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HOMESELLER'S BLUEPRINT

What it actually takes to sell for the number you want, in the time you have. Written for the 2026 Metro Vancouver market.

\$100M+

SOLD

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#37 IN EXP CANADA
VOLUME - 2025



MEDALLION AWARD WINNER
2023 & 2025

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THE CONTENTS

WHAT IS
INSIDE

01	WHO YOU ARE WORKING WITH	3	09	REACH AND DISTRIBUTION	11
02	THE ROADMAP	4	10	SHOWINGS AND STAGING	12
03	THE LAUNCH COUNTDOWN	5	11	RECEIVING AN OFFER	13
04	PREPARING TO SELL	6	12	NEGOTIATION AND MULTIPLE OFFERS	14
05	YOUR DOCUMENT PACKAGE	7	13	RESCISSION AND SUBJECT REMOVAL	15
06	PRICING STRATEGY	8	14	CAPITAL GAINS AND GST	16
07	WHAT DOES NOT SET YOUR PRICE	9	15	COMPLETION AND NET PROCEEDS	17
08	THE MARKETING CAMPAIGN	10			

Your house sells twice. Once online, where buyers decide whether to come, and once in person, where they decide what to pay.



THE INTRODUCTION

WHO YOU ARE
WORKING WITH

I spent eleven years in construction before I sold a single house. Red Seal sprinkler fitter, foreman at twenty-one. Then six years with the Delta Fire Department.

For a seller, that background does two things. I can tell you which repairs will return more than they cost and which ones are wasted money, and I can answer a buyer's inspection questions properly instead of watching a deal fall apart over something that was never a problem.

I sell across Vancouver East and West, Burnaby, the North Shore, New Westminster and Coquitlam, with a focus on detached homes and high-end strata.

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The marketing is not an afterthought here, and it is not something another agent can buy in. It runs on channels I have spent years building: a YouTube channel and an Instagram account that already reach an audience watching Vancouver real estate every week, before a dollar of ad spend. Your listing goes out through that machine on day one.

Every part of it is measured. Views, impressions, website sessions, ad performance and showing feedback all come back to you in writing. If I claim a number, I can show you where it came from.

A listing that sits is not a pricing problem or a marketing problem. It is usually both, and both were decided before it ever went live.

START HERE

Book a listing consultation. You get a full comparative market analysis, a pricing blueprint, and a written plan for the property. No obligation and no pressure to list.

SECTION 02

THE ROADMAP

Eight stages from first conversation to funds in your account. The prep runs **three to four weeks**, and the part that decides your result is almost entirely finished before the listing ever goes live.

01

THE CONSULTATION

We walk the property, set your goals and timeline, and I show you the comparable sales I would price from.

03

PREP AND REPAIRS

The short list of work that actually returns more than it costs. Everything else we skip.

05

BUILD THE CAMPAIGN

Property website, MLS, paid social, email, YouTube and the eXp Luxury network, all ready before launch.

07

SHOWINGS AND OFFERS

Private showings and open houses, feedback after each, and a written review of every offer.

02

PRICING BLUEPRINT

A full CMA and a pricing strategy built around the number you need and the time you have to get it.

04

STAGE AND SHOOT

Staging consult, deep clean, then professional photography, video, drone and a floor plan.

