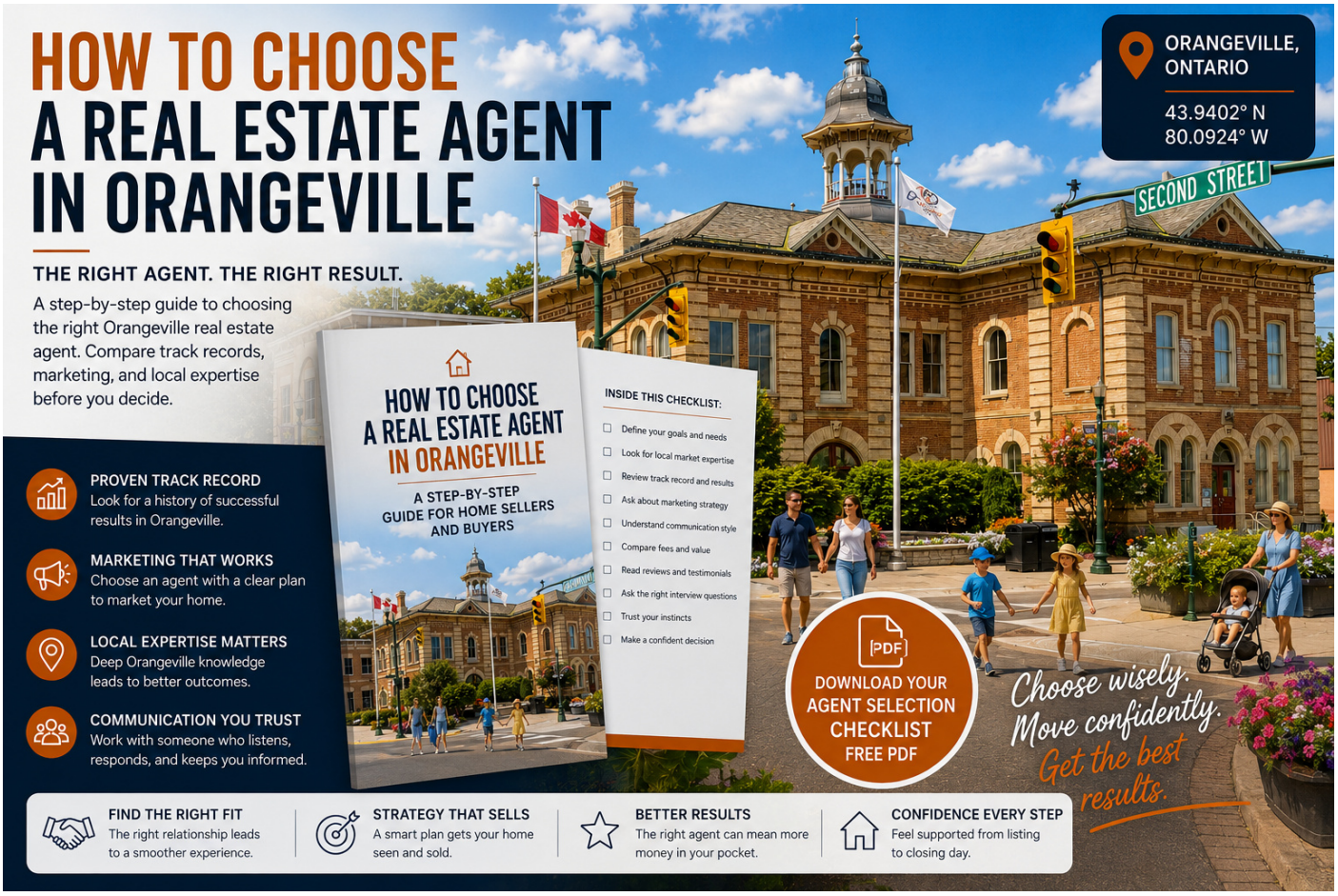


ORANGEVILLE AGENT SELECTION WORKBOOK

Choose with evidence. Interview with confidence.

To choose a real estate agent in Orangeville, compare relevant experience, property-specific pricing evidence, completed marketing examples, buyer reach, communication, negotiation and written service terms. Interview candidates using the same questions, verify the important claims and choose the proposal that best fits your home and priorities.

