

DP Team Real Estate

Located at 206-3657 Roblin Blvd, Winnipeg Manitoba, R3R
0E2.

POLICY & PROCEDURES MANUAL

Table of Contents

PART 1: INTRODUCTION.....	Page 7
WELCOME.....	Page 7
MISSION STATEMENT	Page 7
The Evolution of Real Estate in the 21st Century.....	Page 7
Pillars of DP Team Real Estate's Commitment	Page 7
Anticipations for Sales Professionals	Page 8
THE REAL ESTATE BROKER'S ACT	Page 8
Accountability of DP Team Real Estate under License Laws	Page 8
Key Statutes and Guidelines Realtors Must Grasp:	Page 8
Financial Oversight & Client Identification:.....	Page 8
Regulations Surrounding Consumer Outreach:.....	Page 9
Office Protocols Established by DP Team Real Estate:.....	Page 9
Clarification on Realtor Affiliation with DP Team Real Estate:.....	Page 9
INDEPENDENT CONTRACTOR STATUS	Page 9
OVERALL GOALS AND OBJECTIVES	Page 10
PART 2: BROKER (COMPANY) RESPONSIBILITIES.....	Page 10
PART 3: OFFICE PROCEDURES.....	Page 11
GENERAL.....	Page 11
STANDARD BUSINESS TIMES.....	Page 11
RECOGNIZED PUBLIC HOLIDAYS	Page 11
VACATION	Page 11
LEAVING THE OFFICE AFTER HOURS.....	Page 11
PARKING	Page 12
BOARD ROOM AND OFFICE USAGE	Page 12
POSTAGE COSTS.....	Page 12
COPY MACHINE	Page 12
BUSINESS CARDS, BADGES, DESK PLATES.....	Page 12
CELL PHONE GUIDELINES:	Page 13
SMOKE-FREE ZONE:.....	Page 13
PROFESSIONAL ATTIRE:	Page 13
AWARDS AND CONTESTS.....	Page 14
STAFF ROLES AT THE OFFICE	Page 14
Carly Smith	Page 14

Shawn Joeblow.....	Page 14
Justine Doe.....	Page 14
MEMBERSHIP CRITERIA.....	Page 14
BUSINESS PRACTICES.....	Page 15
OFFICE RECORDS.....	Page 15
FUND HANDLING RELATED TO PURCHASE PROPOSALS.....	Page 15
FEEES ASSOCIATED WITH MULTIPLE LISTING SERVICE (MLS).....	Page 15
CORPORATE MEETINGS.....	Page 15
OTHER MEETINGS OFFERED BY THE WINNIPEG REAL ESTATE BOARD.....	Page 16
KEYS.....	Page 16
LOCK BOX LOCATION.....	Page 16
LOCK BOX NOTIFICATIONS.....	Page 16
ACTIVITY RECORDS.....	Page 16
GENERAL WORK CONTRACTS.....	Page 16
STAYING CONNECTED WITH THE OFFICE.....	Page 16
PROTOCOLS FOR REALTORS IN PROPERTY TRANSACTIONS.....	Page 17
PROTOCOLS FOR REALTORS ENGAGING IN PERSONAL TRANSACTIONS:.....	Page 17
ROLE OF ASSISTANTS IN REAL ESTATE:.....	Page 18
ASSISTANTS WITHOUT REGISTRATION.....	Page 18
HANDLING REFERRAL OF EXPERTS.....	Page 20
DUAL REPRESENTATION IN REAL ESTATE TRANSACTIONS (WORKING AS THE BUYING & SELLING AGENT).....	Page 21
The Significance of Time Clauses.....	Page 21
Salesperson's Accountability in Time-bound Offers.....	Page 21
Upholding Professional Integrity.....	Page 22
PART 4: ADVERTISING AND PROMOTION.....	Page 22
GENERAL POLICY FOR DP TEAM REAL ESTATE AGENTS.....	Page 22
SIGNAGE: A KEY MARKETING TOOL.....	Page 22
LEVERAGING SOCIAL MEDIA FOR PROMOTION.....	Page 23
CLIENT-CENTRIC ADVERTISING.....	Page 23
PART 5: PROSPECTS/LISTINGS.....	Page 23
PROTOCOLS WHEN A PROSPECT SEEKS A SALESPERSON.....	Page 23
NAVIGATING DUPLICATE INTERACTIONS WITH PROSPECTS.....	Page 24
CRITERIA FOR PROSPECT MANAGEMENT AND WITHDRAWAL.....	Page 24
OBLIGATIONS OF THE LISTING SALESPERSON.....	Page 24

ESTIMATE OF SELLERS CHARGES	Page 24
LISTING CONTRACT	Page 24
LISTING INFORMATION SHEET.....	Page 25
Keeping Vendors Updated on Market Conditions and Strategies	Page 25
Navigating Multiple Offers and Offer Presentations	Page 25
Communication Standards and Acceptance Policies	Page 25
Counter Offers, Deposits, and Sale Reporting.....	Page 26
WITHDRAWN OR TRANSFERRED LISTINGS.....	Page 26
CANCELLATION OF SALE	Page 26
PART 6: DP TEAM REAL ESTATE'S OPEN HOUSE GUIDELINES.....	Page 27
OPEN HOUSE SCHEDULING PROTOCOLS.....	Page 27
ADVERTISING CONSIDERATIONS FOR OPEN HOUSES.....	Page 27
SIGNAGE PREPARATIONS AND COMPLIANCE	Page 27
PROTOCOLS FOR UNATTENDED OPEN HOUSES	Page 28
PART 7: DOCUMENTATION	Page 28
RETENTION OF RECORDS	Page 28
TRUST FUND RECORDS.....	Page 28
PART 8: COMMISSIONS GUIDELINES	Page 29
GUIDELINES	Page 29
BROKERAGE FEE STRUCTURE AT DP TEAM REAL ESTATE.....	Page 29
FLEXIBILITY IN COMMISSION CHARGES.....	Page 29
ETHICS AND TRANSPARENCY IN COMMISSION PAYMENTS.....	Page 29
ALTERATIONS AND ARBITRATIONS IN COMMISSIONS.....	Page 29
HEALTH BENEFITS	Page 30
Health Benefits at DP Team Real Estate	Page 30
PART 9: TRAINING PROGRAMS	Page 32
SIGNIFICANCE OF TRAINING.....	Page 32
MODALITIES OF TRAINING	Page 32
BENEFITS OF CONTINUOUS LEARNING	Page 32
EXPECTATIONS AND ENCOURAGEMENTS.....	Page 32
PART 10: TERMINATION PROCEDURES	Page 33
UNSOLD LISTINGS: TRANSFER AND DISCRETION	Page 33
PENDING LISTINGS: DELEGATION AND COMPENSATION	Page 33
PROTECTION OF INTERNAL INFORMATION.....	Page 33
RETURN OF COMPANY ASSETS AND OBLIGATORY NOTIFICATIONS.....	Page 33