06

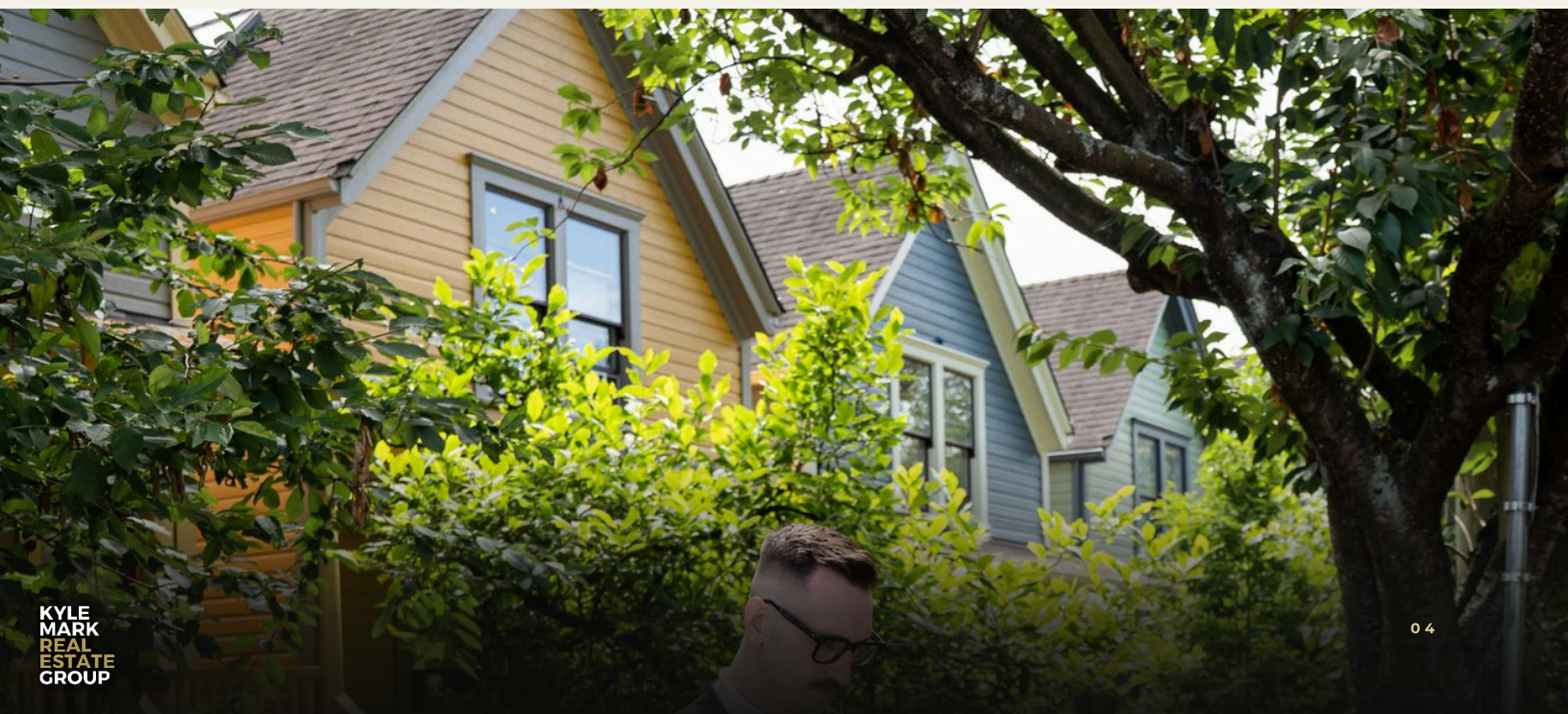
GO LIVE

Listing goes active with everything in place on day one, when buyer attention is at its highest.

08

FIRM AND COMPLETE

Subjects removed, deposit in trust, then your lawyer closes and the funds land.



SECTION 03

THE LAUNCH COUNTDOWN

A listing gets one launch. The first two weeks on market generate more qualified showings than the next two months combined, so nothing goes live until all of it is ready. Two weeks is enough to get there properly.

