REAL ESTATE SERVICES & REPRESENTATION GUIDE

Service Options • What's Included • Fees & Pricing

Guidance for Smarter Real Estate Decisions

Not every real estate client needs the same level of service.

Some clients want complete professional representation from the first discussion through closing. Others are comfortable managing portions of the process themselves but still want professional support where experience, negotiation, documentation or risk management matter most.

This guide is designed to help you compare the available service options, understand what is included, and select a level of support appropriate to your experience, objectives and transaction. Each representation service is a professional engagement with defined responsibilities, fees and financial commitments that are reviewed and agreed before services begin.

FIVE WAYS I CAN HELP

SELLERS

From seller-controlled MLS® exposure to complete professional representation, marketing, negotiation and transaction management.

Seller-Controlled and Full-Service options available from $1,100 + HST

BUYERS

Choose between self-directed buyer representation and comprehensive professional support for property search, evaluation, negotiation and due diligence.

Buyer-Controlled and Full-Service options available from $4,500 + HST

LANDLORDS

Residential and commercial landlord representation, tenant placement, marketing, screening, leasing and transaction support.

Landlord-Controlled and Full-Service options available starting from $1,100 + HST

TENANTS

Residential, commercial and industrial tenant representation including property search, lease negotiation, occupancy considerations and transaction support.

Representation structured according to the assignment. Residential: 1 month's rent + HST

ADVISORY & CONSULTING

Independent professional assistance when you need advice, analysis or a second perspective without necessarily requiring complete brokerage representation.

Consultations from $295

Hourly advisory from $250/hour

SELLERS

Which Selling Service Is Right for Me?

Different Sellers want different levels of involvement. The comparison below shows who is responsible for the major parts of the selling process and how the level of service changes between programs.

Service	MLS® Essentials	Market-Ready	Bronze	Silver	Gold
Initial Consultation	✓	✓	✓	✓	✓
CMA / Pricing Strategy	—	✓	✓	✓	✓
MLS® / REALTOR.ca	✓	✓	✓	✓	✓
On-Line Promotion Extended exposure beyond the MLS®	—	—	—	Enhanced online promotion on additional real estate websites	Premium online promotion including exclusive/non-public websites
Professional Photography	—	✓	✓	HDR	HDR
Print Marketing Materials		(20) Single-page colour Feature Sheets (approx. 7 photos)	(20) Single-page colour Feature Sheets (approx. 7 photos)	(20) Upgraded four-page Listing Brochures (approx. 20 photos)	(20) Upgraded to 8-page Booklet (includes floor plans and two-page wide photos)
Floor Plans	—	—	—	✓	✓
3D Virtual Walkthrough	—	—	—	✓	✓
Single-Property Website	—	—	—	✓	✓
Staging Consultation	—	—	✓	✓	✓
Professional Staging	—	—	—	Livingroom & Kitchen	Expanded
Video Marketing	—	—	MLS Slide Show	3D Virtual Tour	3D Tour / 4K Property Video
Transferable Home Inspection	—	—	—	✓	✓
Condominium Status Certificate or Property Survey and boundary	Seller	Seller	—	—	✓

Service	MLS® Essentials	Market-Ready	Bronze	Silver	Gold
documentation, where applicable					
Marketing Management	Seller	Seller	✓	Enhanced	Premium
Showing Management	Seller	Seller	✓	✓	✓
Offer / Negotiation Support	Seller	Seller	✓	✓	Advanced
Transaction Management	Seller	Seller	✓	✓	✓
Risk / Condition Management	Seller	Seller	✓	✓	Enhanced
FEE	**$1,100 + HST**	**$2,265 + HST**	**$11,000 + HST**	**$16,500 + HST**	**$22,000 + HST**

• ✓ Included • Seller = you retain responsibility • — Not included • Enhanced / Premium / Advanced = additional support

Not sure which option fits? We can compare the level of support, responsibilities and cost together before you decide.