PART 11: FINTRAC Page 35

OVERVIEW	Page 35
MANDATE AND IMPLEMENTATION	Page 35
Key Policy Areas	Page 35
Guidance and Further Information	Page 35
Mandatory Reporting to Fintrac.....	Page 36
Essential Record-Keeping Norms	Page 36
Ascertaining Identity	Page 36
Third-Party Engagement	Page 37
Consequences for Non-Compliance.....	Page 37
Compliance Program and Role of the Compliance Officer.....	Page 37
FINTRAC's Oversight Role	Page 38
Compliance Training for DP Team Real Estate Staff.....	Page 38
Obligation of Reporting Suspicious Transactions	Page 38
Necessary Data for Suspicious Transaction Reports.....	Page 39
Procedure for Reporting Suspicious Activities	Page 39
Indicators of Suspicious Transactions.....	Page 39
Mandatory Record-keeping for Terrorist Property Reporting	Page 40
Suspected Terrorist Financing Protocols	Page 40
Steps for Filing a Terrorist Property Report with FINTRAC	Page 41
Obligation to Report to the RCMP and CSIS.....	Page 41
Guidelines on Reporting Large Cash Transactions	Page 41
RECORD KEEPING IN DP TEAM REAL ESTATE	Page 42
Essential Record-Keeping Policies:	Page 42
Large Cash Transactions - The FINTRAC Framework:	Page 42
Mandatory Details on the Forms:	Page 42
Retention Period:	Page 43
IDENTITY REQUIREMENTS.....	Page 43
Identity Verification Responsibilities.....	Page 43
Requirements for Large Cash Transactions	Page 43
Third-Party Involvement Protocols.....	Page 43
Procedure Post-Documentation.....	Page 44
LEGAL ISSUES AROUND REPORTING	Page 44
UPHOLDING INDIVIDUAL PRIVACY WITHIN FINTRAC	Page 44
FINTRAC'S DILIGENCE IN DISCLOSURE.....	Page 45

PROTECTION AND PENALTIES WITHIN THE FINTRAC FRAMEWORK.....	Page 45
PART 12: THE PRIVACY STANDARDS	Page 46
The CREA Privacy Principles Adopted by DP Team Real Estate	Page 46
Guiding Policy on Personal Data Collection.....	Page 46
Privacy Compliance and Oversight	Page 46
Gathering, Employment, and Dissemination of Personal Details	Page 47
Caveats on Data Usage for Novel Objectives	Page 47
PROTECTING INFORMATION.....	Page 47
Safeguarding Information	Page 47
Procedures for Collection and Disclosure:	Page 47
Storing Data Safely:	Page 47
Proper Disposal and Destruction:	Page 48
Ensuring Transparent Access to Information	Page 48
Addressing Compliance Concerns	Page 48
PART 13: NATIONAL DO NOT CALL LIST AND MARKETING RULES.....	Page 49
Compliance Structure within DP Team Real Estate	Page 49
Clarifications and Assistance	Page 49
Broad Overview of CRTC Rules.....	Page 49
Exemptions and Applicability of Telemarketing Rules.....	Page 50
Clarifying Telemarketing Terminologies	Page 50
DNCL Protocols to Heed	Page 50
Comprehensive Telemarketing Guidelines.....	Page 51
Initiating the Connection: Identification Imperatives	Page 51
Post-Call Provisions: Ensuring Consumer Access	Page 51
Transparent Channels for Correspondence	Page 51
Automatic Dialing-Announcing Device (ADAD) Regulations	Page 52
Legal Implications and E&O Insurance Insights.....	Page 52
PART 14: OFFICE OPERATIONS.....	Page 54
CONFLICT RESOLUTION IN DP TEAM REAL ESTATE	Page 54
THE ETHICAL GUIDELINE	Page 54
PRIVACY COMMITMENT AT DP TEAM REAL ESTATE	Page 54
PRIVACY CODE.....	Page 55
PART 15: COVID-19 GUIDELINES.....	Page 56
GENERAL GUIDELINES FOR SAFE PROPERTY VIEWING.....	Page 56
Minimizing Health Risks	Page 56

Open Houses: A Reimagined Approach.....	Page 56
Adjustments in a New Reality	Page 56
Physical Distancing and Interaction Protocols.....	Page 56
Prioritizing Personal Space	Page 56
Property Preparation and Sanitation.....	Page 57
Ensuring Safe Environments.....	Page 57
Post-Showing Measures	Page 57
Consolidating Safety.....	Page 57
Follow-up Communication Protocols	Page 57
Ensuring Clarity and Transparency	Page 57
Recommendations for Agents and Property Owners.....	Page 58
Best Practices for Enhanced Safety	Page 58
Recommendations for Attendees.....	Page 58
Being Responsible and Mindful.....	Page 58

PART 1: INTRODUCTION

This manual provides essential guidelines for Realtors regarding the daily activities of the DP Team Real Estate. While this document may not cover every conceivable scenario, it is crucial to consult the supervisory staff if you have any questions.

WELCOME

Established in Winnipeg in July 2021, DP Team Real Estate exemplifies innovative marketing techniques. Simultaneously, it highlights a steadfast commitment to building a positive relationship with the adjacent community, and cultivating an amiable and vibrant work atmosphere is fundamental to its principles.