WEEK ONE · DECISIONS

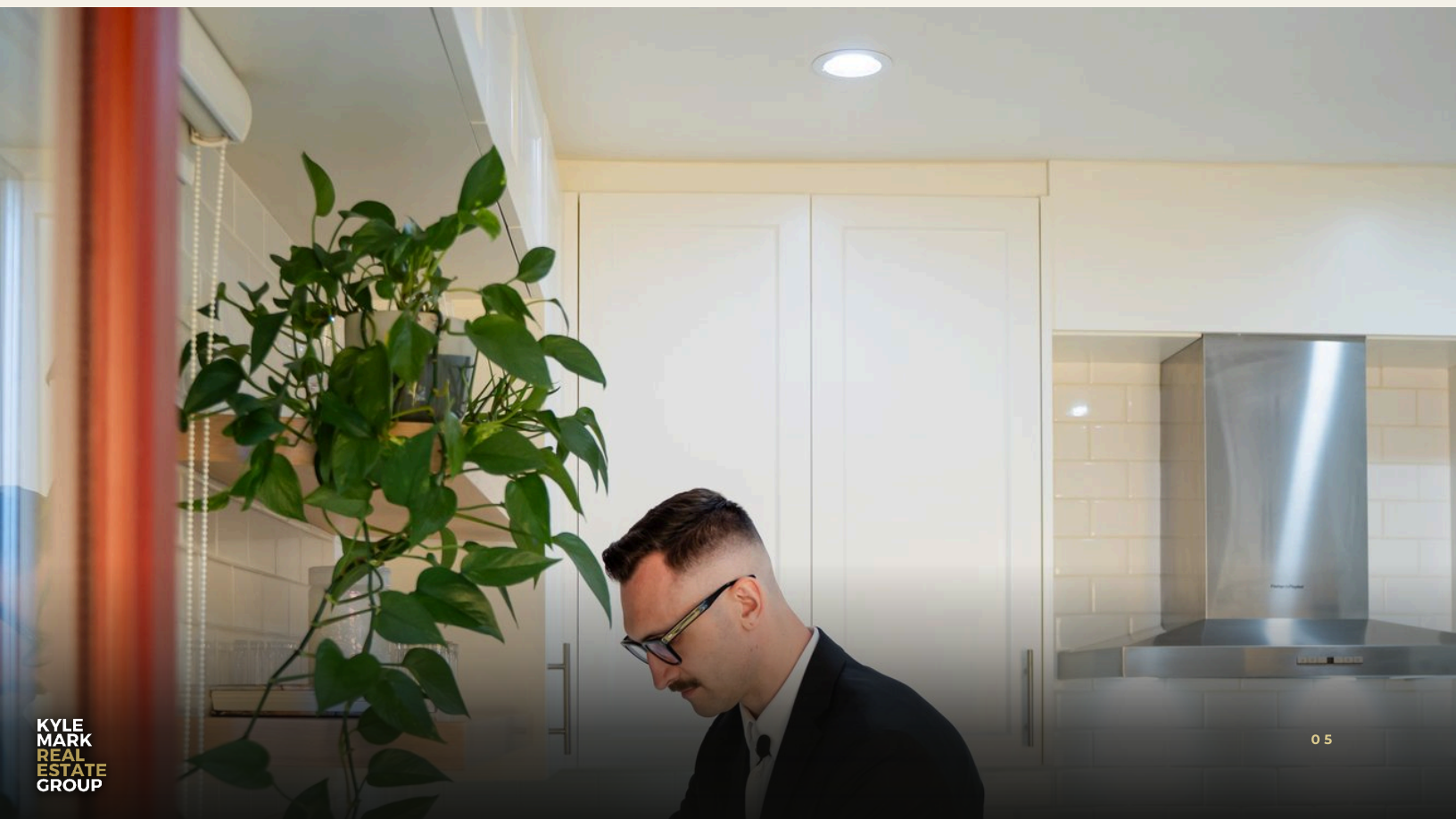
- Goal setting and full property walkthrough.
- Comparative market analysis and pricing blueprint.
- Listing agreement and disclosure paperwork signed.
- Staging consultation, which I pay for.
- Order strata document package if applicable.
- Repair and touch-up list agreed, trades booked.
- Confirm what fixtures are coming with you.

