CALEDON / REALTOR INTERVIEW CHECKLIST

10 Questions to Ask Before Hiring a Realtor in Caledon



Ask better questions. Compare clear answers. Choose with confidence.

Before hiring a Realtor to sell your Caledon home, ask about their difference, track record, buyer reach, floor plans, narrated online showings, presentation of the home, activity reporting, showing coverage, online distribution and written marketing plan. Ask for examples relevant to your property, compare the answers using the same checklist, and review the services and representation terms before signing.

A printable interview guide for Caledon sellers, with all ten questions, evidence prompts, local property considerations and a three-agent comparison worksheet.

Request Your Caledon Home Evaluation | Book a Call with Kevin

Get Ready for the Interviews

Start with your property and your priorities

Choosing a representative involves marketing, service, communication and written terms. Use the same ten questions with each agent so you can compare the substance of the answers. Record what remains to be confirmed and ask for a clear follow-up.

Your home: Record the community, property type, land, services, improvements and known documents. Identify features that need special explanation.

Your move: Explain your preferred timing, required closing arrangements, access limits and communication needs.

Your evidence request: Ask for relevant completed presentations, comparable results, a sample activity report and a written marketing plan. Anonymized examples protect other clients' privacy.

Your decision: Score the answers after the interview. Then compare evidence, service fit and agreement terms; the highest score is not an automatic hiring decision.

Property / community / important features

Your notes
_____
_____

My priorities and questions to resolve

Your notes
_____
_____

Questions 1 to 2

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

Why it matters: A useful difference is a service you can inspect and understand, with a clear role in presenting your home. Ask how the plan will explain the features a buyer cannot judge from a front photograph.

Ask to see: A completed property presentation, the proposed deliverables, who creates them, and which services are included in the written agreement.

For your Caledon property: How would you present this particular Bolton subdivision home, Alton century home, or rural property? Ask about your own home rather than assuming one package fits every address.

Evidence received / follow-up needed:

Notes
_____
_____

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

Why it matters: Compare relevant experience and the method behind any performance figures. Transaction volume, time on market and sale-to-list ratios answer different questions; none describes the whole service.

Ask to see: Recent comparable listings, the reporting period, geography, property types, sample size and whether figures describe the individual or a team. Ask how withdrawn, expired or relisted properties are treated.

For your Caledon property: Which examples resemble my location, land, condition and price range? If the comparison area is broader than my community, why is that evidence useful?

Evidence received / follow-up needed:

Notes
_____
_____

Questions 3 to 4

3. How many buyers are you currently working with? How many potential buyers are there for my home?

Why it matters: Reach matters when the agent can explain how interested people will be matched to the home and contacted appropriately. A count alone does not show suitability or a willingness to make an offer.

Ask to see: An anonymized summary of relevant buyer interests and a practical outreach plan. Do not request other clients' names, finances, contact details or private browsing records.

For your Caledon property: How would outreach differ for equestrian land near Palgrave, a village home in Inglewood, or a suburban property? What current needs match the actual features of my home?

Evidence received / follow-up needed:

Notes
_____
_____

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

Why it matters: Floor plans help buyers understand room relationships and dimensions. The measurement basis matters as much as the headline area.

Ask to see: A sample plan; who measures; the method used; what is included or excluded; and how finished basements, additions, sloped ceilings and outbuildings are identified. Dimensions should be checked for the buyer's intended use.

For your Caledon property: How would you describe the finished and unfinished areas of my home? A measured plan does not establish a permitted use, legal dwelling unit or property boundary.

Evidence received / follow-up needed:

Notes
_____
_____

Questions 5 to 6

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

Why it matters: Narration can explain upgrades, materials, systems and location benefits alongside the visual presentation. Ask to experience a completed showing rather than rely on the label alone.

Ask to see: A complete Video Narrated VR Animated Online Showing, a description of how facts are confirmed, the production schedule and any correction process.

For your Caledon property: How would the showing explain my private services, building history, included equipment and community setting? Identify facts that need records or professional confirmation.

Evidence received / follow-up needed:

Notes
_____
_____

6. What in your marketing plan provides the online buyer with a clear understanding of a listing's colours, composition, layout and feel for the size of the rooms?

Why it matters: Buyers need a coherent view of layout, proportions and finishes. Ask how photographs, floor plans, real footage and virtual presentation work together.

Ask to see: A finished example on a phone and larger screen. Check that furnished, unfurnished, virtual and actual views are distinguishable and that the presentation explains important spaces.