Key Attributes of DP Team Real Estate:

- i. Pioneering marketing approaches.
- ii. Resolute community engagement.
- iii. A harmonious and invigorating work environment.

MISSION STATEMENT

DP Team Real Estate is steadfast in championing a service-oriented philosophy, consistently anchored in honesty and integrity, guaranteeing an unmatched dedication to every client they serve.

The Evolution of Real Estate in the 21st Century

During the early 2000s, the real estate landscape underwent a notable transformation, gravitating towards a distinct "customer service culture." Within this framework, DP Team Real Estate emerges as a prime exemplar, satisfying the high expectations of both buyers and sellers.

Pillars of DP Team Real Estate's Commitment

At the core of DP Team Real Estate is a steadfast dedication underpinned by three fundamental virtues:

- i. **Honesty:** Ensuring transparent dealings and fostering trust.
- ii. **Integrity:** Upholding moral principles in every transaction.
- iii. **Responsiveness:** Prioritizing every client's needs and addressing them promptly.

Every individual within DP Team Real Estate, regardless of their position, is expected to uphold this "service culture". It is essential to highlight that this focus on service goes beyond a mere aspirational concept; it's an actionable criterion. Any divergence from this standard is scrutinized rigorously.

Anticipations for Sales Professionals

Within DP Team Real Estate, sales professionals are more than just participants; they are stakeholders. Consequently, they can expect:

- i. **Exemplary Services:** The pinnacle of services comparable to, if not surpassing, any other in the Real Estate industry.
- ii. **Sustainable Success:** A structured approach fostering long-term success.
- iii. **Business Growth:** Strategies and support tailored to amplify business acquisition.

THE REAL ESTATE BROKER'S ACT

Accountability of DP Team Real Estate under License Laws

In light of the Real Estate License Law, DP Team Real Estate bears responsibility for the conduct of its Realtors. This foundational stipulation necessitates that all Realtors not only acquaint themselves with the Real Estate Broker's Act but also adhere stringently to its provisions. This includes the directives set forth in the Regulations as well as the Code of Ethics championed by the Canadian Real Estate Association, the Manitoba Real Estate Association, and Winnipeg Realtors.

Key Statutes and Guidelines Realtors Must Grasp:

Protection of Personal Data: The Privacy Code Personal Information Protection and Electronic Documents Act (PIPEDA) highlights a fundamental regulation. This act dictates that businesses may not indiscriminately collect, use, or share any type of personal information associated with consumers. Undertaking such activities requires the clear and informed consent of the individual to whom the data pertains.

Financial Oversight & Client Identification:

The FINTRAC Compliance emerges under the auspices of the Proceeds of Crime (Money Laundering) and Terrorist Financing Act. This law prescribes detailed protocols for the careful identification of clients.

Regulations Surrounding Consumer Outreach:

The National Do Not Call List (DNCL) functions as a critical resource in this context. When a consumer, including private sellers, opts to register their telephone number with the National DNCL, initiating contact with them through telephone or fax for promotional purposes becomes prohibited. Nonetheless, certain exceptions apply, permitting outreach if the circumstances align with the exemptions outlined in the relevant legislation.

Office Protocols Established by DP Team Real Estate:

The company has established a thorough set of office policies and procedures. These guidelines align with the principles set forth by relevant real estate regulatory authorities. Such defined protocols are vital in guiding the office's operations, governance, and daily interactions, covering both administrative personnel and sales representatives.

Clarification on Realtor Affiliation with DP Team Real Estate:

In their professional capacity associated with DP Team Real Estate, realtors do not possess the designation of partners, joint ventures, or employees. Consequently, they only have the authority to make binding commitments on behalf of the broker or DP Team Real Estate when such actions have been previously approved.

REALTORS ARE NOT PARTNERS, JOINT VENTURES, OR EMPLOYEES OF THE "DP TEAM REAL ESTATE" AND HAVE NO AUTHORITY TO BIND THE BROKER OR COMPANY WITHOUT APPROVAL.

INDEPENDENT CONTRACTOR STATUS

Within the framework of DP Team Real Estate, a Realtor operates as an Independent Contractor. The relationship established between the Realtor and DP Team Real Estate does not evolve into an employer-employee affiliation. Regardless of any terminologies or clauses in this Handbook that may hint otherwise, they must not be interpreted as establishing an employment nexus. Comprehensive provisions delineating this Independent Contractor association are encapsulated in the formal agreement between the Realtor and the authorized representative of DP Team Real Estate.

Owing to the designation of Realtors as independent contractors, administrative personnel within DP Team Real Estate refrain from

withholding payroll taxes from commission payouts. Such fiscal subtractions will be initiated solely upon securing explicit consent from the Realtor, who functions in the capacity of an independent contractor.

OVERALL GOALS AND OBJECTIVES

For marketing and management support, Realtors affiliated with DP Team Real Estate are strongly encouraged to liaise with the management team. At the heart of DP Team Real Estate's ethos lies a steadfast commitment to professional superiority in public service. Parallel in significance is the promotion of a cooperative and equitable demeanor during engagements with industry contemporaries. As articulated by the oversight body, maintaining prescribed productivity and professional conduct benchmarks is essential for each Realtor to ensure the realization of these tenets.

PART 2: BROKER (COMPANY) RESPONSIBILITIES

In overseeing submissions, listings, promotional materials, and the like, the Broker of DP Team Real Estate offers guidance to agents, emphasizing the imperative of unwavering compliance with legal standards in their daily professional activities. The Broker does not assume liability for unrecovered commissions; agents cannot anticipate or request advanced payouts or compensation related to future commissions from the Broker without the endorsement of an authorized management figure. Moreover, unless explicitly stipulated by law, a Broker bears no financial obligation toward an agent for expenses incurred from the agent's individual initiatives. Such expenses should be deducted from the cumulative commission revenue. Directives concerning "office leads" are formulated by the manager and subsequently relayed to the agents of DP Team Real Estate. All stipulated practices aligned with these directives will be transparently conveyed to Realtors affiliated with DP Team Real Estate, ensuring consistency and coherence in professional endeavors.

