



START-UP REAL ESTATE BROKERAGE GROUP

IN CANADA

Policies & Procedures Manual

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PART 1: INTRODUCTION

This manual provides essential guidelines for Realtors regarding the daily activities of the [AGENCY NAME]. 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 [REDACTED], [AGENCY NAME] 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 [AGENCY NAME]:

[REDACTED]
[REDACTED]
[REDACTED]

MISSION STATEMENT

[REDACTED]
[REDACTED]
[REDACTED]

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, [AGENCY NAME] emerges as a prime exemplar, satisfying the high expectations of both buyers and sellers.

Pillars of [AGENCY NAME]'s Commitment

At the core of [AGENCY NAME] is a steadfast dedication underpinned by three fundamental virtues:

- i. [REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]
[REDACTED]

Every individual within [AGENCY NAME], 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 [AGENCY NAME], sales professionals are more than just participants; they are stakeholders. Consequently, they can expect:

- i. **Exemplary Services:** [REDACTED]
[REDACTED]
- ii. **Sustainable Success:** [REDACTED]
[REDACTED]
- iii. **Business Growth:** [REDACTED]
[REDACTED]

THE REAL ESTATE BROKER'S ACT

Accountability of [AGENCY NAME] under License Laws

In light of the Real Estate License Law, [AGENCY NAME] [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Key Statutes and Guidelines Realtors Must Grasp:

Protection of Personal Data: The Privacy Code [REDACTED]
[REDACTED] highlights a
fundamental regulation. This act dictates that [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Financial Oversight & Client Identification:

The [REDACTED] [REDACTED] emerges under the auspices of the Proceeds of
Crime (Money Laundering) and Terrorist Financing Act. [REDACTED]
[REDACTED]

Regulations Surrounding Consumer Outreach:

The [REDACTED] functions as a critical resource in this context. When a consumer, including private sellers, opts to register their telephone number with the [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Office Protocols Established by [AGENCY NAME]:

The company has established a thorough set of office policies and procedures. [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Clarification on Realtor Affiliation with [AGENCY NAME]:

In their professional capacity associated with [REDACTED]

[REDACTED]
Consequently, [REDACTED]
[REDACTED]
[REDACTED]

REALTORS ARE NOT PARTNERS, JOINT VENTURES, OR EMPLOYEES OF THE "[AGENCY NAME]" AND HAVE NO AUTHORITY TO BIND THE BROKER OR COMPANY WITHOUT APPROVAL.

INDEPENDENT CONTRACTOR STATUS

Within the framework of [AGENCY NAME], [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Owing to the designation of Realtors as independent contractors, administrative personnel within [AGENCY NAME] [REDACTED]

[REDACTED]

OVERALL GOALS AND OBJECTIVES

For marketing and management support, Realtors affiliated with [AGENCY NAME] are [REDACTED]

[REDACTED]

PART 2: BROKER (COMPANY) RESPONSIBILITIES

In overseeing submissions, listings, promotional materials, and the like, the Broker of [AGENCY NAME] offers guidance to agents, emphasizing the imperative of unwavering compliance with legal standards in their daily professional activities. [REDACTED]

[REDACTED]

Moreover, unless explicitly stipulated by [REDACTED]

[REDACTED]

PART 3: OFFICE PROCEDURES

GENERAL

STANDARD BUSINESS TIMES

[AGENCY NAME] support staff are operational from [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

RECOGNIZED PUBLIC HOLIDAYS

[AGENCY NAME] recognizes public holidays and keeps the office closed on these days. [REDACTED]

[REDACTED]

***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. [REDACTED]
[REDACTED]
- ii. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- iii. [REDACTED]
[REDACTED]

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. [REDACTED]
- ii. [REDACTED] [REDACTED] [REDACTED] [REDACTED]

- iii. [REDACTED]
- iv. [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED].

