

ORANGEVILLE SELLER WORKBOOK

Find the obstacle. Agree on the next move.

If your Orangeville home is not selling, identify where buyer response breaks down: online attention, showing requests, visits or offers. Review price, presentation, exposure, access and feedback together. While your home is listed, use this evidence with your current representative to decide which change is warranted.

Inside: a diagnostic table, evidence-request checklist, response tracker, competing-home comparison, action plan, ten video questions and reusable interview answer sheets.

If the listing or representation status is uncertain, clarify the agreement before seeking a new listing service. General education; not intended to solicit properties already listed for sale.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage
Content reviewed November 2, 2026.

CONFIRM YOUR STARTING POINT

Is the listing active, withdrawn or expired?

The public listing status and your representation agreement answer different questions. Begin here before considering a new representative. [1, 2]

Your situation	A practical next step
Active listing	Take the worksheets to your current representative. Ask for the evidence, a diagnosis and a written plan for changes. If a service issue remains unresolved, speak with the brokerage.
Withdrawn or suspended	Confirm what has changed and whether the representation agreement remains in effect. A property being off the public market does not, by itself, settle the contract.
Listing has expired	Check whether the representation agreement has also ended and whether any continuing payment or holdover obligations apply. Obtain legal advice when the effect is unclear.

After expiry: flaherty.ca/why-did-orangeville-listing-expire

Keep the record with the discussion

Property / listing reference: _____

Current representative / brokerage: _____

Agreement expiry / status to clarify: _____

Preferred timing and main concern: _____

A slow response does not automatically mean the price must fall or that a new agent is the answer. Ask what the available evidence supports, and confirm any contract questions before acting.

USE THE PATTERN, THEN TEST THE CAUSE

Where is buyer interest stopping?

These are diagnostic possibilities, not automatic conclusions. More than one issue can be present. Compare the same reporting period and relevant competing homes.

Signal	Possible explanation	Question to ask
Few online views and few showings	Limited exposure, search filters, an uncompetitive price or an unconvincing lead image.	Can the right buyers find the home, and why would they click it over alternatives?
Views but few showing requests	The online presentation, price, location or missing information may leave buyers unconvinced.	What questions remain after viewing the listing? Is access easy to arrange?
Showings but no offers	Buyers may see a condition, layout or value gap once they visit.	Which concern recurs, and which competing home better meets that buyer’s needs?
Good feedback but no urgency	The home may be acceptable without offering a compelling advantage.	What reason does a qualified buyer have to choose this home now?
Offers or conditions fall through	Price, financing, inspection findings, dates or other terms may have prevented agreement.	What was actually documented, and what can be resolved before the next offer?

Separate observations from explanations

“Three showings were cancelled” is an observation. “Nobody wants this home” is a conclusion that the cancellations alone do not establish. Ask why the appointments were cancelled and whether a pattern appears in other evidence.

The strongest supported cause for my listing appears to be:

PRINTABLE RESPONSE TRACKER

Request the evidence and record the dates

Ask your current representative to help complete this sheet. Views may include repeat visits; platforms define activity differently. Do not add their counts together and call the total unique buyers.

Property / reference: _____

Reporting period: _____ Platform / source: _____

Evidence to request	Reported result	What needs explaining
Online views / enquiries / saves		
Showing requests / completed visits		
Declined or cancelled appointments		
Repeat visits / serious follow-up		
Recurring feedback or questions		
Offers / terms that stopped progress		

Keep copies of the underlying material

- ☐ Current listing, photo order, description, floor plans and video.
- ☐ Marketing placements, enquiry follow-up and the activity report.
- ☐ Showing feedback, relevant price history and current comparable evidence.

Missing information / person responsible:

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PRINTABLE MARKET COMPARISON

What can buyers choose instead?

Use your representative’s checked evidence. An asking price is a seller’s proposal; a completed sale is different evidence. A town-wide average is not a valuation of your home.