WEEK TWO · THE WORK

- Repairs and painting complete.
- Decluttering and pre-packing anything not staying.
- Landscaping and exterior tidy.
- Staging installed.
- Professional deep clean.
- Photography, video, drone and floor plan shot.
- Marketing copy and property website built.

LAUNCH WEEK · LIVE MONDAY

- Offer strategy and date decided.
- Listing goes live Monday, so the whole week works for you.
- Both listing videos, social and the property website launch together.
- Meta campaigns and REW placement switch on the same morning.
- Everything drives to the first weekend of open houses.



SECTION 04

PREPARING TO SELL

EXTERIOR

- Walk the outside of the property and write down every visible defect. Buyers read the exterior as a proxy for how the whole place was maintained.
- Wash all windows and doors, inside and out.
- Prune, weed, edge and cut. Fresh bedding plants and a clean walkway are the cheapest return in this whole list.
- Clear gutters and pressure wash the drive and patio.

INTERIOR

- Fresh paint in a neutral colour is the single most cost-effective improvement available to you.
- Fix anything broken, particularly appliances. A broken item invites a buyer to wonder what else is broken.
- Clean or replace carpets.
- Remove personal photographs and anything that identifies the household.
- Clear counters, nightstands and the dining table completely.

WHAT IS WORTH DOING

Paint, deep clean, landscaping, lighting, minor plumbing and hardware. Kitchen and bathroom touch-ups generally return more than they cost. These are almost always worth it.

WHAT IS USUALLY NOT

A full kitchen renovation weeks before listing, structural work you cannot document, or high-end finishes chosen to your taste rather than the market's. You rarely get that money back, and you delay the launch to spend it.

I will walk the property with you and tell you plainly which is which. This is the part where the construction background earns its keep.

THINGS COMING WITH YOU

Light fixtures, appliances, storage systems, window coverings or anything mounted to the structure that you intend to keep must be excluded in the listing in writing, before it goes live. Sorting this after an offer arrives is how disputes start.



SECTION 05

YOUR DOCUMENT PACKAGE

Serious buyers ask for these before writing. Having the full package ready removes their document subject entirely, which shortens your risk window and strengthens every offer you receive.