Inside: a seven-step framework, evidence checks, a three-agent scorecard, ten questions from Kevin’s video and two reusable interview answer sheets.

[Start with your property: flaherty.ca/homeeval](flaherty.ca/homeeval)

Reviewed October 27, 2026. Keep this workbook with the proposals you compare.

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YOUR SELECTION PROCESS

Seven steps to a better-informed choice

Use the same brief and questions for each candidate. RECO recommends interviewing agents and checking experience and references. [1]

Step	What to do before deciding
1. Check the track record	Request relevant sales examples and explain what each result measures. Separate the agent’s work from wider team or brokerage totals.
2. Test local knowledge	Ask which Orangeville sales and competing listings inform the proposed price range, and why they fit your particular home.
3. Inspect the marketing	Watch complete examples. Check how photos, floor plans, narration, distribution and property information will work together.
4. Examine buyer reach	Ask how suitable buyers will be found, contacted and followed up. Evaluate relevance and execution as well as audience size.
5. Agree on communication	Name your main contact and backup. Set reporting expectations and a process for discussing new market evidence.
6. Discuss negotiation	Ask how offers, conditions, closing dates and risks will be compared, and how the agent prepares before negotiations begin.
7. Verify fit and terms	Check registration, original reviews, references and the written proposal. Resolve gaps before relying on a favourable first impression.

Give every candidate the same starting brief

Property / type: _____

Preferred launch / closing: _____

Your two most important priorities: _____

TRACK RECORD YOU CAN COMPARE

Ask what the result actually measures

Experience and results are useful when their scope is clear. One strong sale or a broad average does not establish the likely result for your property.

Evidence	Clarify before comparing candidates
Relevant sales	Property type, location, price range, condition and the agent’s role. Ask how the examples relate to your proposed sale.
Sales count or volume	Number of sales or dollar volume? Individual, team or brokerage? Listings sold, buyer transactions or both? Avoid comparing different measures.
Sale-to-list percentage	Original or final asking price? Which properties are included, and how are price changes handled? A high percentage alone does not show that pricing maximised value.
Days on market	Listing-level or total property exposure? Are relistings included? Check the comparison’s scope before treating speed as a performance difference.
A comparison with a market average	Ask for the source, comparable property group and calculation. Different samples or definitions may make the figures unsuitable for a direct comparison.
Historical results or awards	Understand what the achievement recognises and how the relevant experience supports the service now being offered.
Client reviews and references	Read originals and context. Ask about communication, unexpected issues and the actual work performed, not only the final price.

When an agent cannot provide one preferred item, ask for another useful way to assess the work. A missing report alone does not establish poor performance or dishonesty.

Claim to clarify / evidence requested:

LOCAL PRICING AND MARKETING

Inspect the work proposed for your home

Ask how the agent will help buyers understand the property's important features and benefits before they visit.

Local pricing evidence

- ☐ Recent comparable sales, with reasons for including them and an explanation of material differences in lot, size, condition, parking and layout.
- ☐ Current competing listings and the choices buyers in your price range actually have. An unsold asking price is not proof of sale value.
- ☐ A supported price range, a launch strategy and a review process. Ask what evidence would change the recommendation.

Use the latest dated local report: flaherty.ca/orangeville-real-estate-market

Marketing evidence you can inspect

- ☐ A complete listing presentation: photos, dimensions, floor plans and written property details that agree with each other.
- ☐ A full narrated online showing that explains room relationships, scale, upgrades and practical ownership details accurately.
- ☐ A written launch plan naming the media, distribution destinations, responsibilities, schedule and any optional costs.
- ☐ A process for checking property statements and correcting inconsistencies across online placements.

The Flaherty Team's signature approach is Video Narrated VR Animated Online Showings. Request a complete example and compare it with the other services proposed for your property.

Most useful sample / follow-up question: _____

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HOW THE SERVICE WORKS IN PRACTICE

Check reach, coverage and negotiation

Look for a working process you can understand, with named responsibilities and examples.