PART 3: OFFICE PROCEDURES

GENERAL

STANDARD BUSINESS TIMES

DP Team Real Estate support staff are operational from 9 a.m. to 5 p.m., from Monday through Friday. Any access to the office beyond these designated hours requires using a provided key and an associated security code.

RECOGNIZED PUBLIC HOLIDAYS

DP Team Real Estate recognizes public holidays and keeps the office closed on these days. However, access is still permissible for those authorized, provided they use the allocated key and the corresponding security code.

***NEW YEAR'S DAY *LOUIS RIEL DAY *GOOD FRIDAY *VICTORIA DAY
*CANADA DAY *LABOUR DAY *THANKSGIVING DAY *REMEMBRANCE
DAY *CHRISTMAS DAY *BOXING DAY
*THE LAW REQUIRES THAT A REALTOR NOT ENTER INTO CONTRACTS OR
CONDUCT ANY BUSINESS ON REMEMBRANCE DAY.***

VACATION

It is crucial to recognize that Realtors operate as independent contractors and, therefore, do not receive vacation benefits. Given this independent status:

- i. Realtors possess the discretion to determine their vacation schedules.
- ii. Forward planning is paramount. Realtors are counseled to collaborate with another agent from DP Team Real Estate to oversee their responsibilities during their absence, whether due to vacation, illness, or any extended period of unavailability.
- iii. If establishing such coordination becomes problematic, it is recommended to engage directly with the management team.

LEAVING THE OFFICE AFTER HOURS

Beyond standard operating hours, individuals departing the premises have particular responsibilities, especially when they are the final ones to leave. To specify:

- i. Ensure that all lights are turned off.
- ii. Securely lock all external doors.

- iii. Ensure the coffee machine is powered down.
- iv. Activate the security alarm system.

Should the alarm be inadvertently triggered, promptly input the correct code and alert the management without delay.

PARKING

Parking etiquette is not merely a courtesy but a requirement. Given the communal nature of parking resources:

- i. Practicing mindful parking is strongly advocated to guarantee available spots for both clients and fellow Realtors.
- ii. Inconsiderate parking, devoid of regard for others, can unintentionally disrupt the smooth flow of daily activities.

BOARD ROOM AND OFFICE USAGE

DP Team Real Estate provides access to two large conference rooms, along with three additional rooms designated for deal finalizations or closings. When choosing a room, it's critical to factor in the needs of other professionals to ensure that larger spaces are available for more substantial meetings. For efficient allocation, it is advisable to coordinate with the receptionist to reserve the desired conference or closing room ahead of time.

POSTAGE COSTS

it is imperative to understand that the responsibility for postage expenses squarely falls on the Realtor.

COPY MACHINE

- i. **Monthly Allocation:** Each Realtor at DP Team Real Estate is endowed with an allocation of 100 black and white copies monthly.
- ii. **Overage Charges:** Exceeding this specified limit incurs a fee of .02 cents for each additional copy.
- iii. **Colour Variance:** Choosing colored copies necessitates a .50 cent charge per copy.
- iv. **Non-business Replications:** On the occasion that duplication pertains to matters beyond the scope of DP Team Real Estate, reaching out to the managerial hierarchy is essential to ascertain approval and the consequent cost implications.

BUSINESS CARDS, BADGES, DESK PLATES

Official Designations and Titles: Realtors are permitted to adopt certain designations, including "Licensed Real Estate Salesman", "Sales Associate", "Licensed Real Estate Associate", "Licensed Real Estate Sales Associate", and "Licensed Real Estate Salesperson". Adoption of titles beyond this enumerated list mandates clear managerial approval.

Logo Integrity: The DP Team Real Estate logo must not be changed. Business cards and badges need to follow provincial rules. If you have questions about where to get them, contact the manager.

CELL PHONE GUIDELINES:

- i. Engaging in business activities on a mobile device while driving is vehemently advised against.
- ii. Provincial regulations bind realtors working under DP Team Real Estate. These regulations dictate the appropriate usage of hand-held devices when piloting a motor vehicle.
- iii. There are moments when urgent business calls are inevitable. In such circumstances, it is prudent to halt the car at a safe spot before addressing the call.
- iv. Provincial laws, while stringent, acknowledge connectivity's importance. To this end, they permit the use of wireless devices. However, two conditions are non-negotiable: the devices must be operated hands-free or activated through voice.

SMOKE-FREE ZONE:

- i. DP Team Real Estate's office premises maintain a strict policy of being 100% smoke-free.
- ii. For those who wish to smoke, the space at the back of the building is allocated for this purpose.
- iii. To maintain cleanliness, receptacles designated for cigarette disposal have been strategically placed outside. It is a humble request to use these.

PROFESSIONAL ATTIRE:

Although DP Team Real Estate does not enforce a strict dress code, it is highly encouraged that individuals present themselves in a neat and appropriate manner, indicative of solid business decorum.

AWARDS AND CONTESTS

For any inquiries concerning awards and contests, kindly approach the manager.

STAFF ROLES AT THE OFFICE

DP Team Real Estate boasts a competent workforce dedicated to serving diverse needs:

Carly Smith

Position: Front Desk Receptionist & Agent Services

Responsibilities:

- i. Handling incoming calls and routing them appropriately.
- ii. Welcoming clients at the entrance.
- iii. Assisting in feature sheet creation and addressing marketing needs.

Shawn Joeblow

Position: Office Controller/Accountant

Responsibilities:

- i. Overseeing the financial aspects of the office, including budgeting and accounting.

Justine Doe

Position: Conveyancing

Responsibilities:

- i. Ensuring completion of all necessary documents in the buyer/seller file.
- ii. Authorizing commission cheque issuance.

MEMBERSHIP CRITERIA

Individuals aspiring to serve as salespersons under the banner of DP Team Real Estate must adhere to the subsequent prerequisites:

- i. Completion and acquisition of an active salesperson licence. This can be achieved by finishing all four MREA modules.
- ii. Annual completion of the RLE continuing education course.
- iii. Timely settlement of desk fees and board association fees. Delays or failure in meeting these financial obligations might lead to:
 - a) Suspension of the salesperson licence.
 - b) Potential legal ramifications for recovering the owed amount.