Comparison date: _____ Prepared with: _____

Compare	My home	Relevant home A	Relevant home B
Address / listing reference			
Active or sold / date			
Asking price or sold price			
Type / size / layout			
Lot / parking / location			
Condition / improvements			
Important advantage or objection			
Why a buyer would choose it			

Which comparison most affects our positioning, and why?

[Current dated context: flaherty.ca/orangeville-real-estate-market](flaherty.ca/orangeville-real-estate-market)

MAKE THE ONLINE AND IN-PERSON STORY AGREE

Presentation, information and access

Use the checklist to find a specific barrier. A more attractive photograph alone will not resolve an inaccurate description, an unanswered property question or a difficult showing arrangement.

Before the buyer decides to visit

- ☐ The lead photo is clear, current and representative of the home.
- ☐ Photo order and floor plans explain room relationships, scale and flow.
- ☐ The description explains real features and benefits without exaggeration.
- ☐ Important upgrades, systems and property questions have checked answers.
- ☐ The presentation works on a phone and enquiry links are easy to use.

When the buyer requests a showing

- ☐ Booking, notice and access arrangements are clear and workable.
- ☐ There is named coverage for enquiries when the main contact is occupied.
- ☐ The home’s condition matches the online impression; visible concerns are addressed.
- ☐ Feedback is requested, recurring concerns are discussed and follow-up is assigned.

My highest-priority barrier / proposed correction:

Preparation guide: flaherty.ca/how-to-prepare-your-house-for-sale-in-orangeville

CHOOSE THE CORRECTION THAT FITS THE EVIDENCE

Price and marketing must work together

An unsupported price can deter buyers despite strong marketing. Weak presentation can leave a defensible price unexplained. Review both before selecting the next change.

What the evidence suggests	A change to discuss
Relevant alternatives offer stronger value	Reassess the asking price and explain the adjustment using current comparisons.
Buyers cannot understand the home online	Improve the photo sequence, floor-plan explanation, narration or missing property information.
A repeat condition objection appears	Assess a targeted repair, documentation or a realistic pricing response. Avoid open-ended renovation spending.
Qualified enquiries are not becoming visits	Check response time, coverage, booking and access constraints.
The listing reaches the wrong audience	Review relevant distribution and buyer matching, alongside price and presentation.

Before approving spending or a delay

Ask which buyer concern the work addresses, what it will cost, when it will be complete and how waiting affects your position against new competition. An improvement can be attractive without returning its full cost. A lower fee, a larger advertising count or a higher quoted asking price does not establish the better net result.

Proposed change / estimated cost: _____

Completion date / main trade-off: _____

Evidence that would make us reconsider: _____

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A PRACTITIONER'S PERSPECTIVE

Why the diagnosis matters

There is a tremendous difference between REALTORS®, the services they provide and the results they get. Ask what a proposed service will change for your particular home.

Kevin's Orangeville experience

Kevin Flaherty reports that he has taken over several expired Orangeville listings without changing the asking price or leaving a long gap between campaigns. In those cases, sellers received their asking price promptly after the new marketing went online. His experience is a reason to examine the marketing as well as the price; it does not establish which change your listing needs.

Video Narrated VR Animated Online Showings are the Flaherty Team's signature system. Imagery, floor plans, virtual environments, narration and animated movement explain the home's layout, features and benefits before a buyer visits. Ask to see a complete example and the proposed inclusions for your home.

Clients describe their own experiences

> "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."

Melissa R. | Orangeville seller | RankMyAgent | original excerpt

Read Melissa's original review

> "The marketing for our home was outstanding. It was modern and noticeably different from what we had seen elsewhere. We sold during a month when the news was reporting very slow home sales, while similar homes listed long before ours still haven't sold."

deb perry | Adam Flaherty and the Flaherty Team | General team review | Google excerpt

Read the original Google profile review

These are individual client accounts. Read further feedback at flaherty.ca/reviews.

PRINTABLE REVIEW PLAN

Turn the diagnosis into accountable action

Complete this with your current representative while the listing is active. Identify one main problem, agree on the work and set a review date suited to the property and market.