SELLER REPRESENTATION SERVICE DETAILS

SELLER-CONTROLLED REPRESENTATION

MLS® ESSENTIALS — $1,100 + HST

BEST FOR
Experienced or independent Sellers who already have their marketing materials and primarily require professional MLS® exposure.

I HANDLE

- Initial consultation
- MLS® listing on the applicable local MLS® System and REALTOR.ca
- Listing term of up to six months
- Listing changes included during the term
- Routing buyer inquiries directly to you

YOU HANDLE

- Buyer and buyer-brokerage communication

- Showings
- Offer review
- Negotiations and counter-offers
- Legal advice
- Transaction and closing coordination

FEE
$1,100 + HST

MARKET-READY MERE POSTING — $2,265 + HST

BEST FOR
Experienced Sellers who want to control the transaction but would benefit from professional pricing and enhanced property presentation.

INCLUDES EVERYTHING IN MLS® ESSENTIALS, PLUS:

- Comparative market analysis (CMA)
- Strategic pricing guidance
- Professionally edited real estate photography designed to improve online presentation quality
- ‘For Sale by Owner’ sign and installation
- Lockbox, if requested
- Professionally designed property feature sheets
- Promotion on additional real estate websites

YOU HANDLE

- Showing management and buyer qualification
- Offer drafting and legal review
- Negotiation and counter-offers
- Legal, accounting, tax and professional advice
- Transaction management and closing coordination

FEE
$2,265 + HST

FULL-SERVICE SELLER REPRESENTATION

All Full-Service programs include strategic pricing, CMA, MLS® and REALTOR.ca exposure, professional representation, offer presentation and negotiation, documentation and condition management, transaction coordination and closing oversight. The principal difference is the depth of presentation, marketing exposure and strategic support.

BRONZE — ESSENTIAL GUIDANCE & EXECUTION — $11,000 + HST

BEST FOR
Straight forward properties. Sellers who want guidance without extensive marketing layers. Efficient, results-focused sales.

INCLUDES

- Pricing consultation and market positioning
- Extensive comparative market analysis
- MLS® and REALTOR.ca exposure
- High quality photography
- Interior and exterior staging consultation
- MLS slideshow (economical photo presentation)
- (20) Single-page colour feature sheets (approx. 7 photos)
- Negotiation support and offer management
- Documentation and condition tracking
- Transaction coordination through to closing

FEE
$11,000 + HST

SILVER — ENHANCED STRATEGY & MARKETING — $16,500 + HST

BEST FOR
Competitive market conditions. Properties that benefit from stronger positioning. Sellers looking to maximize exposure and engagement.

INCLUDES EVERYTHING IN BRONZE, PLUS:

- Enhanced marketing and promotional strategy
- Upgraded to professional quality HDR photography
- Single property website (a single source for all listing information)
- 3D Walkthrough virtual tour
- Professional floor plans
- Professional staging main floor (kitchen & family room) for upto two months
- (20) Upgraded to four-page listing brochures (approx. 20 photos)
- Pre-Listing Property Documentation: Transferable Home Inspection
- Concierge referral service (lawyers, inspectors, contractors, lenders…)
- Upgraded to include video conferencing communications
- Enhanced advisory support throughout the process

FEE
$16,500 + HST

GOLD — FULL-SERVICE STRATEGIC REPRESENTATION— $22,000 + HST

BEST FOR
Higher-value, luxury, unique or strategically sensitive properties where presentation, exposure, negotiation and execution require greater attention.

INCLUDES EVERYTHING IN SILVER, PLUS:

- Full strategic advisory throughout the sale
- Premium marketing and presentation
- Virtual staging for vacant properties – upto 10 photos
- Professional staging second floor (2-bed, 2-bath) for upto two months
- Beautiful HD & 4K videos to showcase your property
- Internet marketing to non-public (exclusive listing) websites
- A condominium status certificate or property survey and boundary documentation upto an allowance of $2500, where applicable
- Proactive buyer communication and showing coordination
- Offer qualification and transaction-readiness review
- Advanced negotiation strategy
- Transaction structuring and risk identification

FEE
$22,000 + HST

Published Bronze, Silver and Gold pricing applies to the selling-price range identified in the applicable service program. Other property values, property types and assignments may require a different agreed fee structure.