BUSINESS PRACTICES

OFFICE RECORDS

All contractual documents, such as purchase offers and listing contracts, should be filed in the specified office repository. This systematic filing is vital for instances with legal implications or historical data needs.

FUND HANDLING RELATED TO PURCHASE PROPOSALS

- i. The moment a deposit is received, whether cash or cheque, it should be promptly handed over to the designated administrative personnel. The deadline for this action is strict: within 24 hours post-receipt.
- ii. In cases where the deposit submission surpasses this 24-hour window, a written explanation is mandatory.
- iii. If clarifications or details are needed, contacting the manager is the best action.

FEES ASSOCIATED WITH MULTIPLE LISTING SERVICE (MLS)

Real estate agents have to settle the fees related to the Multiple Listing Service. Any property listing under this service should remain active for at least 60 days. Moreover, all property pricing should mirror the prevailing market rates, corroborated by a comprehensive competitive market analysis (CMA).

- i. DP Team Real Estate Savings Options
- ii. Notice on Manitoba Securities Commission Renewal
- iii. Digital Resources for Designing Promotional Documents & Outreach Tools

CORPORATE MEETINGS

DP Team Real Estate arranges a corporate meeting approximately every 30 days, with each lasting roughly 1.5 hours. Proper notice for these gatherings will be given, and all members' participation is greatly appreciated. If any member is unable to attend, it is crucial to inform the management team beforehand. These meetings are vital, aiming to update agents on evolving company policies, market trends, advanced sales techniques, and more. These meetings are essential as they aim to brief agents about evolving company guidelines, market dynamics, advanced sales methodologies, and more. Consistent attendance in these sessions underscores a commitment to individual growth in the real estate domain and fostering a robust, cohesive unit.

OTHER MEETINGS OFFERED BY THE WINNIPEG REAL ESTATE BOARD

DP Team Real Estate often recommends that its agents consider attending the valuable workshops and events organized by the Winnipeg Real Estate board. Although these sessions are optional, they can enhance a realtor's proficiency.

KEYS

Whenever a vendor hands over keys to an agent, the agent must safeguard them carefully. The agent should put the key in the special lockbox.

LOCK BOX LOCATION

Be careful where you put lockboxes. For empty houses, attach the lock box to the front door. Ensure the lockbox does not harm the homes, people, and furniture. Also, put it in a well-lit spot that's easy to get to in different weathers, like snow or rain.

LOCK BOX NOTIFICATIONS

Realtors need to write the lockbox number on the listing paper. Remove the lockbox immediately when a listing ends, or a house is sold. Then, the agent should keep it safe, write down when they removed it, and return the key to the seller.

ACTIVITY RECORDS

Each DP Team Real Estate office must maintain an "activity board." This board is a repository for tracking daily updates related to listings, sales dynamics, price alterations, and other modifications. Routine updates during standard business hours keep this board current.

GENERAL WORK CONTRACTS

To officially represent DP Team Real Estate, Realtors are required to agree to and sign the independent contractor agreement. This document is generated in duplicate: one copy is retained by the agent and the other is archived in the office records. Additionally, Realtors are obliged to acquaint themselves with the Code of Ethics set forth by the National Association of Realtors, ensuring adherence to the guidelines, customs, and procedures as specified by the local realtor board. Thoroughly reading and committing to the terms laid out in the Realtor's handbook is also a prerequisite for representation under the DP Team Real Estate banner.

STAYING CONNECTED WITH THE OFFICE

Maintaining consistent communication with the office is paramount for Realtors. Should they intend to visit a location where they harbor safety concerns, prior notification to the office is essential. Prioritizing safety is an unequivocal mandate. Realtors must abstain from venturing into potentially perilous situations without the company of a fellow agent.

The Sentry lockbox application integrates a feature specifically designed for activation when a Realtor senses vulnerability. A visit to the Sentry lock website will provide an in-depth overview of this functionality.

It is vital for Realtors to meticulously document client interactions and relay them to the supervisory staff, particularly when the client manifests signs of aggression, confrontational demeanor, or any indications of potential malevolence.

In the event a Realtor assesses a location as potentially hazardous, immediate communication with the broker or the supervisory manager is compulsory. The firm will then undertake necessary actions, including ensuring that the Realtor has accompanying support for the scheduled visit.

DP Team Real Estate emphatically disapproves of the resort to aggressive defense tools like blades or pepper sprays.

PROTOCOLS FOR REALTORS IN PROPERTY TRANSACTIONS

Realtors play a pivotal role as intermediaries in property dealings. Fostering and upholding a relationship grounded in trust with property sellers stands central to their duties. Ensuring transparent and honest practices is fundamental, especially refraining from actions that smack of deceptive strategies, like procuring properties for a sum below their fair market value. The sanctity of this trust cannot be overstated.

Pertaining to Realtors in Manitoba, the Broker's Act delineates specific regulations and directives for those engaged in personal property transactions as follows:

PROTOCOLS FOR REALTORS ENGAGING IN PERSONAL TRANSACTIONS:

Realtors are obligated to disclose when they or their marital partners engage in property buying or selling. Clarity is essential when a Realtor or their spouse assumes a significant role within a corporation, whether that role is as a director, partner, or any other influential capacity.

- i. Prior to embarking on any contractual commitments, engaging in a dialogue with the supervisory manager or broker is indispensable.
- ii. It is compulsory to denote the Realtor's status on the transactional offer.
- iii. It must be explicitly stated that the Realtor will not receive any commission-based remuneration.
- iv. Subsequent to the ratification and endorsement of an offer, timely notification to the supervisory manager or broker is obligatory.
- v. In instances where immediate family members of the Realtor—including but not limited to siblings, parents, children, or other proximate kin—are stakeholders in the transaction, their participation mandates comprehensive disclosure.

