

ORANGEVILLE FRIEND-AGENT DECISION WORKBOOK

Protect the sale. Protect the friendship.

A friend can be the right real estate agent when their experience, services and marketing compare as well as, or better than, the competition. Choose someone else when those areas fall short. Compare the work and professional judgement you will receive, then agree on candid pricing advice, service commitments and communication before signing.

Inside: a friend-specific decision test, service and fee comparisons, conversation prompts, a professional-boundaries sheet, ten video questions and reusable interview records.

[Request a home evaluation: flaherty.ca/homeeval]

Reviewed November 2, 2026. Prepared by Kevin Flaherty, Broker, eXp Realty, Brokerage.

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

START WITH MERIT

You do not owe anyone the listing

Give your friend a fair opportunity to demonstrate their experience, services and marketing alongside the other candidates.

Kevin has seen sellers feel obliged to choose a friend or relative and overlook a stronger professional proposal. That can affect how the home is priced, presented, followed up and negotiated. There is a tremendous difference between REALTORS®, the services they provide and the results they get.

His recommendation is practical: hire the friend when their experience, services and marketing are as good as, or better than, the competition. Choose another agent when the comparison does not support the friend. Familiarity may make communication comfortable, but the proposed work still needs to suit the home.

When the friendship can be an advantage

- ☐ You already know that the person listens, follows through and handles difficult conversations professionally.
- ☐ Their relevant experience and completed marketing stand up to the same comparison you make with other candidates.
- ☐ Both of you can discuss price, preparation, fees, feedback and offers directly without changing the agreed professional standard.

Personal involvement can make objectivity harder. In Kevin’s judgement, wanting a good outcome for a friend can sometimes encourage an optimistic price or delay a difficult recommendation. Agree in advance that candid advice is part of the service.

Separate support for a person from the choice of service

You can value the friendship while choosing the proposal that best fits the sale. Begin the comparison before making a promise, and explain the same decision process to every candidate. RECO recommends interviewing at least three agents. [1]

The professional difference most important to me:

A FRIEND-SPECIFIC DECISION TEST

Seven questions before you choose

Use these prompts to identify what fits, what needs checking and what requires a direct conversation. There is no pass mark that predicts a sale result.

Question	What a useful answer shows
1. Would I choose this service without the personal connection?	Experience, services and completed marketing compare favourably with the other candidates.
2. Is the experience relevant to this home?	The agent explains property type, location, price range and their own role, with suitable support behind them.
3. Can we discuss an unwelcome price opinion?	The range comes from relevant sales and competition, with a clear process for reviewing new evidence.
4. Will any fee concession preserve the agreed service?	Inclusions, exclusions, responsibilities and any concession are clearly recorded.
5. Can I ask for feedback and hold the service accountable?	Reporting and response arrangements are specific, with a named backup when needed.
6. Can professional judgement remain objective?	Offers, conditions and risks will be assessed against your priorities, including where other relationships are involved.
7. Can we handle a concern professionally?	You understand how to raise an issue with the agent and brokerage and how the agreement addresses changes.

One unanswered item is a reason to investigate. Ask for another useful example when a preferred report is unavailable, and resolve material concerns before signing.

Important answer or evidence still needed:

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

PUT THE PROPOSAL IN WRITING

Compare services alongside the fee

A voluntary fee discount should not become an unspoken reduction in the marketing, attention or service you agreed to receive.

Kevin has observed that a substantial concession can create tension about the work, cost and responsibility involved. His boundary is straightforward: the agent should accept the concession knowingly and deliver the agreed service with the same professional care used for other clients.

A discount does not, by itself, tell you what work will be done. Ask each candidate to identify the fee calculation, applicable tax, inclusions, optional charges and responsibilities. Fees vary; understand the proposal and contract before signing. [1, 2]

Written proposal	Friend / relative	Candidate B	Candidate C
Experience relevant to my home			
Photography / floor plans / showing			
Distribution / buyer follow-up			
Reporting / availability / backup			
Negotiation / problem solving			
Fee, tax and any extra charges			
Concession and service retained			

Confirm in writing: What stays included if the fee is reduced? Who does each task? What happens if an agreed deliverable is missing?

Fee comparison guide: flaherty.ca/real-estate-agent-commission-in-orangeville

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

WORDS YOU CAN ADAPT

Four conversations that protect clarity

These are suggested scripts for your own use. Adapt them honestly to your situation; they are not quotations from clients or agents.

Invite the friend into a fair comparison

> I value our relationship and want to handle the sale professionally. I am comparing several proposals using the same questions. Please show me your relevant experience, completed marketing and the service you would provide.

Ask for the same evidence and give the same property brief to each candidate.

Discuss a discount without changing expectations

> Thank you for offering a fee concession. Before we agree, let us record the services, marketing, reporting and negotiation support that remain included, along with any extra costs.

