

THE
COUNTRY LIVING

REAL ESTATE SOLUTION

YOUR GUIDE TO SELLING YOUR
COUNTRY LIVING PROPERTY



MOFFAT DUNLAP
REAL ESTATE LIMITED, BROKERAGE

MARK CAMPBELL, SALES REPRESENTATIVE -705-794-9822
MARK.CAMPBELL@MOFFATDUNLAP.COM

Your Country Home Story...

You love your country home and always will. It's where you built a life surrounded by nature, early mornings with birdsong, evenings under star-filled skies, and days filled with open spaces and freedom.

Perhaps it was the place where your children learned to ride bikes on quiet roads, where you raised animals or tended your garden, or where family and friends gathered for outdoor celebrations. But life changes, and sometimes it's time to turn the page to a new chapter.





Why People Sell Country Properties

For some, maintaining acreage becomes more than they want to manage. Others may be downsizing, relocating for work, or simply ready for a new adventure.

Selling a country property is more than a financial decision; it's emotional. These properties often hold years—sometimes generations—of memories. That's why we developed the Country Living Real Estate Solution—to help sellers manage the process with clarity and confidence.

The Country Living Compass Method

Step 1: Consultation

We begin by understanding your story:

- How long have you owned the property?
- What features make it special; acreage, barns, trails, or gardens?
- What are your goals and timeline for selling?

We'll walk your property together and identify appealing highlights that will appeal to buyers looking for the country lifestyle you've enjoyed.





Step 2: Preparing the Property & Gathering Data

First impressions matter. We'll look at:

- Decluttering and deep cleaning both inside and out.
- Ensuring outbuildings, fences, and driveways are in good condition.
- Highlighting unique features such as gardens, riding arenas, ponds, or forested trails.

We'll also compile documents buyers need:

- Surveys and zoning details.
- Well and septic records.
- Any recent upgrades or renovations.

Pricing a country property is part art, part science. We'll review comparable sales, market trends, and your property's unique features to determine an optimal price.

Step 3: List & Market

Country properties require targeted marketing to reach the right buyers. Our approach includes:

- Professional photography, video, and drone footage to showcase acreage and outbuildings.
- Online marketing on MLS and specialty rural property platforms.
- Social media and network outreach to attract buyers looking specifically for country living.





Step 4: **Sell**

Once listed, we'll provide regular updates, buyer feedback, and strategic advice. When offers come in, we'll review them together and consider conditions such as financing, well and septic inspections, or land use requirements.

You'll have clear guidance through negotiations, so you feel confident every step of the way.

Step 5: Clear Conditions & Celebrate

Buyers of country properties often arrange specialized inspections and surveys. We'll make this process smooth by coordinating access and ensuring necessary information is ready.

Once conditions are cleared, you're almost at the finish line. On closing day, you'll pass your property to its next caretaker; someone ready to enjoy the lifestyle you've built; and your next chapter begins here.





The Results

Selling a country property can be emotional, but it's also an opportunity to move forward with confidence and peace of mind. Whether you're downsizing, relocating, or simply ready for change, you can feel proud knowing you've found someone who will love and appreciate the property as much as you have.

What Our Clients Say:

“The Team at Moffat Dunlap are absolute Pros! They covered all the details and really knows their stuff. I am glad we had Moffat Dunlap on our team when it came to seeing our home in Caledon.”

L. Masons
Mono, Ontario





IF YOU'RE READY TO MAKE
A MOVE, LET'S CONNECT.



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Thank you for the opportunity
& your trust.

See you in the field.

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