ROLE OF ASSISTANTS IN REAL ESTATE:

A real estate assistant serves to support licensed realtors throughout particular transactional phases. Individuals licensed pursuant to the Real Estate Brokers Act are recognized as salespersons. This designation grants them the privilege to engage comprehensively in activities defined as "transaction" within the parameters of the act. However, a critical stipulation is that registered assistants must operate solely under the purview of, and be remunerated exclusively by, their associated broker. The act underscores that salespersons require elevated authority to enlist their counterparts. In every circumstance, DP Team Real Estate is bound to uphold and adhere to these foundational tenets and directives.

ASSISTANTS WITHOUT REGISTRATION

Those not officially registered pursuant to the Real Estate Brokers Act are categorized as unregistered assistants. These individuals are expressly barred from engaging in activities that equate to "transaction" as articulated within the act. Specifically, in the absence of an authentic license or registration, they may involve themselves in tasks such as measuring property dimensions or orchestrating public open houses. Their responsibilities are rigidly demarcated to encompass only administrative and clerical duties.

It is imperative for brokers and licensed salespersons to recognize that any transgressions or oversights committed by unregistered assistants squarely reside within their jurisdiction. As these assistants lack formal association affiliations, they are not beneficiaries of the errors and

omissions liability insurance scheme. Should a licensed broker or salesperson intentionally delegate a licensure-requisite task to an unregistered assistant, the legitimacy of their individual insurance coverage may be imperiled.

Tasks permissible for unregistered assistants encompass:

- i. Fielding phone calls, directing them to licensed professionals.
- ii. Uploading property listings to databases, both internal and external, with the proviso that a licensed professional verifies all data.
- iii. Drafting contract documents awaiting licensed professional approval
- iv. Disseminating promotional materials on a licensed professional's behalf
- v. Procuring public records from official sources, like courts or utility providers
- vi. Crafting, curating, and disseminating advertisements, informational sheets, and other marketing resources for licensed professionals.
- vii. Orchestrating commission payments
- viii. Procuring duplicate keys for properties on behalf of licensed professionals
- ix. Facilitating the installation and removal of promotional materials like open house signs and managing lock boxes
- x. Overseeing deposits related to trusts, rents, and security.
- xi. Organizing paperwork pertinent to transaction closures
- xii. Commissioning repair works based on a licensed professional's directive.
- xiii. Coordinating meetings on behalf of a licensed professional
- xiv. Engaging with financial institutions to acquire endorsement letters.

However, unregistered assistants are strictly prohibited from:

- i. Offering properties for visits or exhibitions
- ii. Assessing any property
- iii. Facilitating open house events
- iv. Posing as licensed salespersons
- v. Engaging in discussions about commissions, fee splits, or referrals.

- vi. Providing answers to public queries about properties, contractual elements, financial aspects, or any other real estate documentation
- vii. Engaging in negotiations over rents, deposits, or lease stipulations
- viii. Accessing another individual's property, available for sale or lease, without explicit authorization from the property owner and a registered agent.

HANDLING REFERRAL OF EXPERTS

DP Team Real Estate members frequently field inquiries regarding recommendations for various professionals, such as lawyers, engineers, architects, and contractors. When presented with such queries, it is not uncommon for real estate agents to suggest a professional or contractor based on their past interactions. Sometimes, agents might make recommendations based on what they have heard through the grapevine. However, tread cautiously; there is potential for legal complications if not outright liability. If problems arise later on, these referrals can become contentious.

In instances where a buyer makes a successful claim of negligent misrepresentation against an agent, they must prove a sequence of elements: the existence of a duty of care due to a special relationship between the parties, a representation that turns out to be false or misleading, negligence in making that representation, a subsequent detriment to the plaintiff concerning damages incurred, and the buyer's reasonable reliance on said misrepresentation. Understandably, the dynamic between a buyer and a Realtor inherently encompasses a duty of care. Misrepresentations, primarily if the buyer relies on them to their detriment, might lead to liability despite the "own inspection" clause in the purchase offer. Hence, granting buyers sufficient time for their comprehensive due diligence is crucial.

Negligently suggesting the services of a professional or contractor who later provides subpar services only increases the likelihood of damages. The chosen contractor or professional might grapple with insurance issues or, due to intentional business decisions, even face bankruptcy or relocate out of the jurisdiction, leaving no assets in their wake. In a world where unforeseen challenges abound, these scenarios are plausible. It is, therefore, imperative to embark on personal research before making recommendations.

For agents who are still determining the proficiency or capabilities of a specific professional, the best practice is to refrain from offering referrals. Conversely, if an agent opts to refer a familiar professional or contractor, they should provide a clear written disclaimer. Real estate agencies should devise a standardized form for such referrals, encompassing details like the professional's field, contact information, and interaction dates. This document should underscore the Realtor's non-liability for any damages from the endorsed contractor or professional's actions.

Lastly, a prudent suggestion is for agents to offer multiple professional referrals for a particular task, allowing the client or homeowner to evaluate and choose what's best for them thoroughly.

DUAL REPRESENTATION IN REAL ESTATE TRANSACTIONS (WORKING AS THE BUYING & SELLING AGENT)

Navigating the role of a dual agent, representing both the buyer and seller, is an intricate responsibility assumed by some salespersons. In such scenarios, safeguarding the confidentiality of each party's proprietary information is of paramount importance. The salesperson must ensure equitable pricing and exhibit meticulous diligence. For a salesperson to legitimately undertake this dual representation, both the buyer and seller are mandated to affix their signatures to the "Limited Joint Representation Form." This document elucidates the constraints of the salesperson's role and outlines potential ramifications in the event of discrepancies or conflicts.

The Significance of Time Clauses

A salient feature in real estate contracts is the inclusion of a time clause, especially when an offer hinges on the sale of a different property. Typically inserted by the seller's representative, this provision usually spans a window of 24 to 48 hours. Should a subsequent offer emerge prior to the predetermined selling date, and the initial property remains unsold, the original buyer is granted a brief interval—ranging from 24 to 48 hours—to either waive their stipulated conditions or permit the seller to entertain the fresh proposal.

Salesperson's Accountability in Time-bound Offers

The responsibility falls squarely on the shoulders of the salesperson to ensure the viability of such time-sensitive offers. Foremost, when tabling this kind of offer, the salesperson must remain confident in their ability to approximate the listing price of the house in question. Careful research is essential to speed up the sale and avoid any delays.