Make the concession and service expectations clear in the written proposal.

Make room for difficult advice

> Please tell me what the evidence supports, even when it is not what I hoped to hear. Let us agree on when we will review the price, marketing and buyer feedback.

Set the review process before a disappointing response makes the conversation harder.

Choose someone else respectfully

> I appreciate your proposal and our friendship. After comparing the experience, services and marketing, I have chosen the option that best fits this sale. I want to keep our personal relationship separate from that decision.

Explain the decision without criticising the person or inventing a reason.

My preferred wording / concern to address:

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

PRINTABLE PROFESSIONAL-BOUNDARIES SHEET

Agree on the working relationship

A planning record to complete with the agent. Confirm important commitments in the representation agreement or other appropriate written record. [2]

Agent / brokerage: _____

Property / date: _____

Pricing and review

Evidence supporting the range; review date or trigger; how a change will be explained:

Service and any fee concession

Deliverables, responsibilities, deadlines, extra costs and what remains included:

Communication and coverage

Update schedule, preferred method, response arrangement and named backup:

Offers and confidentiality

How price, conditions, closing and risk will be compared; what stays private:

Concerns and escalation

How to raise a concern with the agent or brokerage; the next review conversation:

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

SITUATIONS TO LEARN FROM

Three reported examples and the lesson

These anonymised situations were described to Kevin by other real estate agents. Use them to identify practical questions for your own decision.

Orangeville Highlands: pricing became personal

A seller hired a childhood friend who recommended a price above the realistic market range. Price reductions later became difficult conversations and the relationship was strained.

Ask for the comparable evidence and agree in advance on how a warranted price review will be handled.

Downtown Orangeville: the discount changed the service

A seller accepted a friends-and-family concession and later found that the media package and online presentation were weaker than expected. The seller subsequently changed representation.

Compare the written marketing inclusions before agreeing to a fee concession. Establish what will still be delivered.

Montgomery Village: another relationship entered the negotiation

A buyer from the same social circle made a weak offer. The seller’s friend-agent encouraged compromise rather than the firm advocacy the seller expected.

Discuss how relationships could affect judgement, who represents whom and how offer options will be assessed against your priorities.

The same questions belong in every interview. Clear pricing advice, agreed service and objective offer analysis matter whether you know the agent socially or have just met.

Question I want answered before choosing:

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

PROTECT INFORMED DECISIONS

Before signing - and if concerns arise

Friendship does not remove professional duties or change the need to understand the representation agreement. Read the RECO Information Guide. [2, 5]

Check the agreement and the people

- ☐ Check the agent and brokerage in RECO's public register; ask about relevant experience, services and references. [1]
- ☐ Understand the included services, remuneration, start and expiry, termination and any holdover obligations. Resolve unclear terms with the brokerage or your lawyer. [2]
- ☐ Keep the completed agreement and written service commitments. Do not assume that friendship creates an automatic right to end or change a contract. [2]

Separate social awkwardness from a potential conflict

The specific relationships and interests determine whether a conflict or potential conflict exists. RECO requires it to be disclosed and addressed, including advice to seek independent professional advice and the client's informed consent to continue. Ask the brokerage to explain any relevant situation before proceeding. [3]

If multiple representation is proposed, understand who represents each party, what advice and advocacy will be restricted, and the alternatives. You may refuse consent. Being friends does not answer that decision for you. [4]

If you have already promised or signed

An informal promise deserves an honest conversation before commitments deepen. If you have signed an agreement, document the concern and raise it with the agent and brokerage. Get legal advice about any continuing obligations before entering another agreement.

Keep pricing limits, motivation and other confidential information within the agreed professional relationship. Discuss how enquiries from mutual friends, family or the wider social circle will be handled.

Registration search: registrantsearch.reco.on.ca

PRINTABLE DECISION COMPARISON

Compare the same evidence for everyone

Mark each item Fit, Follow up or Concern. Add the relevant sample or written commitment. There is no validated score or numerical cut-off for choosing an agent.

Friend / relative: _____ B: _____ C: _____

Property: _____ Review date: _____

Criterion	Friend / relative	Candidate B	Candidate C
Local property knowledge			
Relevant pricing experience			
Completed marketing quality			
Written service and inclusions			
Candid advice / objectivity			
Communication / reporting			
Availability / backup			
Buyer reach / negotiation			
Fees / terms / accountability			

Strongest difference in experience, services or marketing:

Unresolved concern / evidence to obtain before deciding:

My decision and reason: _____

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

AN OPTION TO COMPARE

Evaluate the Flaherty service on its merits

Apply the same questions about experience, services and marketing to Kevin and the Flaherty Team.

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.

