000
C	$700,000
D	$750,000
E	$1,300,000
Total	$4,000,000

Average: $4,000,000 divided by 5 = $800,000. Median: the middle of the five sorted prices = $700,000.

The higher-priced sale lifts the average above the median. That difference does not tell you which figure fits your home. Both measures can move when the mix changes; neither isolates the value of an individual property. [1, 2]

Before you use a market figure, record:

Source and reporting period: _____

Area and property category: _____

Number of sales and any small-sample limit: _____

Comparison used: same month last year / prior month / another period: _____

What the figure helps answer - and what it leaves uncertain: _____

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THE PROPERTY BEHIND THE NUMBER

Ten factors to review before setting a price

Use this as a walk-through checklist. A feature’s cost, age or appearance does not establish a fixed price adjustment.

Factor	Evidence to bring to the discussion
1. Location	Street setting, access and amenities. Check school or other boundaries with the responsible authority rather than assuming a neighbourhood premium.
2. Lot and parking	Usable space, privacy, configuration, access and parking. Ask about relevant restrictions or property records.
3. Size and layout	Reliable measurements, room flow, storage and basement use. Keep the comparison’s floor-area definitions consistent.
4. Condition and systems	Observed condition, service records and known issues. Age alone does not establish the cost or timing of replacement.
5. Improvements	Scope, quality, completion records and approvals where applicable. Renovation cost is not automatically added resale value.
6. Comparable sales	Why the selected homes are similar, which differences matter and how the proposed adjustments are supported.
7. Current conditions	Competing listings, relevant buyer demand and financing conditions for this property type and price range.
8. Timing	Your readiness, desired closing and the actual competition at launch. Do not assume a season guarantees a higher price.
9. Presentation	Cleanliness, light, repairs and room purpose. Presentation should make condition and space clear without concealing a problem.
10. Online marketing	Accurate imagery, measurements, floor plans and explanation of features and benefits before a buyer visits.

Mark each factor as a support, a concern or an unanswered question, then carry the most important items to the pricing decision sheet on page 8.

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CHOOSE THE RIGHT COMPARISON SET

Ask why each sale belongs in the evidence

Nearby is a starting point. The strongest comparison explains similarities, material differences and the date of the evidence. [3]

- ☐ Match property type and ownership: freehold and condominium homes can involve different responsibilities and ongoing costs.
- ☐ Compare location, usable lot, size, layout, parking, condition and basement characteristics.
- ☐ Record the sale date and status. Ask whether market conditions or unusual terms affect its usefulness.
- ☐ Request the basis for each adjustment. Do not add renovation costs dollar for dollar or invent a fixed premium for every feature.
- ☐ Include relevant active competition to understand buyer choice. Asking prices do not establish the result of an unsold listing.
- ☐ If similar sales are limited, ask why the search extends in time, location or property type, and how that increases uncertainty.

Property-type differences worth checking

Property context	Questions to resolve
Detached or semi-detached	Are lot, parking, finished space, condition and major systems genuinely comparable?
Townhouse	Is it freehold or condominium? How do fees, responsibilities, parking and interior area compare?
Condominium apartment	Are building, floor, size, parking, locker, fees and relevant condominium records comparable?
Character or rural-edge home	Do services, condition, lawful use and the actual municipality require different comparisons or records?

The next page has space for three sales as a convenient record, not a required valuation sample. More evidence may be needed. An agent’s price opinion and a formal appraisal serve different purposes; confirm what your lender or other recipient requires.

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PRINTABLE COMPARISON WORKSHEET

Record the evidence side by side

Use with your agent. Record facts first, then ask how the important differences affect the proposed range. This sheet does not calculate a property value.

Review date: _____ Prepared with: _____

Record	Your home	Sale A	Sale B	Sale C
Address / reference				
Reported sale price				
Agreement date / status				
Type / ownership				
Lot / parking				
Floor area / basement				
Condition / improvements				
Source / records				
Key differences / reasoning				

Relevant active competition / asking prices: _____

Unresolved issue, extra evidence or reason to exclude a comparison:

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FROM EVIDENCE TO AN ASKING PRICE

Agree on a strategy and a review process

The objective is the strongest achievable seller result. A high asking price, a quick sale and a favourable net result are different measures.