For your Caledon property: How will a buyer understand the connection between the home, garage, barn, outdoor spaces and access? A visual presentation does not replace inspection or due diligence.

Evidence received / follow-up needed:

Notes
_____
_____

Questions 7 to 8

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

Why it matters: Regular reporting should help you understand interest and decide what to do next. Raw page views and a visitor's return do not by themselves explain that person's intentions.

Ask to see: A sample report, reporting schedule, metric definitions, showing feedback and a process for discussing adjustments. Ask who reviews the report with you and how privacy is protected.

For your Caledon property: How will you distinguish an access problem, missing property information, presentation concerns and price resistance when advising me?

Evidence received / follow-up needed:

Notes
_____
_____

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

Why it matters: Know who handles inquiries, arranges showings and provides representation when the primary contact is unavailable. The arrangement matters more than the label "team" or "solo."

Ask to see: Named responsibilities, backup contacts, expected response arrangements and a showing-access plan. Confirm who gives advice and negotiates, and how the representation agreement reflects that.

For your Caledon property: How will you coordinate a long driveway, gates, animals, tenants, alarms or restricted hours if any apply to my property?

Evidence received / follow-up needed:

Notes
_____
_____

Questions 9 to 10

9. How many different places online will my listing appear?

Why it matters: Ask where the listing and its complete presentation will appear, how the information is distributed, and how corrections or removal are handled.

Ask to see: A destination list, sample live placements and an explanation of which channels are automatic, additional, paid or subject to third-party rules. Agree what reporting you receive.

For your Caledon property: How will prospective buyers find the features of my home and reach the correct contact? More placements should still carry accurate, consistent information.

Evidence received / follow-up needed:

Notes
_____
_____

10. What is your overall marketing plan for my home?

Why it matters: Bring the answers together into one practical plan for your home. Agree the work, responsibilities, timing, communication and review points before committing.

Ask to see: A written sequence for preparation, pricing discussion, photography, floor plans, online showing, distribution, outreach, showings, feedback and offer handling. Identify included and additional services.

For your Caledon property: What must be confirmed before launch, who will do it, and how will the plan change if the property or my moving needs change?

Evidence received / follow-up needed:

Notes
_____
_____

Compare Three Agents

Use a consistent scale

5 - Specific and supported: Relevant examples, clear explanations and a written plan addressing your property.

4 - Strong, with a small follow-up: Most evidence is supplied; a specific missing item has an agreed response date.

3 - Useful but incomplete: Some relevant information; important details still need confirmation.

2 - Mostly general: Limited connection to your home, unclear responsibilities or unsupported answers.

1 - Unresolved: The answer is missing, contradictory or does not address the question.

Record a score of 1 to 5 for each answer. Leave a blank if you have not asked it yet; do not treat a missing answer as confirmed. Use the short labels below with the full questions on pages 3 to 7.

Question	Agent A	Agent B	Agent C
1. Difference and services	_____	_____	_____
2. Relevant track record	_____	_____	_____
3. Buyer reach and outreach	_____	_____	_____
4. Floor plans and measurements	_____	_____	_____
5. Narrated online showing	_____	_____	_____
6. Layout and presentation	_____	_____	_____
7. Reporting and advice	_____	_____	_____
8. Showing coverage	_____	_____	_____
9. Online distribution	_____	_____	_____
10. Written marketing plan	_____	_____	_____
Total / 50	_____	_____	_____

Agent names: A _____ B _____ C _____

Use the total to organize discussion. Resolve registration, representation, service or agreement concerns before choosing, regardless of the score.

Make the Interview Caledon-Specific

Property context	What to discuss	Follow-up question
Bolton, Caledon East and other subdivision homes	Comparable property type and location, layout, improvements, parking and relevant current competition.	Which examples are genuinely comparable to this address?
Village and century homes	Building history, additions, records, services and how character and condition will be explained.	Which documents and specialist questions should be addressed before marketing?
Rural homes and acreage	Well and septic records where applicable, access, outbuildings, land features and documented uses.	Who will verify each material fact, and what needs professional review?
Equestrian properties	Barns, paddocks, equipment, access, services and actual permissions or agreements.	How will the presentation distinguish existing features from permitted or proposed uses?
Estate, tenanted or remote-owner sales	Authority to act, communication, access, required notices and realistic document timelines.	Which lawyer, representative or other professional needs to be involved?