[REDACTED]

[REDACTED]

PARKING

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

- i. [REDACTED]
- ii. [REDACTED]

BOARD ROOM AND OFFICE USAGE

[AGENCY NAME] provides access to [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

POSTAGE COSTS

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

COPY MACHINE

- i. **Monthly Allocation:** [REDACTED]
- ii. **Overage Charges:** [REDACTED]
- iii. **Colour Variance:** [REDACTED]
- iv. **Non-business Replications:** [REDACTED]

BUSINESS CARDS, BADGES, DESK PLATES

Official Designations and Titles: Realtors are permitted to adopt certain designations, [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Logo Integrity: The [AGENCY NAME] logo must not be changed. [REDACTED]

[REDACTED]
[REDACTED]

CELL PHONE GUIDELINES:

- i. [REDACTED]
[REDACTED]
- ii. [REDACTED]
[REDACTED]
[REDACTED]
- iii. [REDACTED]
[REDACTED]
[REDACTED]
- iv. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

SMOKE-FREE ZONE:

- i. [REDACTED]
[REDACTED]
- ii. [REDACTED]
[REDACTED]
- iii. [REDACTED]
[REDACTED]
[REDACTED]

PROFESSIONAL ATTIRE:

Although [AGENCY NAME] 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

[AGENCY NAME] boasts a competent workforce dedicated to serving diverse needs:

[REDACTED]

Position: Front Desk Receptionist & Agent Services

Responsibilities:

- i. [REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]
[REDACTED]

[REDACTED]

Position: Office Controller/Accountant

Responsibilities:

- i. [REDACTED]
[REDACTED]

[REDACTED]

Position: Conveyancing

Responsibilities:

- i. [REDACTED] [REDACTED] [REDACTED] [REDACTED]
- ii. [REDACTED] [REDACTED] [REDACTED] [REDACTED].

MEMBERSHIP CRITERIA

Individuals aspiring to serve as salespersons under the banner of [AGENCY NAME] must adhere to the subsequent prerequisites:

- i. [REDACTED]
[REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

BUSINESS PRACTICES

OFFICE RECORDS

All contractual documents, such as purchase offers and listing contracts, should be [REDACTED]

FUND HANDLING RELATED TO PURCHASE PROPOSALS

FEES ASSOCIATED WITH MULTIPLE LISTING SERVICE (MLS)

Real estate agents have to settle the fees related to the Multiple Listing Service. [REDACTED]

CORPORATE MEETINGS

[AGENCY NAME] arranges a corporate meeting [REDACTED]

[REDACTED] 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 [REDACTED] BOARD

[AGENCY NAME] often recommends that its agents consider attending the valuable workshops and events [REDACTED]
[REDACTED]
[REDACTED]

KEYS

Whenever a vendor hands over keys to an agent, the agent must safeguard them carefully. [REDACTED]
[REDACTED]

LOCK BOX LOCATION

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

LOCK BOX NOTIFICATIONS

Realtors need to [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

ACTIVITY RECORDS

Each [AGENCY NAME] office must maintain an "activity board." [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

GENERAL WORK CONTRACTS

To officially represent [AGENCY NAME], Realtors are required to agree to and sign the independent contractor agreement. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] Thoroughly reading and committing to the terms laid out in the Realtor's handbook is also a prerequisite for representation under the [AGENCY NAME] banner.

STAYING CONNECTED WITH THE OFFICE

Maintaining consistent communication with the office is paramount for Realtors. [REDACTED]

The Sentry lockbox [REDACTED]

It is vital for Realtors to meticulously document client interactions [REDACTED]

In the event a Realtor assesses a location as potentially hazardous, [REDACTED]

[AGENCY NAME] 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. [REDACTED]

[REDACTED] Ensuring transparent and honest practices is fundamental, [REDACTED]

PROTOCOLS FOR REALTORS ENGAGING IN PERSONAL TRANSACTIONS:

Realtors are obligated to disclose when they or their marital partners engage in property buying or selling. [REDACTED]

- i. [REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]
- iv. [REDACTED]
- v. [REDACTED]

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. [REDACTED]

[REDACTED]

ASSISTANTS WITHOUT REGISTRATION

Those not officially registered pursuant to the Real Estate Brokers Act are

[REDACTED]

It is imperative for brokers and licensed salespersons to recognize that any transgressions or oversights committed by unregistered assistants squarely reside within their jurisdiction. [REDACTED]

[REDACTED]

[Redacted text block]

Tasks permissible for unregistered assistants encompass:

- i. [Redacted]
- ii. [Redacted]
- iii. [Redacted]
- iv. [Redacted]
- v. [Redacted]
- vi. [Redacted]
- vii. [Redacted]
- viii. [Redacted]
- ix. [Redacted]
- x. [Redacted]
- xi. [Redacted]
- xii. [Redacted]
- xiii. [Redacted]
- xiv. [Redacted]