Professional fees, service scope and client responsibilities are agreed before representation begins and are subject to the applicable representation agreement.

BUYERS

How Much Buyer Support Do I Want?

Some Buyers enjoy searching for properties themselves and primarily want professional help when it is time to evaluate, negotiate and transact. Others prefer professional assistance throughout the entire acquisition process.

Service	Buyer Essentials	Buyer Advantage	Full-Service
Initial Strategy Meeting	✓	✓	✓
Property Search	Buyer	Buyer	✓
Ongoing Market Monitoring	Buyer	Buyer	✓
Property Identification	Buyer	Buyer	✓
Supported Showings	Buyer	Up to 5	✓
Pricing / Market Analysis	Limited	Comprehensive	Comprehensive
Offer Preparation	✓	✓	✓
Negotiation Support	Basic	Full	Full
Due Diligence Guidance	Limited	✓	Comprehensive
Condition Management	Essential	✓	✓
Professional Coordination	Essential	✓	✓
Transaction Management	Essential	✓	✓
Closing Coordination	✓	✓	✓
FEE	**$4,500 + HST**	**$7,500 + HST**	**Agreed Professional Fee**

FULL-SERVICE PROFESSIONAL FEE EXAMPLES

Purchase Price	Professional Fee
$750,000	**$11,000 + HST**
$850,000	**$12,000 + HST**
$1,200,000	**$12,500 + HST**

Seller-side compensation is applied to the Buyer's benefit first in accordance with the representation agreement.

The important difference is not simply price. It is how much of the search, evaluation, showing, due diligence and transaction process you want to manage yourself.

BUYER REPRESENTATION SERVICE DETAILS

BUYER-CONTROLLED REPRESENTATION

BUYER ESSENTIALS — $4,500 + HST

BEST FOR
Experienced, repeat or self-directed Buyers who are comfortable finding properties and arranging showings themselves but want professional support when it is time to transact.

YOU HANDLE

- Property search independently
- Identifying suitable properties
- Arranging and attending all showings

I HANDLE

- Initial strategy consultation
- Limited pricing and market guidance
- Offer preparation
- Basic negotiation support
- Essential transaction coordination
- Closing coordination with your lawyer and other parties

FEE
$4,500 + HST

Any seller-side compensation is applied to your benefit first in accordance with the representation agreement.

BUYER ADVANTAGE — $7,500 + HST

BEST FOR
Designed for Buyers seeking more strategic support, pricing analysis, negotiation involvement, and transaction management while still maintaining a largely self-directed search approach.

YOU HANDLE

- Primary property search
- Initial identification of opportunities

I HANDLE

- Buyer strategy consultation
- Comprehensive pricing and market analysis
- Up to five supported showings, in person or virtually
- Offer preparation

- Full negotiation strategy and representation
- Due diligence guidance and coordination
- Condition review and coordination
- Full transaction management
- Coordination with lawyer, lender, inspector and other professionals through closing

FEE
$7,500 + HST

Seller-side compensation is applied to your benefit first.

FULL-SERVICE BUYER REPRESENTATION

BEST FOR
First time home buyers, relocation clients or buyers who want broader assistance throughout the complete acquisition process, including ongoing search support, property evaluation, showings, market analysis, negotiation and due diligence.

MAY INCLUDE

- Buyer strategy and objectives
- Property search and ongoing market monitoring
- Property tours
- Comparative market and pricing analysis
- Offer strategy and negotiation
- Property-specific due diligence
- Inspection and professional coordination
- Condition management
- Transaction and closing coordination

FEE BASED ON PURCHASE PRICE:

Purchase Price	**Professional Fee**
$750,000	**$11,000 + HST**
$850,000	**$12,000 + HST**
$1,200,000	**$12,500 + HST**

Agreed in advance based on the representation structure and scope of services. Any co-operating commission or third-party compensation received in connection with the purchase is first applied toward the agreed Brokerage Fee.