Decision	What to discuss before agreeing
An asking price within the supported range	How the home compares with current alternatives, which features support the position and how the marketing will explain them.
An ambitious price above close comparisons	The evidence for the difference, the risk of weak early response and the review trigger. A higher request is not evidence of higher value.
A deliberately low asking price or offer date	Why that approach suits current demand, what happens if competition does not develop and whether the seller is comfortable with the alternatives.
A change after weak response	Check access, media, enquiries, showing feedback, new sales and competing listings together. Agree on what the evidence supports rather than reacting to one comment.
An offer to accept or negotiate	Compare price with deposit, conditions, closing, inclusions, estimated costs and execution risk. Review the actual agreement with the appropriate professionals. [4]

Avoid the familiar pricing traps

- ☐ Using the amount you need or spent as proof of market value.
- ☐ Copying an asking price or automated estimate without checking relevant sold evidence.
- ☐ Assuming waiting longer, a renovation or a marketing service automatically creates a price premium.

For a buyer, value evidence and an affordable purchase budget are separate checks. Confirm financing and closing costs before committing. For a seller, estimate the amount available after costs and mortgage payout as well as the headline sale price.

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PRINTABLE PRICING DECISION SHEET

Record the reasoning, not just the number

Complete this with the adviser preparing your price opinion. Use the space to document the proposal, assumptions and next review.

Property: _____

Review date / adviser: _____

Desired launch / closing timing: _____

Proposed price range and launch position

Lower indication: $_____ Upper indication: $_____

Proposed asking price: $_____ Evidence as of: _____

Why this asking price suits the comparison set and current competition:

Three strongest price supports

1. _____
2. _____
3. _____

Three buyer concerns or unanswered questions

1. _____
2. _____
3. _____

Review trigger and next action

New comparable / competing listing / repeated feedback / preparation change:

Review date: _____ Action / person responsible: _____

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MAKE THE PRICE UNDERSTANDABLE

Connect the evidence to the online presentation

Before choosing representation, ask: how will buyers fully understand the home's important features and benefits before they visit?

Video Narrated VR Animated Online Showings are the Flaherty Team's signature marketing system. Property imagery, floor plans, narration and animated movement help explain room relationships, scale, features and benefits. Accurate descriptions and records should support what the buyer sees.

Preparation, pricing and marketing work together. A clear presentation helps buyers assess the property; it cannot make an unsupported price correct or resolve an underlying condition issue.

Ask to see the service behind the promise

- ☐ A complete narrated showing and floor-plan sample.
- ☐ The pricing evidence, proposed preparation priorities and written service inclusions.
- ☐ The activity-reporting schedule, enquiry coverage and agreed review process.

An Orangeville seller's experience

> "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?"

Melissa R. | Orangeville seller | RankMyAgent | original review excerpt

Read the original seller review

Your next step

Complete the worksheets, gather relevant records and request a free, no-obligation evaluation. The team follows up to discuss the property, your timing and the next conversation or visit. The evaluation includes written comparable-sales information and a net-proceeds estimate.

Request the evaluation: flaherty.ca/homeeval

Book a call: flaherty.ca/kevinscalendar

The Flaherty Team is a member of the Dufferin Board of Trade.

View the Dufferin Board of Trade member profile

Not intended to solicit properties already listed for sale.

KEEP THE SOURCES WITH THE DECISION

Definitions, evidence and next resources

Sources checked October 27, 2026. These references explain general measures and methods. They do not establish a price for your home or supply the fictional sales on page 3.