Topic	Ask for	What a useful answer explains
Buyer reach	A relevant buyer-matching and outreach example.	How the property fits actual demand, how enquiries are handled and how a broad database is kept useful.
Distribution	Named destinations and sample placements.	Who manages the listing information and checks that the content and links remain accurate.
Communication	A sample activity report and schedule.	Which feedback and activity measures are reported, and how the agent explains the next recommendation.
Coverage	Main contact, backup and showing process.	Who responds when the lead agent is busy, how appointments are arranged and how you receive updates.
Negotiation	A worked explanation using a past example or a clearly hypothetical offer.	How price, deposit, conditions, timing, inclusions and execution risk are weighed together.
Problem solving	A relevant example of an unexpected issue.	What was checked, who was consulted, how options were explained and how the client stayed informed.

Follow up on broad promises

“I have a buyer”: ask about suitability, the outreach plan and representation arrangements. “Everywhere online”: ask for named placements. “Always available”: ask who covers the gaps. A solo agent or a team can provide suitable coverage; assess the arrangement rather than the label.

My preferred update schedule / method: _____

Main contact / backup: _____

COMPARE VALUE, SERVICES AND FEES

A commission rate is one part of the decision

There is a tremendous difference between REALTORS®, the services they provide and the results they get.

A lower fee can cost a seller more overall if reduced service or a weaker negotiated result outweighs the saving. A higher fee also needs a clear service case. Compare the written work, evidence and total payable alongside the price and terms of the eventual offer.

Fees are negotiable. Have each candidate explain the calculation, what is included, any additional charges, when payment is due and circumstances that change the amount. Do not assume a rate is standard or set by RECO. [3]

Illustration only: at the same $800,000 sale price, a 3% fee is $24,000 and a 4% fee is $32,000 - an $8,000 difference before tax. These are fictional rates, not typical charges or a price forecast. Include applicable tax and other costs in the full comparison.

Written proposal	Agent A	Agent B	Agent C
Fee calculation / tax			
Included media / floor plans			
Distribution / follow-up			
Communication / coverage			
Extra costs / exclusions			
When fee changes / is payable			

Net proceeds planning also needs mortgage payout, legal costs, potential lender charges, preparation and other relevant costs. Obtain figures for your actual situation rather than using a fee comparison as your final equity estimate. [6]

More detail: flaherty.ca/real-estate-agent-commission-in-orangeville

BEFORE YOU SIGN

Resolve the terms in writing

Read RECO’s Information Guide and the proposed agreement. Seek independent legal advice about terms you do not understand. [1, 5]

- ☐ Check the agent and brokerage in RECO’s public register. Read any displayed conditions or disciplinary information. Registration is a starting check, not an award for selling performance. [2]
- ☐ Confirm the property, who represents you and the services included. Ask for important promises to be reflected clearly in the written agreement. [3]
- ☐ Understand the fee calculation, additional charges, when payment is due and circumstances that may change the amount. [3]
- ☐ Review the start, expiry, termination and holdover provisions. Ask about any financial obligations that can continue after the agreement ends. [3]
- ☐ Ask how conflicts and multiple representation would be handled. RECO explains that your consent is required, you may refuse, and advice and advocacy can be restricted if you agree. Discuss alternatives and seek independent advice before deciding. [4]
- ☐ Read the completed agreement and schedules, clarify blanks or inconsistencies, and retain your copy. Record who will deliver each agreed service and how changes will be confirmed.

Registration search: registrantsearch.reco.on.ca

Consumer guide: infoguide.reco.on.ca

Term or promise to clarify before signing:

General interview prompts. The proposed agreement and the advice you obtain for your circumstances govern your decision.

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PRINTABLE THREE-AGENT SCORECARD

Compare the evidence side by side

Rate only what you have reviewed: 1 = weak fit, 3 = adequate fit, 5 = strong fit. Mark U when unverified and request follow-up. The scores organise your judgement; they do not predict price, timing or sale success.

Agent A: _____

Agent B: _____

Agent C: _____ Date: _____

Criterion	A / 5	B / 5	C / 5	Evidence / follow-up
Relevant track record				
Local pricing knowledge				
Marketing quality and plan				
Buyer reach and follow-up				
Communication and coverage				
Negotiation approach				
Services, fees, terms and fit				
Total, only if complete / 35				

Keep the written proposals with this sheet. Compare the same evidence and use priorities suited to your situation. Do not rank incomplete totals against complete ones or let a total override an unresolved important concern.