Professional fees, service scope and client responsibilities are agreed before representation begins and are subject to the applicable representation agreement.

LANDLORDS

How Much of the Leasing Process Do I Want to Manage?

For residential Landlords, the principal choice is whether you primarily need professional market exposure or whether you want the tenant-placement process professionally managed from market preparation through lease execution and move-in documentation.

Service	Landlord-Controlled MLS® Essentials	Full-Service Residential
Initial Consultation	✓	✓
Rental Market / Pricing Guidance	—	✓
Property Positioning	Landlord	✓
Professional Photography	Landlord	✓
Floor-Plan Support	Landlord	Where Applicable
MLS® / REALTOR.ca Exposure	✓	✓
Broader Marketing	Landlord	✓
Tenant Inquiries	Landlord	✓
Showing Coordination	Landlord	✓
Applicant Discussions	Landlord	✓
Screening Coordination	Landlord	✓
Screening Decision	Landlord	Landlord
Offer / Lease Negotiation	Landlord	✓
Lease Documentation	Landlord	✓
Transaction Management	Landlord	✓
Move-In Inspection / Condition Documentation	Landlord	✓
Ongoing Tenancy Administration	Landlord	Landlord
FEE	**$1,100 + HST**	**1.5 months' rent + HST**

If the successful Tenant is self-represented and no cooperating brokerage compensation is required, the Full-Service Residential Landlord fee is 1 month's rent + HST.

The Landlord always makes the final tenant-selection decision. Full-Service Representation provides professional marketing, screening coordination, negotiation and transaction support; it does not transfer the Landlord's responsibility for deciding whom to accept.

LANDLORD REPRESENTATION SERVICE DETAILS

LANDLORD REPRESENTATION

A successful lease involves more than finding a tenant. Property positioning, marketing, screening, lease terms, documentation and risk allocation can materially affect the long-term landlord-tenant relationship.

LANDLORD-CONTROLLED MLS® ESSENTIALS

BEST FOR
Experienced Landlords comfortable managing inquiries, showings, applicant evaluation and negotiations themselves while benefiting from MLS® exposure.

INCLUDES

- Initial consultation meeting
- MLS® / REALTOR.ca exposure
- Listing term of up to six (6) months
- Listing changes included during the term
- Tenant enquiries routed directly to the landlord

YOU HANDLE

- Tenant inquiries
- Showings
- Applicant discussions
- Screening decisions
- Negotiation
- Landlord-controlled transaction process
- Legal advice and ongoing tenancy administration

FEE
$1,100 + HST

FULL-SERVICE RESIDENTIAL LANDLORD REPRESENTATION

BEST FOR
Landlords wanting professional support from market preparation through tenant placement and lease execution.

INCLUDES

- Rental-market and pricing guidance
- Property positioning
- Professional photography
- Floor-plan support where applicable

- MLS® and broader marketing exposure
- Showing coordination
- Tenant application and screening coordination
- Lease preparation and documentation
- Offer and lease negotiation
- Transaction management
- Move-in inspection and condition documentation

FEE
1.5 months' rent + HST

Where the successful Tenant is self-represented and no cooperating brokerage compensation is required:

1 month's rent + HST

COMMERCIAL & INDUSTRIAL LANDLORD REPRESENTATION

BEST FOR
Owners of office, retail, industrial, investment and other commercial properties requiring professional leasing strategy and representation.

MAY INCLUDE

- Market and rental analysis
- Property positioning
- Leasing strategy
- Marketing and exposure
- Prospect qualification
- Showing coordination
- Letters of Intent
- Lease negotiation
- Occupancy-cost considerations
- Due diligence coordination
- Lease documentation and transaction support

FEE
Quoted according to property, lease structure, assignment complexity and scope of representation.

Professional fees, service scope and client responsibilities are agreed before representation begins and are subject to the applicable representation agreement.

TENANTS

What Tenant Support Do I Need?