STRATA PROPERTIES

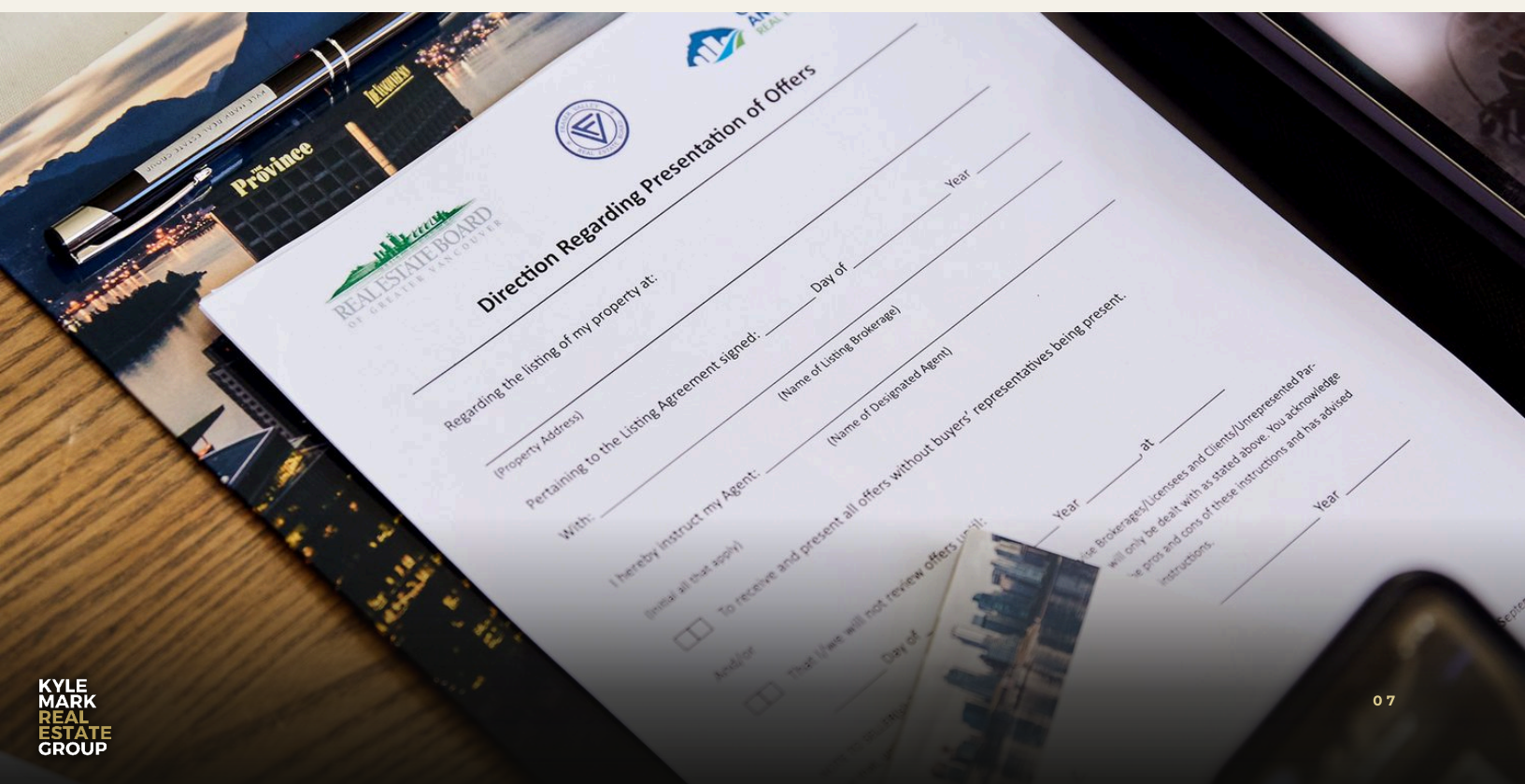
- Form B Information Certificate.
- Title search.
- Registered strata plan and bylaws.
- Two years of strata, AGM and SGM minutes.
- Financial statements and current budget.
- Summary of insurance coverage.
- Depreciation report, now mandatory for most Metro Vancouver stratas.
- Any engineering or remediation reports.

EVERY PROPERTY

- Property Disclosure Statement.
- A copy of your survey, if you have one.
- Building or development permits and any available floor plans.
- Zoning information, easements and rights of way.
- Current property tax notice and local improvement charges.
- Average utility costs over the last twelve months.
- Alarm codes, keys and fobs.
- Warranty documents for roof, appliances or recent work.

I HANDLE THE ORDERING

You do not need to chase your strata or track down title. Give me the go-ahead at the consultation and I order the whole package, review it, and summarise anything in it that a buyer will raise.



SECTION 06

PRICING STRATEGY

Price is the single biggest lever you control, and it is decided once. Correcting it later costs far more than getting it right the first time.

MARKET VALUE

What a buyer will actually pay today, established from comparable sales in your area: similar square footage, age, condition and construction, sold recently.

THE COMPARATIVE MARKET ANALYSIS

You get a full written CMA before we set a number. Recent solds, active competition, expired and terminated listings, days on market and the sale-to-list ratio in your segment. I show you the evidence, then we set the price together.

WHAT ALSO MATTERS

- Current inventory in your price band, which is your real competition.
- Seasonality and rate movements.
- Your timeline, and how much flexibility it gives us.
- Condition and finish relative to the comparables.