Upholding Professional Integrity

To maintain the trust of all stakeholders, the salesperson must only prolong the transaction if necessary. Unproductive delays not only jeopardize potential sales but also diminish the professional standing of DP Team Real Estate in the market. Ensuring timely transactions while safeguarding the interests of all parties is the hallmark of professional excellence.

PART 4: ADVERTISING AND PROMOTION

GENERAL POLICY FOR DP TEAM REAL ESTATE AGENTS

Every DP Team Real Estate agent is encouraged to adopt a consistent and professional approach towards their business conduct. Prioritizing the ethos of not over-promising and subsequently under-delivering stands paramount. Given that real estate agents operate in a self-employed capacity, it is vitally crucial that they adhere strictly to delivering on their commitments. This practice not only cultivates trust but also fortifies the brand's reputation in the long run.

SIGNAGE: A KEY MARKETING TOOL

Signage, accompanied by social media, proves to be a potent and cost-effective strategy for generating client inquiries. Several local sign companies, well-acquainted with the DP Team Real Estate brand, are available to assist in designing sign templates. These firms manage the installation and subsequent removal of the "for sale" signs, contingent on directions from the agents. However, it is important to note that the financial responsibilities associated with these signs lie squarely with the respective agent. Adhering to specific guidelines can enhance the overall effectiveness of these signs:

- i. Ensuring that signs remain standing upright and clean.

- ii. Putting a 'sold' rider on the "For Sale" sign once a property is sold, whether by the company or the agent.
- iii. Mandating the swift removal of signs within two weeks after the property sale.
- iv. Ascertaining permission from homeowners before sign installation.
- v. With the homeowner's consent, the onus of deciding the sign's optimal placement rests with the agent; this decision should then be conveyed to the sign company.
- vi. Agents should seek guidance from their managerial contact for details on mandatory legal particulars on the "For Sale" signs.

LEVERAGING SOCIAL MEDIA FOR PROMOTION

The digital era offers a range of social media platforms, including Facebook, Instagram, and Twitter, as cost-effective channels for self-promotion by agents. However, certain things can not be compromised.

Advertisements on these platforms must feature the office name, "DP Team Real Estate," alongside the agent's direct contact information. For a more comprehensive understanding of the intricacies associated with social media advertising, agents are encouraged to initiate a discussion with their manager.

CLIENT-CENTRIC ADVERTISING

A fundamental and non-negotiable rule in advertising is as follows: Irrespective of the advertising medium chosen, any promotional material on a client's property requires explicit endorsement from the homeowner. This principle upholds the integrity of homeowner rights and nurtures trust within the professional relationship.

PART 5: PROSPECTS/LISTINGS

PROTOCOLS WHEN A PROSPECT SEEKS A SALESPERSON

In the context of DP Team Real Estate's organizational structure, it is imperative that any prospective individual seeking information about a salesperson receives prompt attention. In instances where a prospect initiates an inquiry while physically present in the office, and the designated agent or salesperson is not immediately accessible, the

administrative staff is assigned the responsibility of paging the Realtor. These established protocols serve to guarantee that prospects receive timely assistance, thereby showcasing the efficiency of the organization.

NAVIGATING DUPLICATE INTERACTIONS WITH PROSPECTS

Situations may unfold wherein multiple salespersons inadvertently attend to the same prospect, potentially presenting identical properties. In such cases, precedence is granted to the salesperson who effectively secures a contract deemed acceptable by both the seller and the office. Furthermore, if a salesperson becomes aware of a prospect's prior interactions with another salesperson affiliated with DP Team Real Estate, professional etiquette mandates referring the prospect back to the initial salesperson. Nevertheless, if the prospect conveys a hesitancy to proceed with the original salesperson, the subsequent salesperson may then address the prospect's requirements.

CRITERIA FOR PROSPECT MANAGEMENT AND WITHDRAWAL

DP Team Real Estate retains the authority to reallocate prospects from a specific salesperson in certain circumstances. This intervention becomes requisite when it becomes apparent that a prospect is not receiving adequate attention or expressly requests a change in representation. Additionally, when a salesperson introduces a prospect or listing to another colleague within the company, it is customary for the referring salesperson to be entitled to a referral fee. This practice ensures equity and promotes collaboration within the office.

OBLIGATIONS OF THE LISTING SALESPERSON

A listing salesperson bears multiple responsibilities, with one of the foremost being the precision of documentation, encompassing:

ESTIMATE OF SELLER CHARGES

LISTING CONTRACT

- i. Data input form - All contracts and related documents should be relayed to the office staff within a day after the seller's contract signing or by commencing the following workday.
- ii. Verifying integral property details such as the lot size, zoning, and square footage.
- iii. Competitive market analysis (with a copy earmarked for the listing file)
- iv. Sign installation information

- v. Referral form (if necessary)

LISTING INFORMATION SHEET

Salespeople are cautioned against entering unverified information. Errors on these sheets are the sole responsibility of the salesperson, underscoring the need for diligence. Moreover, it is paramount for salespeople to recognize the importance of meticulously completed property information sheets.

In terms of modifications, any alterations to crucial listing information, like price adjustments, must be documented and endorsed by the vendor without delay.

Keeping Vendors Updated on Market Conditions and Strategies

The responsibility of thoroughly preparing sellers for potential offers on their property lies with the agent. This entails the presentation of market trends and comparative sales data, as well as providing regular updates to the seller regarding ongoing market activity. It is worth noting that a routine call or visit to the seller every few weeks is advisable. Transparency should also extend to essential elements such as the predetermined advertising strategy and its subsequent execution, ensuring the seller is well-informed throughout the process.

Navigating Multiple Offers and Offer Presentations

When multiple offers arise for a single property, a simultaneous presentation to the vendor(s) becomes obligatory. Adhering to a clear multiple offer protocol is non-negotiable, and if any ambiguity arises, one should consult with a manager. The onus of elucidating all aspects of offers, ranging from intricate details to associated costs like closing costs and commissions, lies with the presenting agent. Ensuring the vendor is well-informed and comprehends their optimal choices is paramount.