However, unregistered assistants are strictly prohibited from:

- i. [Redacted]
- ii. [Redacted]
- iii. [Redacted]
- iv. [Redacted]
- v. [Redacted]

- vi. [REDACTED]
- vii. [REDACTED]
- viii. [REDACTED]

HANDLING REFERRAL OF EXPERTS

[AGENCY NAME] 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. [REDACTED]

In instances where a buyer makes a successful claim of negligent misrepresentation against an agent, they must prove a sequence of elements: [REDACTED]

Negligently suggesting the services of a professional or contractor who later provides subpar services only increases the likelihood of damages. [REDACTED]

For agents who are still determining the proficiency or capabilities of a specific professional, [REDACTED]

[REDACTED]

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. [REDACTED]

[REDACTED]

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.

[REDACTED]

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. [REDACTED]

Upholding Professional Integrity

To maintain the trust of all stakeholders, the salesperson must only prolong the transaction if necessary. [REDACTED]

PART 4: ADVERTISING AND PROMOTION

GENERAL POLICY FOR [AGENCY NAME] AGENTS

Every [AGENCY NAME] agent is encouraged to adopt a consistent and professional approach towards their business conduct. [REDACTED]

SIGNAGE: A KEY MARKETING TOOL

Signage, accompanied by social media, proves to be a potent and cost-effective strategy for generating client inquiries. [REDACTED]

[REDACTED] Adhering to specific guidelines can enhance the overall effectiveness of these signs:

- i. [REDACTED]

- ii. [REDACTED]
- iii. [REDACTED]
- iv. [REDACTED]
- v. [REDACTED]
- vi. [REDACTED]

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 [REDACTED]

CLIENT-CENTRIC ADVERTISING

A fundamental and non-negotiable rule in advertising is as follows:

[REDACTED]

PART 5: PROSPECTS/LISTINGS

PROTOCOLS WHEN A PROSPECT SEEKS A SALESPERSON

In the context of [AGENCY NAME]'s organizational structure, it is imperative that any prospective individual seeking information about a salesperson receives prompt attention. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

NAVIGATING DUPLICATE INTERACTIONS WITH PROSPECTS

Situations may unfold wherein multiple salespersons inadvertently attend to the same prospect, potentially presenting identical properties. In such cases, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

CRITERIA FOR PROSPECT MANAGEMENT AND WITHDRAWAL

[AGENCY NAME] retains the authority to reallocate prospects from a specific salesperson in certain circumstances. This intervention becomes requisite when [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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. [REDACTED]
[REDACTED]
[REDACTED]
- ii. [REDACTED]
[REDACTED]
- iii. [REDACTED]
[REDACTED]
- iv. [REDACTED]

v. [REDACTED]

LISTING INFORMATION SHEET

Salespeople are cautioned against entering unverified information. [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

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. [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Navigating Multiple Offers and Offer Presentations

When multiple offers arise for a single property, a simultaneous presentation to the vendor(s) becomes obligatory. [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Communication Standards and Acceptance Policies

[AGENCY NAME] is stringent against accepting verbal or telephonic agreements, emphasizing the potential for misunderstandings. However, exceptions can be made under specific circumstances. [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

Counter Offers, Deposits, and Sale Reporting

Counter offers, when made, should prioritize clarity and brevity. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] 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 [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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. [REDACTED]

[REDACTED]

[REDACTED] At [AGENCY NAME], in the event a seller contemplates making any such alterations, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] 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. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
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 [REDACTED]
[REDACTED]

PART 6: [AGENCY NAME]'s OPEN HOUSE GUIDELINES

OPEN HOUSE SCHEDULING PROTOCOLS

[AGENCY NAME] emphasizes the benefits of open houses, recognizing these events' profound impact in fostering essential face-to-face interactions. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] 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. [REDACTED]
[REDACTED]
[REDACTED]

SIGNAGE PREPARATIONS AND COMPLIANCE

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] 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 [AGENCY NAME]'s commitment to providing consistent, on-ground representation. [REDACTED]

[REDACTED]

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. [REDACTED]

[REDACTED]

Note to Readers:

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Thank you,
The Write Direction Team