THE COST OF BEING HIGH

An overpriced listing gets its most valuable attention in the first two weeks and wastes it. Buyers who would have paid market value see it, judge it as expensive, and move on. By the time the price comes down, the listing carries days on market and every buyer now asks what is wrong with it.

Reductions almost always end below where a correct price would have landed, weeks or months later.

PRICING UNDER MARKET

In tight inventory, listing deliberately below market to generate competing offers is a real strategy and it works in the right segment. It is not a default. We use it only when the comparables and current demand support it, and never without your explicit agreement on the floor.



SECTION 07

WHAT DOES NOT SET YOUR PRICE

YOUR BC ASSESSMENT

Assessments are a mass-appraisal exercise valued as of July 1 of the previous year, for taxation. Nobody walks through your home. They routinely sit well above or well below real market value and they carry no weight in a negotiation.

Buyers will still quote it at you when it suits them. I will have the comparable sales ready when they do.

WHAT YOU PAID

Your purchase price has no bearing on today's value. The market moves quickly enough that even a recent purchase can be worth meaningfully more or less than you paid.

WHAT YOU NEED TO NET

Your mortgage balance, your next purchase, and what you need to walk away with are real constraints on your decision. They are not inputs to what a buyer will pay.

If the gap between the two is a problem, we need to know that at the consultation, not after three weeks on market. There are usually options, and all of them work better early.

WHAT YOUR NEIGHBOUR LISTED AT

A list price is an asking price. It is an opinion until it sells. Sold data is the only evidence that means anything, which is why the CMA is built on solds first and actives second.

WHAT THE RENOVATION COST

The market pays for the result, not the invoice. Some renovations return more than they cost and some return a fraction. The comparables will tell us which yours was.



SECTION 08

THE MARKETING CAMPAIGN

Every property gets the full package. There is no tiering by price point here, because the listing that needs the marketing most is rarely the most expensive one.

PHOTOGRAPHY AND VIDEO

- Professional photography, shot and edited properly.
- Two listing videos, not one: a cinematic property film and a second cut built for social, because the format that sells a home on YouTube is not the one that stops a scroll on Instagram.
- Drone exterior and neighbourhood context.
- Twilight photography where the property earns it.
- Measured floor plan, and 3D tour where it suits the layout.

PRINT AND COLLATERAL

- An editorial property brochure, designed rather than templated.
- Feature sheets and, for strata, a written highlight sheet summarising the document package.
- Signage on the property.

DIGITAL

- A dedicated property website for your address alone, with its own analytics.
- MLS, realtor.ca and REW syndication, with REW preferential placement: your property runs as the largest tile at the top of the results page instead of sitting in the standard list.
- Paid Facebook and Instagram campaigns targeted to buyers in the right areas and price bands, with lead capture running straight into my CRM.
- Email to my database and weekly newsletter list.
- Collaborations with other Vancouver creators, so the property reaches audiences that are not mine and were never going to see an MLS listing.
- Google Business and blog coverage for search.

THE PART THAT CANNOT BE COPIED

Most of what is on this page any agent can buy tomorrow. The audience cannot be bought. My YouTube channel and Instagram account took years to build and already reach roughly a hundred thousand views a month, from people actively watching the Vancouver market, before a dollar of ad spend. Paid campaigns then run on top of that rather than starting from zero.

That is why a listing here is measured in hundreds of thousands of impressions over a campaign rather than the handful of MLS views most listings live on.

EVERY CLAIM IS PROVEN

You get the numbers, not adjectives. Views and impressions from MLS, REW and realtor.ca, sessions on your property website, reach and cost per lead from the ad campaigns, retention on the videos, and written feedback from every agent who showed the property. If a channel is not working we change it while the listing is still fresh.

SECTION 09

REACH AND DISTRIBUTION

THE EXP NETWORK

eXp Realty operates in more than 20 countries with a network of over 80,000 agents. Your listing is visible inside that network from day one, which matters more than it sounds: a meaningful share of Vancouver buyers arrive through another agent, and increasingly from outside the province.