Video Narrated VR Animated Online Showings are the team's signature marketing system. Narration, animated movement, a virtual environment, real property imagery and measured floor plans help buyers understand layout, room scale, upgrades and important features before visiting. Ask to see a complete example and the inclusions proposed for your property.

Inspect the seller marketing plan: flaherty.ca/sellers

Clients describe advice and presentation

"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

"The 3-D virtual walk through the team created was exceptional. Potential buyers got a very accurate depiction of the property and home."

Melissa R. | Orangeville seller | RankMyAgent | original excerpt

Read the original review

More written and video testimonials: flaherty.ca/reviews

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

View the Dufferin Board of Trade member profile

KEEP USEFUL SOURCES WITH THE DECISION

Resources and your next step

Sources reviewed November 2, 2026. RECO provides Ontario consumer guidance; its resources do not endorse a particular agent.

1. RECO: Choosing an agent as a seller

Interview at least three agents; compare experience, services, fees and references.

2. RECO: Representation contracts

Understand the services, fees, duration and terms before signing.

3. RECO: Conflicts of interest

Specific circumstances determine whether a conflict or potential conflict exists and how it must be addressed.

4. RECO: Multiple representation

Understand the restrictions, consent decision and alternatives before agreeing.

5. RECO Information Guide

Read the Ontario consumer guide before agreeing to representation.

Compare the property-specific proposal

Request a free, no-obligation home evaluation before choosing representation. The team follows up about the property, your timing and the next conversation or visit. The service includes written comparable-sales information and a net-proceeds estimate.

Request the evaluation: flaherty.ca/homeeval

Book a call: flaherty.ca/kevinscalendar

General selection framework: flaherty.ca/how-to-choose-a-real-estate-agent-in-orangeville

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

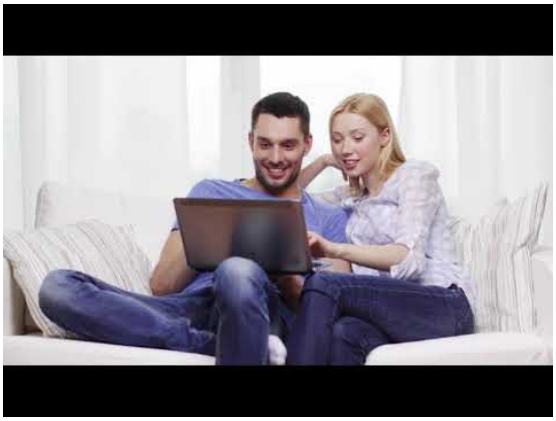
Use the next four pages for the video questions and interviews. Print pages 14-15 again for each additional agent. Keep the written proposals with your answers.

General decision support. Your agreement and the advice you obtain for your circumstances matter. Not intended to solicit properties already listed for sale.

BEFORE CHOOSING REPRESENTATION

Ten questions from Kevin’s video

Ask the same questions of your friend and other candidates. 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?

Compare specific services and completed samples with other candidates. A friendship should make the service easier to discuss; the written proposal still needs to explain what your home will receive.

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

Ask for relevant experience and support for stated results. Clarify individual or team figures and how the examples fit your property. Compare experience rather than relying on familiarity.

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

Request the preparation, media, distribution and follow-up plan in writing. If a fee discount is offered, confirm that the agreed marketing and service will still be delivered.

4. How many buyers are you currently working with?

Ask how suitable buyers will be identified and reached, and how enquiries are followed up. A database total or one possible buyer does not establish an offer for your property.

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

Inspect a floor-plan sample with room dimensions and measurement information. Check that room scale and layout can be understood before a buyer visits.

COMPARE THE EVIDENCE

Ten questions from Kevin’s video

Questions 6-10. Request the report, service or completed 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 important features accurately, with responsibility for checking property details before publication.

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 property detail on an ordinary screen. Compare the actual experience and confirm what your home will receive.

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

Agree on the reporting schedule and how showing feedback, enquiries and market changes will be explained. Friendship should not make a warranted pricing conversation easier to postpone.

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

Name the backup contact and process for enquiries and showings when the lead agent is unavailable. Avoid assuming that informal access to a friend provides professional coverage.

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

Request named, relevant online destinations and examples you can inspect. Confirm who manages distribution, corrects inconsistencies and follows up on enquiries.

Use the next two sheets for one complete interview. Keep answers and promised evidence together, then use the decision comparison on page 9 to assess the candidates.

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

REUSABLE AGENT INTERVIEW RECORD

Agent interview - sheet 1 of 2

Record the answers and 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: _____

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca

REUSABLE AGENT INTERVIEW RECORD

Agent interview - sheet 2 of 2

Record the answers and 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: _____

Kevin Flaherty | Broker | eXp Realty, Brokerage
170 Lakeview Court, Unit 3A, Orangeville, ON L9W 5J7
226-270-6433 | kevin@flaherty.ca | flaherty.ca