Residential and commercial tenants face different considerations. Residential representation focuses primarily on finding, evaluating and securing suitable accommodation. Commercial and industrial representation adds operational suitability, occupancy economics, lease structure and business-risk considerations.

Service	Residential Tenant	Commercial / Industrial Tenant
Initial Needs / Strategy Discussion	✓	✓
Property Search	✓	✓
Market Review	✓	✓
Showing / Property Tours	✓	✓
Application Preparation	✓	As Applicable
Operational Suitability Review	—	✓
Rent / Occupancy-Cost Analysis	Basic	✓
CAM / TMI Considerations	—	✓
Offer / LOI Preparation	✓	✓
Negotiation	✓	✓
Lease-Term Considerations	✓	✓
Due Diligence Coordination	As Applicable	✓
Lease Documentation	✓	✓
Amendment Considerations	As Applicable	✓
Professional Advisor Coordination	As Applicable	✓
Transaction Coordination	✓	✓
FEE	**1 month's rent + HST**	**Structured according to assignment**

Where compensation is offered by the Landlord or Listing Brokerage, it is applied toward the agreed Residential Tenant representation fee first and may reduce or fully offset the Tenant's direct cost.

Already found the property yourself? Complete Tenant Representation may not always be necessary. If your principal concern is understanding a lease, evaluating terms or obtaining an independent second perspective, an Advisory service may be more appropriate.

TENANT REPRESENTATION SERVICE DETAILS

TENANT REPRESENTATION

RESIDENTIAL TENANTS

BEST FOR
Tenants wanting professional assistance identifying and securing suitable rental accommodation.

MAY INCLUDE

- Needs and timing consultation
- Property search and evaluation
- Showing coordination
- Coordination of documentation and application requirements
- Offer-to-lease preparation
- Review of lease terms, obligations and documentation
- Negotiations
- Transaction coordination
- Move-in inspection and condition documentation

FEE
1 month's rent + HST

COMMERCIAL & INDUSTRIAL TENANTS

BEST FOR
Businesses evaluating office, retail, industrial or other commercial premises where location, operational suitability and lease economics matter.

MAY INCLUDE

- Requirement definition
- Property search and market review
- Site and operational suitability considerations
- Property tours
- Rental and occupancy-cost analysis
- Letters of Intent
- Lease negotiation
- CAM/TMI considerations
- Due diligence coordination
- Lease documentation and amendment considerations
- Coordination with legal and other professional advisors

FEE
Structured according to the assignment and agreed before representation begins.

Professional fees, service scope and client responsibilities are agreed before representation begins and are subject to the applicable representation agreement.

REPRESENTATION OR INDEPENDENT ADVICE?

You don’t necessarily need complete brokerage representation to obtain professional assistance.

If you have already identified a property, received a lease, are negotiating directly, or simply want a second perspective, an **Advisory & Consulting engagement** may be more appropriate.

ADVISORY & CONSULTING

Which Advisory Service Fits My Situation?

You do not necessarily need complete brokerage representation to obtain professional real estate assistance. Start with what you need help with.

I Need Help With…	Service to Consider	Fee Starting From
A specific real estate decision or second opinion	Strategic Consultation	$295–$395
A residential lease	Residential Lease Review & Advisory	$395–$795
A commercial lease	Commercial Lease Review & Advisory	$950–$3,500+
A residential purchase or sale transaction	Residential Transaction Review & Advisory	$395–$895
A commercial transaction	Commercial Transaction Review & Advisory	$950–$4,500+
Residential property / transaction due diligence	Residential Due Diligence & Risk Advisory	$395–$995
Commercial / industrial due diligence	Commercial / Industrial Due Diligence & Risk Advisory	$950–$5,000+
Residential landlord / tenant risk	Landlord & Tenant Risk Consulting	$295–$895
Commercial leasing risk	Commercial Leasing Risk Consultation	$750–$3,500+
A situation outside a predefined service	Hourly Advisory	$250–$400/hour
Ongoing professional assistance	Advisory Retainer	$500–$2,500+/month

LEASE REVIEW OR LEASING RISK CONSULTING?