Private services, land and buildings

Ask which well, septic, access, survey, permit and building records are relevant to the actual property. Use qualified professionals where needed. A floor plan or marketing presentation does not establish permitted use, legal boundaries or system condition.

For well water, Public Health Ontario’s standard private-well service tests bacterial indicators. It does not establish chemical safety or water quantity.

Public Health Ontario: Well Water Testing

Review the Terms Before Signing

Registration

Use RECO's agent and brokerage search; confirm the identity you are interviewing.

Representation

Ask whether brokerage or designated representation applies, who represents you, and what happens if multiple representation arises.

Services and responsibilities

Put the expected work, included services, communication and additional charges in writing.

Remuneration

Agree how fees are calculated, applicable taxes, when payment is due and any circumstances in which the amount changes. There is no fixed standard fee.

Term, cancellation and holdover

Read the expiry date, termination provisions and any obligations that may continue after expiry. Do not assume cancellation is automatic or free.

Outstanding questions

Resolve unclear terms with the brokerage and, where appropriate, your lawyer before signing. Keep a copy of the agreement.

Research, Resources and Important Information

RECO: agent registration

RECO: representation agreements

RECO: Information Guide

RECO: multiple representation

These prompts support an informed conversation. Ask the brokerage to explain the actual contract and consult your lawyer when needed.

How Kevin Answers: 1 to 5

Kevin Flaherty's responses to the ten interview topics. Discuss the service and plan proposed for your own Caledon home.

1. What makes you different?

Video Narrated VR Animated Online Showings, 2,317+ buyer database, syndication to 57+ locations, 8 marketing specialists, and predictive analytics. Most agents cannot offer this level of marketing infrastructure.

2. Track record?

Sells 16x more homes than average. 99.2% sale-to-list price ratio. 52% faster than area average. $500M+ career sales. Documentation provided for every claim.

3. Buyer database?

2,317 active buyers segmented by property type: Caledon country estates, equestrian properties, village homes, and luxury properties. Your home is matched to qualified buyers before listing.

4. Floor plans?

Professional floor plans with exact square footage, room dimensions, and measurement locations included with every listing at no extra cost.

5. Narrated online showing?

Video-narrated VR animated showings fly buyers through your home while highlighting every feature, upgrade, and location benefit. No special equipment needed.

How Kevin Answers: 6 to 10

Kevin Flaherty’s responses to the ten interview topics. Discuss the service and plan proposed for your own Caledon home.

6. Buyer understanding?

Virtual environment + real footage creates an immersive experience. Buyers feel like they've visited before they schedule a showing.

7. Reporting?

Weekly reports: web page visits, average viewer time, return visitors, and buyer engagement metrics. Data-driven pricing decisions, not guesswork.

8. Availability?

3 full-time realtors working shifts 7 days a week + 8 marketing specialists. Showings happen on the buyer's schedule, not mine.

9. Online exposure?

57+ online locations including Zillow, Realtor.ca, Kijiji, Facebook Marketplace, and niche portals. 99% of buyers find homes online - we meet them where they search.

10. Marketing plan?

Written, step-by-step plan: professional photography, floor plans, narrated showings, syndication, social media campaigns, email blasts, open houses, and direct buyer outreach.

Request Your Caledon Home Evaluation | Book a Call with Kevin

Plan Your Sale With Kevin

Kevin Flaherty, Broker with eXp Realty

Top 1% Canadian Realtor | 30+ Years Experience | $500M+ in Career Sales

2-Time ICON Broker with eXp Realty

Kevin grew up on a farm in Caledon. As a kid, he rode his bike to Belfountain to sit under the falls before continuing into the Forks of the Credit for ice cream. From age 19, he served as a volunteer firefighter out of what was then Alton Station 1, now Station 301. His real estate experience dates to 1988 across his broader service area.

Kevin Flaherty at a Glance

Sells 16x more homes than the average agent

Sells homes for 99.2% of market value (vs. 97.7% industry average)

Sells homes 52% faster than the Caledon average

2,317 active buyers in database

8 marketing specialists + 3 full-time realtors

Syndicates listings to 57+ online locations

Past performance does not guarantee future results. All statistics based on TRREB monthly sold data and internal team metrics. Individual results may vary based on market conditions, property condition, and pricing strategy.

Your next step

Tell Kevin about your Caledon property and the service you are looking for. Bring this checklist, discuss the evidence and ask for a plan that fits your home and move.

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Town of Caledon: planning and development

Caledon Chamber: Flaherty Team profile

Full Caledon interview guide

Not intended to solicit properties already listed for sale.