EXP LUXURY

Properties that qualify are marketed through the eXp Luxury program, which carries its own branding standards, referral network and placement in luxury publications including the Wall Street Journal, Robb Report and Unique Homes.

LOCAL REACH

- Direct outreach to my own buyer database and active buyer clients.
- Agent-to-agent promotion inside the Greater Vancouver board.
- Coming Soon exposure before launch to build a showing queue for day one.
- Open houses run with proper lead capture, not a paper sign-in sheet.

YOU CAN SEE THE NUMBERS

You get a seller portal on the Vault with live marketing performance: MLS and realtor.ca views, property website traffic, social reach, ad spend and cost per lead, showing feedback, and every comparable that moves while you are on market.

Most sellers are told the marketing is working. You will be able to check.

SECTION 10

SHOWINGS AND STAGING

STAGING

The goal is for a buyer to picture themselves living there, which they cannot do while they are looking at your life. Depending on the property that is a full stage, a partial stage, or a consult and a careful edit of what you already own.

The staging consultation is included and I pay for it. A professional walks the property with us in week one and tells us exactly what stays, what goes and what gets moved, before a single photograph is taken.

Staged homes photograph better and photograph is where the sale starts.

BEFORE EVERY SHOWING

- Every light on, including lamps and closets. Blinds and curtains open.
- Counters, nightstands and tables completely clear.
- Remove mats, bins, umbrella stands and pet dishes.
- Beds made, towels fresh and matched.
- Nothing cooking, no air freshener, windows aired.
- Pets and their evidence out of the house.

LEAVE THE HOUSE

This one is not negotiable. Buyers do not speak freely with the owner present, they move through quickly, and they do not linger anywhere. A buyer who talks openly in your kitchen for twenty minutes is a buyer who writes an offer. Go for a drive.

OPEN HOUSES

Run where they suit the property and the price point, always with proper registration so every attendee becomes a tracked lead. You get the feedback and the numbers afterward.

FEEDBACK

I follow up with every agent who shows the property and pass on what they said, including the parts you will not enjoy hearing. Consistent feedback on the same issue is data, and we act on it early rather than waiting out a slow month.

SECTION 11

RECEIVING AN OFFER

WHAT AN OFFER CONTAINS

- Legal names of the buyers and sellers, and the legal address.
- The price offered.
- Inclusions and exclusions.
- Deposit amount and when it is delivered.
- Completion, possession and adjustment dates.
- Subjects, and the date they must be removed by.

PRICE IS NOT THE WHOLE OFFER

A higher price with weak financing, a long subject period and dates that do not work for you can easily be worth less than a lower, cleaner offer. I review each one in writing so you are comparing the whole thing rather than the top line.

YOUR THREE RESPONSES

- **Accept.** The contract is formed, subject to whatever conditions it contains.
- **Counter.** You propose changed terms. The original offer is dead and the buyer is now free to walk, so a counter is never risk free.
- **Reject.** Usually paired with an invitation to improve, so the door stays open.

CHECK THE BUYER, NOT JUST THE NUMBER

Before you respond I find out how solid the buyer actually is: whether they are genuinely pre-approved and with whom, whether they need to sell first, and how they have behaved through the showing. A deal that collapses at subject removal costs you weeks of market time and every buyer who has since moved on.



SECTION 12

NEGOTIATION AND MULTIPLE OFFERS

EVERYTHING IS NEGOTIABLE

Not only price. Deposit size and timing, subject length, completion and possession dates, inclusions, and repairs after inspection are all live. Sellers who concede a date they did not care about often keep thousands on price.

DECIDE BEFORE, NOT DURING

Before the first offer arrives we set your floor, your ideal dates and what you will and will not include. Written down. Then when an offer lands at 9pm with a deadline attached, you are executing a decision rather than making one.