COMMERCIAL LEASE REVIEW & ADVISORY	COMMERCIAL LEASING RISK CONSULTATION
Best when the principal question is: “What does this lease mean for me?” Lease structure • CAM/TMI and occupancy costs • clause architecture • repair and maintenance responsibilities • amendments • operational obligations • use and occupancy considerations • risk observations **FEE STARTING FROM — $950–$3,500+**	Best when the principal question is broader: “What risks or issues should I be thinking about in this leasing situation?” Leasing strategy • occupancy concerns • documentation practices • operational risk • amendment considerations • Landlord/Tenant responsibilities • dispute-prevention considerations **FEE STARTING FROM — $750–$3,500+**

ADVISORY & CONSULTING SERVICE DETAILS

ADVISORY & CONSULTING

PROFESSIONAL ADVICE WITHOUT FULL TRANSACTION REPRESENTATION

Sometimes the most valuable real estate service is not another listing or transaction—it is an informed second perspective before an important decision is made.

Advisory services can be engaged independently or used to help determine whether broader representation is appropriate.

STRATEGIC CONSULTATION

BEST FOR
Clients who have a specific real estate question, challenge or decision and want an experienced professional perspective before proceeding.

MAY INCLUDE

- Situation review
- Objectives and alternatives
- Transaction or leasing considerations
- Risk observations
- Recommended next steps

FEE STARTING FROM
$295–$395
Structured according to the assignment and agreed before services begins.

PROFESSIONAL LEASE REVIEW & ADVISORY

Residential Lease Review

BEST FOR
Landlords or Tenants wanting a practical review of lease structure, obligations, amendments or occupancy concerns.

MAY INCLUDE

- Clause structure
- Operational obligations
- Amendment considerations
- Occupancy responsibilities

- Risk observations
- Advisory consultation

FEE STARTING FROM
$395–$795
Structured according to the assignment and agreed before services begins.

Commercial Lease Review

BEST FOR
Business owners, commercial Landlords, Tenants and investors evaluating significant lease obligations.

MAY INCLUDE

- Lease structure analysis
- CAM/TMI and occupancy-cost considerations
- Clause architecture
- Repair and maintenance responsibilities
- Amendment analysis
- Operational obligations
- Use and occupancy considerations
- Risk observations
- Strategic consultation

FEE STARTING FROM
$950–$3,500+
Structured according to the assignment and agreed before services begins.

TRANSACTION REVIEW & ADVISORY

Residential Transaction Review

BEST FOR
Buyers or Sellers seeking an independent second perspective on transaction structure, conditions, clauses, amendments or risk allocation.

MAY INCLUDE

- Conditional clause review
- Transaction structure
- Risk-allocation observations
- Amendment considerations
- Process and timeline review
- Advisory consultation

FEE STARTING FROM
$395–$895
Structured according to the assignment and agreed before services begins.

Commercial Transaction Review

BEST FOR
Investors, businesses, commercial Buyers or Sellers dealing with more complex agreements and transaction structures.

MAY INCLUDE

- Transaction structure analysis
- Clause architecture
- Conditional structure
- Schedules and amendments
- Due diligence considerations
- Operational risk observations
- Strategic advisory consultation

FEE STARTING FROM
$950–$4,500+
Structured according to the assignment and agreed before services begins.

DUE DILIGENCE & RISK ADVISORY

BEST FOR
Clients who want to better understand property, documentation, operational or transaction concerns before making a significant commitment.

MAY INCLUDE

- Property and operational observations
- Documentation review considerations
- Environmental awareness
- Deferred-maintenance considerations
- Tenancy and lease observations
- Redevelopment considerations
- Due diligence planning
- Risk identification and coordination with appropriate specialists

FEES STARTING FROM

- **Residential: $395–$995**

- **Commercial / Industrial: $950–$5,000+**

Structured according to the assignment and agreed before services begins.