Property / reference: _____

Primary issue and supporting evidence: _____

Review meeting date: _____ Participants: _____

Agreed change	Owner / completion date	Evidence to review

What response would support staying with this plan?

What evidence would trigger another price, presentation or access discussion?

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FOR AN APPROPRIATE REPRESENTATION INTERVIEW

Ten questions from Kevin’s video

Use these when interviewing representation candidates after checking your agreement status. The explanations are practical answer guidance, not quotations of an agent’s answers.



Watch the full video: flaherty.ca/10questions

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

Look for specific services demonstrated with completed examples. For an unsold home, ask which gap the service addresses and what will be different from the current presentation.

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

Ask for relevant experience and support for any results. Clarify individual or team figures and the scope of a comparison. Past results do not establish the outcome of your own sale.

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

Request a written plan for preparation, media, distribution, enquiry response and follow-up. Identify the priority changes, responsibilities, timing and any extra costs.

4. How many buyers are you currently working with?

Ask how suitable buyers will be matched and contacted. A large database is not proof that a qualified buyer wants this property; the full campaign still matters.

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

Inspect a complete floor plan with room dimensions and measurement information. Buyers should be able to understand layout and room scale before deciding whether to visit.

ASK FOR EVIDENCE WITH EACH ANSWER

Ten questions from Kevin’s video

Questions 6-10. Request the actual showing, report or service example, and keep it with the written proposal.

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 process for checking the facts about your home 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 room scale, flow and actual property detail together. Try the presentation on an ordinary screen and ask what will be produced for your own home.

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

Agree on a reporting schedule, showing feedback and useful activity measures. The report should explain where interest stops and which evidence supports the next recommendation.

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

Establish named backup coverage for enquiries and viewing requests. Confirm how appointments are arranged and how you receive updates when the lead agent is occupied.

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

Request named, relevant destinations and sample placements. Confirm who checks accuracy, follows up on enquiries and keeps listing information consistent across sites.

Also review the fee calculation, included services, agreement duration, termination terms and any continuing obligations. Ask for important commitments in writing. [1, 2]

Print pages 13-14 for each interview. Use a fresh pair for each candidate and retain the answers and supporting proposal together.

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USEFUL SOURCES AND THE NEXT CONVERSATION

Keep the evidence with your decision

Content and links reviewed November 2, 2026. This workbook uses enduring decision tools; the linked market report has its own reporting date.

1. RECO: signing a brokerage contract

Read the agreed services, payment terms, termination provisions, expiry and holdover obligations. Printed route: reco.on.ca > Consumers > Signing a contract with a real estate brokerage.

2. RECO Bulletin 2.3: representation agreements

Official guidance about required agreement content and documented services. Printed route: reco.on.ca > Agents and Brokerages > RECO Bulletins > Bulletin 2.3.

3. Current Orangeville market context

flaherty.ca/orangeville-real-estate-market - use the dated report alongside property-specific sales and current competition.

4. Listing-diagnosis video: Why Didn't My House Sell?

youtube.com/watch?v=mzWy3uec5Tc - a companion to the practical diagnosis in this workbook.

About Kevin Flaherty

Kevin began his real estate career in Orangeville in 1988 and has 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 Realty ICON Award recipient.

Dufferin Board of Trade: Flaherty Team member profile

When you are free to seek a new service, a no-obligation home evaluation includes written comparable-sales information and a net-proceeds estimate. Discuss your home, timing and proposed marketing before choosing the next step.

Request an evaluation: flaherty.ca/homeeval

Book a call: flaherty.ca/kevinscalendar

If currently listed, work through the diagnosis with your existing representative. General information, not legal advice. Not intended to solicit properties already listed for sale.

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REUSABLE AGENT INTERVIEW RECORD

Agent interview - sheet 1 of 2

Record the answers and evidence promised. Use both sheets for one candidate and print another pair for the next 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 answers and evidence promised. Use both sheets for one candidate and print another pair for the next 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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