1. CREA: MLS® Home Price Index

Explains the modelled benchmark-home approach and why sales mix matters.

www.crea.ca/housing-market-stats/mls-home-price-index/

2. CREB: Glossary of housing statistics

General definitions of average price, benchmark price and market measures.

www.creb.com/Housing_Statistics/Understanding_housing_statistics/Glossary_of_Terms/

3. Appraisal Institute of Canada: Industry Guide

Direct Comparison Approach, section 5.3.1; printed page 9, PDF page 12.

www.aicanada.ca/wp-content/uploads/AIC_Industry_Guide_2023.pdf

4. Financial Consumer Agency of Canada: Selling a home

Selling costs, preparation, documents and conditional offers.

www.canada.ca/en/financial-consumer-agency/services/selling-home.html

5. TRREB: Market Watch

Dated board reports; check coverage, property categories and revised data.

public.trreb.ca/market-data/market-watch/

CREA and CREB explain general measures; figures from another market must not be treated as Orangeville figures. TRREB notes that historical datasets can be revised. Use the same scope and data version when comparing periods.

Choose the next Flaherty.ca resource

Current statistics: flaherty.ca/orangeville-real-estate-market

Individual value factors: flaherty.ca/orangeville-home-value

What the service includes: flaherty.ca/orangeville-home-evaluation

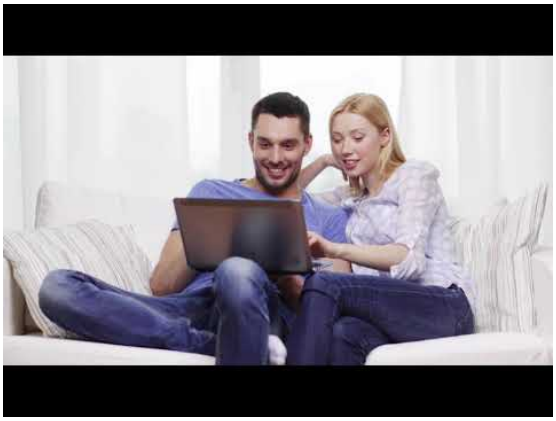
This page: flaherty.ca/orangeville-home-prices

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BEFORE CHOOSING REPRESENTATION

Ten questions from Kevin’s video

Use the same questions with each agent. The short explanations are comparison guidance, not quotations of an agent’s answers.



Watch the video: flaherty.ca/10questions

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

Look for specific services suited to your home, demonstrated with completed examples. Compare written inclusions and how each service will help buyers understand the property.

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

Request relevant experience and support for the stated results. Clarify what a ranking or comparison measures and how the experience applies to your proposed sale.

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

Expect a practical preparation, media, exposure and follow-up plan. Confirm the responsibilities, launch timing and any extra costs before choosing the service.

4. How many buyers are you currently working with?

Ask how suitable buyers will be identified and reached. A large database count alone does not demonstrate a match or replace a complete marketing plan.

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

Request a floor-plan sample with dimensions and measurement information. Buyers should understand room scale and layout before arranging a visit.

COMPARE THE EVIDENCE

Ten questions from Kevin’s video

Questions 6-10. Request the actual service, report or presentation behind each answer.

Watch or rewatch: flaherty.ca/10questions

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

Watch a complete narrated showing. It should explain useful features and benefits accurately, with a clear process for checking the property information.

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?

Ask to see a complete presentation of room scale, flow and real property detail. The experience should be easy to use on an ordinary screen.

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

Agree on the reporting schedule, activity information and showing feedback. Ask how the agent uses that evidence when recommending a pricing or presentation review.

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

Establish named backup coverage for enquiries and showing requests. Know who responds and how you will receive updates when the lead agent is unavailable.

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

Request named, relevant distribution destinations and examples you can inspect. Confirm who manages the placements and how the property information stays consistent.

Take the next two pages to each interview. Print pages 13-14 again for another agent, then compare the written proposals and evidence alongside the answers.

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REUSABLE AGENT INTERVIEW RECORD

Agent interview - sheet 1 of 2

Record the answer and any evidence promised. Use both sheets for the same agent, and a fresh pair for each interview.

Agent interviewed: _____ Brokerage: _____

Date: _____ Property / reference: _____

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?

Evidence / follow-up to request: _____

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REUSABLE AGENT INTERVIEW RECORD

Agent interview - sheet 2 of 2

Record the answer and any evidence promised. Use both sheets for the same agent, and a fresh pair for each interview.

Agent interviewed: _____ Brokerage: _____

Date: _____ Property / reference: _____

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?

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