LANDLORD & TENANT RISK CONSULTING

BEST FOR

Landlords or Tenants facing a leasing, screening, occupancy, documentation or operational issue where independent advice may help prevent a larger problem.

MAY INCLUDE

- Tenant screening considerations
- Lease structure
- Occupancy obligations
- Documentation practices
- Operational risk
- Amendment considerations
- Dispute-prevention planning

FEES STARTING FROM:

- **Residential: $295–$895**
- **Commercial: $750–$3,500+**

Structured according to the assignment and agreed before services begins.

HOURLY & ONGOING ADVISORY

For situations that do not fit a predefined service package or where ongoing professional involvement is required.

HOURLY ADVISORY FEE:
$250–$400/hour

ONGOING ADVISORY RETAINER:
$500–$2,500+/month

Scope, deliverables and responsibilities are agreed in advance.

Professional fees, service scope and client responsibilities are agreed before representation begins and are subject to the applicable representation agreement.

WHICH SERVICE IS RIGHT FOR YOU?

Choose Representation when:

You want someone actively representing your interests and helping manage the transaction.

Choose a Client-Controlled Service when:

You are experienced and comfortable managing defined parts of the process yourself.

Choose Advisory when:

You primarily need analysis, guidance, document review, risk awareness or an experienced second perspective.

WHICH TYPE OF PROFESSIONAL SUPPORT IS RIGHT FOR ME?

	REPRESENTATION	CLIENT-CONTROLLED	ADVISORY
Choose when	You want someone actively representing your interests and helping manage the transaction.	You are experienced and comfortable managing defined parts of the process yourself.	You primarily need analysis, guidance, document review, risk awareness or an experienced second perspective.
How it works	Professional manages a larger portion of the process.	Responsibilities are divided between you and me.	Advice can be independent of a transaction.
Best suited to	More involved representation.	Experienced / self-directed clients.	Specific decisions, questions or reviews.

PROFESSIONAL SERVICES & CLIENT COMMITMENT

Professional representation is a mutual commitment. When I accept an engagement, professional time, analysis, preparation, marketing, property search, negotiation, documentation, due diligence, transaction management and other resources may begin to be committed to the client's matter immediately.

For that reason, representation services are not structured on the assumption that all professional services become free if the client later elects not to proceed or the transaction does not complete.

In most successful transactions, the agreed professional fee is paid through the transaction in accordance with the representation agreement. However, substantial professional services and direct costs may be incurred before completion. Depending upon the circumstances, the representation agreement may therefore provide for reimbursement of reasonable expenses where the engagement ends before completion and the Brokerage is not otherwise entitled to its commission.

The representation agreement also identifies circumstances in which a professional fee may already have been earned even though the transaction does not ultimately complete. These circumstances may include client default, voluntary withdrawal without legal justification, default by another party, or a transaction completed during an applicable holdover period.

These provisions are reviewed before representation begins. The purpose is not to create an unexpected charge at the end of an engagement, but to establish at the beginning that both the client and the Brokerage are entering into a professional relationship with defined responsibilities and financial commitments.

Understand the obligation before it becomes the commitment.

START WITH THE DECISION — THEN CHOOSE THE SERVICE

The appropriate service structure depends on:

- Your experience
- Property type
- Transaction complexity
- Desired level of involvement
- Marketing or search requirements
- Negotiation requirements
- Due diligence needs
- Risk exposure
- The professional support you want

The objective is not to sell you the largest service package. It is to identify the level of professional support appropriate to the decision you are making.

Rodney Harvey

Broker of Record | Commercial & Residential Real Estate | Advisory & Consulting

Guidance for Smarter Real Estate Decisions

Fees, services, representation structures and client responsibilities are discussed and agreed in advance. The applicable representation agreement establishes when professional fees are earned or payable and may provide for reimbursement of reasonable expenses where an engagement ends before completion. Pricing and service scope may vary according to property type, transaction complexity, scope and circumstances. Advisory services provide real-estate, operational and risk-awareness observations and are not a substitute for legal, accounting, tax, engineering or other specialized professional advice.