Most important difference / evidence still needed:

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AN OPTION TO EVALUATE

The Flaherty approach and seller experience

Apply the same evidence checks to Kevin and the Flaherty Team as you apply to every candidate.

Kevin Flaherty began his real estate career in Orangeville in 1988 and brings 38 years of experience and more than $500 million in career sales. He was historically number one at his former brokerage for ten consecutive years among more than 1,800 agents, and is a two-time eXp ICON award recipient.

Kevin is currently recognised among ThreeBestRated's Top 3 Orangeville real estate agents, with eleven consecutive years of recognition. Historical TREB-based results include 99.2% sale-to-list performance, selling 52% faster and 16 times average agent volume. Those performance figures describe past results; your sale depends on its own property, pricing, service and market conditions.

Current recognition: ThreeBestRated Orangeville agents

The service combines preparation, property-specific pricing, complete information and Video Narrated VR Animated Online Showings to help buyers understand important features and benefits before visiting.

What clients described

> "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."

Peter Haddrell | Caledon seller | RankMyAgent | original excerpt

Read the original review

> "Adam was always quick to respond, on time and kept us informed every step of the way. Whenever something was technical or unfamiliar, he took the time to walk us through it step by step."

deb perry | Google review of Adam Flaherty and the team | original excerpt

View the Google Business Profile reviews

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

View the local member profile

KEEP THE SOURCES WITH THE DECISION

Useful references and your next step

Sources checked October 27, 2026. RECO explains Ontario consumer protections; these links do not endorse an individual agent.

1. RECO: Choosing a real estate agent

Interview candidates, check relevant experience and references, and understand the proposed agreement.

2. RECO: Check registration

Use RECO's public register to check the agent and brokerage and read any displayed registration conditions or disciplinary information.

3. RECO: Representation agreements

Services, remuneration, start and expiry dates, termination and holdover terms.

4. RECO: Understanding multiple representation

What changes, consent and alternatives when clients have competing interests in the same transaction.

5. RECO Information Guide

Read the consumer guide before agreeing to representation.

6. Financial Consumer Agency of Canada: Selling a home

Preparation, selling costs, documents and conditional offers.

Request property-specific advice

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

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

Book a call: flaherty.ca/kevinscalendar

More seller feedback: flaherty.ca/orangeville-real-estate-agent-reviews

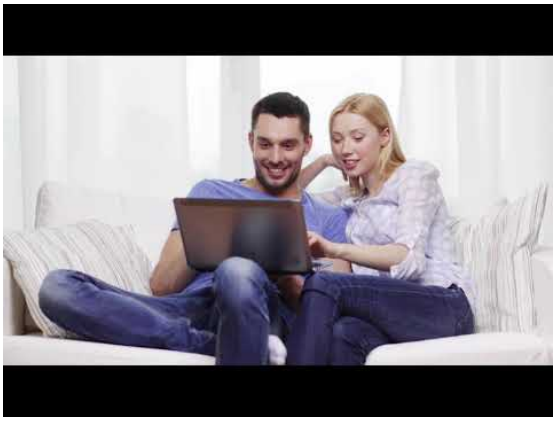
Not intended to solicit properties already listed for sale.

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BEFORE CHOOSING REPRESENTATION

Ten questions from Kevin’s video

Use the same questions with each candidate. 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 property, demonstrated with completed examples. Compare written inclusions and how each service helps buyers understand the home.

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

Ask for relevant sales experience and support for the stated results. Clarify individual versus team figures and what each ranking or performance comparison measures.

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

Expect a preparation, media, distribution and follow-up plan with named responsibilities. Confirm timing, deliverables and any extra costs.

4. How many buyers are you currently working with?

Ask how suitable buyers are identified and reached. A large database alone does not establish 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 accurately, with a 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 the complete presentation of room scale, flow and real property detail. It 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 reporting frequency, showing feedback and useful activity measures. Ask how the agent turns that information into recommendations.

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

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

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

Request named, relevant destinations and examples you can inspect. Confirm who manages the placements and keeps the information 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?

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

Evidence / follow-up to request: _____

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