Communication Standards and Acceptance Policies

DP Team Real Estate is stringent against accepting verbal or telephonic agreements, emphasizing the potential for misunderstandings. However, exceptions can be made under specific circumstances. For example, if a vendor is currently out of town and an offer emerges, the listing agent can telephonically reach out for acceptance. Following this, a documented approval through email becomes essential. It is imperative that all

involved parties explicitly express their agreement to the stipulated terms in such correspondence.

Counter Offers, Deposits, and Sale Reporting

Counter offers, when made, should prioritize clarity and brevity. Every significant detail, including pertinent dates, should be articulated to ensure seamless contract closure. For upholding sound business practices, a minimum deposit, irrespective of the sale price, is always advised. Furthermore, the listing salesperson must duly report a sale to the office, marking the necessary changes on MLS. This should be regardless of the nature of the deal, be it conditional or firm. Essential documents like trade record sheets and offers to purchase, complemented by the listing printout, should be submitted to the office within a strict timeline. Moreover, immediate attention should be paid to deposits, particularly cash payments. Cheque deposits have a distinct timeline, and any unsuccessful offers should be turned in to the office promptly.

WITHDRAWN OR TRANSFERRED LISTINGS

Navigating the complexities of the real estate industry is a substantial endeavor, exemplified by the intricate procedures related to withdrawn or transferred listings. For those deeply engaged in this field, the understanding is unequivocal: once a listing is established, it cannot be retracted or transferred without obtaining the requisite permissions. At DP Team Real Estate, in the event a seller contemplates making any such alterations, it is imperative that they formally notify the management. Indeed, for a listing to undergo withdrawal or transfer, the listing salesperson must secure the very same signatures that initially endorsed the listing agreement. There exists a particular rhythm and symmetry in this process, where each action within the listing protocol necessitates an equivalent and weighty reaction.

CANCELLATION OF SALE

The sale of a property is more than just an agreement; it is a binding commitment, a contract that holds both parties accountable. Thus, the cancellation of such a contract is not a light affair. At DP Team Real Estate, news of a canceled sale necessitates immediate reporting to the designated manager or broker.

It is worth noting the gravity of a signed offer to purchase-agreement. It becomes a valid contract as soon as both parties sign the document. This

fact becomes pertinent when, for instance, one of the contract parties suddenly experiences cold feet and decides not to proceed. In such scenarios, the salesperson, who is usually the point of contact, has the onerous task of explaining that they have no power to cancel the contract. This is not just a matter of procedure; it is about respecting the agreement's integrity. Following this revelation, it becomes the salesperson's duty to inform the broker or manager promptly and dive deep into problem-solving mode, aiming to resolve the nascent issues.

PART 6: DP TEAM REAL ESTATE'S OPEN HOUSE GUIDELINES

OPEN HOUSE SCHEDULING PROTOCOLS

DP Team Real Estate emphasizes the benefits of open houses, recognizing these events' profound impact in fostering essential face-to-face interactions. Such gatherings pave the way for prospective buyers to engage with the property and yield potential listing leads. While salespersons are empowered to orchestrate open houses, obtaining homeowner's permission remains paramount. The recommended duration for such events is a minimum of two hours. Furthermore, meticulous planning dictates that the promotion of an open house should commence at least three days prior.

ADVERTISING CONSIDERATIONS FOR OPEN HOUSES

After establishing a firm date and time for the open house, it is incumbent upon the salesperson to pursue the advertising pathway. This entails crafting an advertisement, ensuring strict adherence to DP Team Real Estate's advertising protocols, and meeting stipulated deadlines.

SIGNAGE PREPARATIONS AND COMPLIANCE

Signage, an integral component of the open house process, holds the dual capacity to direct potential buyers and amplify sale possibilities. Salespersons bear the onus of ascertaining the number of signs requisite for optimal visibility within the specified area. While positioning these signs, a conscientious approach demands cognizance of local by-laws. Any ambiguities surrounding these regulations should immediately precipitate a consultation with the management, ensuring alignment with community standards.

PROTOCOLS FOR UNATTENDED OPEN HOUSES

Leaving an open house unattended starkly contrasts DP Team Real Estate's commitment to providing consistent, on-ground representation. The salesperson's presence during the entirety of the advertised duration is non-negotiable. Singular exceptions occur in cases where the property has found a buyer. Under such circumstances, the doorway should carry a notification about the open house's cancellation, accompanied by a prominently displayed "sold" sign within the premises.

PART 7: DOCUMENTATION

RETENTION OF RECORDS

The realm of real estate, especially when delving into the intricacies of brokerage, emphasizes the paramount importance of meticulous record-keeping. To elucidate, DP Team Real Estate brokers, once bestowed with the requisite licensure, find themselves duty-bound to safeguard a vast array of documentation spanning listings, purchase agreements, canceled checks, trust records, and other related papers. This responsibility extends for a temporal frame of precisely seven years. Notably, it warrants mention that purchase agreements, once imbued with the legitimacy of principal signatures—even in instances where they eventually face rejection—must unfailingly be archived during this stipulated timespan.

TRUST FUND RECORDS

Vigilance in maintaining trust fund records sits at the nexus of a broker's obligations, presenting a distinct facet of documentation. A broker affiliated with DP Team Real Estate or otherwise is not merely expected to possess a legitimate trust account; the onus extends to illustrating a clear delineation of ownership pertaining to the monies ensconced within the said account. Venturing beyond the mere establishment of such an account, the broker stands encumbered with the necessity of unwavering adherence to the prescriptive guidelines emanating from the provincial authorities. These guidelines are far from mere suggestions. In cases marked by dereliction or oversight, a broker risks treading the perilous path leading to punitive measures, potentially culminating in the drastic revocation of their registration.

Note to Readers:

Thank you for exploring this sample of our work. In order to maintain the brevity of our online showcase, we've provided only a selection from this piece.

Should you be interested in viewing the complete work or wish to delve deeper into our portfolio, please don't hesitate to reach out. We're more than happy to provide extended samples upon request.

Thank you,
The Write Direction Team