MULTIPLE OFFERS

Where inventory is tight and the property is priced to attract competition, we set an offer date and present everything at once.

- Every buyer gets the same information and the same deadline.
- Buyers are not told what the other offers contain.
- Buyers may be invited to improve their terms.
- You are never obligated to accept any of them.

TAKE THE EMOTION OUT

Multiple offer situations are stressful and they move fast, and that is exactly when people make expensive decisions. My job is to keep the process clean, keep every party honest, and make sure you are choosing on the terms rather than on the adrenaline.

The best offer is the one that actually completes. A number that collapses in three weeks is not a number.



SECTION 13

RESCISSION AND SUBJECT REMOVAL

THE HOME BUYER RESCISSION PERIOD

British Columbia gives every buyer of a residential property **three business days** after acceptance to cancel, for any reason. It is a statutory right and neither side can waive it.

During those three days you cannot sell to anyone else. Your listing is effectively frozen even though the deal is not yet secure.

IF A BUYER RESCINDS

You are owed a rescission fee of **0.25 percent of the purchase price**. On a \$1,500,000 sale that is \$3,750. It is compensation for the time, not a windfall, and the property goes back on market.

It does not apply to auction sales, court-ordered sales, or most pre-sale contracts.

THE SUBJECT PERIOD

Most offers carry subjects, commonly seven to fourteen days, for financing, inspection and document review. Through this window your property is on hold and the deal can still end.

Shorter is better for you, which is one of several reasons the document package is prepared in advance. A buyer who has already read the strata documents does not need a week to review them.

SUBJECT REMOVAL

When the buyer signs the removal, the deal is **firm**. The deposit is due into trust and both parties are committed to completing. This is the point where you can genuinely plan around the sale, and not before.

RENEGOTIATION AFTER INSPECTION

Buyers sometimes come back asking for a price reduction over inspection findings. Some requests are fair and some are a second negotiation dressed up as one. I will tell you which, and what the property is worth if this buyer walks.



SECTION 14

CAPITAL GAINS AND GST

PRINCIPAL RESIDENCE EXEMPTION

If the property was your principal residence for every year you owned it, the gain is generally exempt from capital gains tax. You still have to report the sale on your return in the year you sell, even when it is fully exempt.

Where it was your principal residence for only part of the ownership period, the exemption is prorated across the years it qualified.

INVESTMENT AND SECONDARY PROPERTIES

On a property that was not your principal residence throughout, **50 percent** of the gain is taxable and added to your income for the year.

The proposed increase of that inclusion rate to 66.67 percent was **cancelled in March 2025**. It is 50 percent, with no two-tier threshold.

WHEN GST APPLIES TO A SALE

The sale of a used residential property is normally exempt from GST. The exceptions catch sellers out:

- **Substantially renovated homes.** If 90 percent or more of the interior was removed or replaced, the CRA may treat it as new housing and apply 5 percent GST to the sale price. The test excludes the foundation, external walls, interior supporting walls, floors, roof and staircases, so a gut renovation that keeps the shell can still cross the line.
- **Assignment sales.** Assigning a pre-sale contract before completion attracts GST on the assignment profit.
- **Vacant land and new construction** in most circumstances.
- **Property used in a business**, including some short-term rental operations.

NON-RESIDENT SELLERS

If you are not a resident of Canada for tax purposes, a portion of the sale proceeds is held back until a clearance certificate is issued. Start that process early, because it takes months.

TALK TO YOUR ACCOUNTANT FIRST

This is general information, not tax advice, and the amounts involved are large enough to be worth a professional opinion. Where a sale has a tax question in it, get that answer before you list, not after you have accepted an offer.



SECTION 15

COMPLETION AND
NET PROCEEDS

COMPLETION DAY

Your lawyer or notary receives the funds from the buyer's lawyer, clears your existing mortgage and any registered charges, transfers title, and issues you a Statement of Adjustments itemising everything payable.

POSSESSION DAY

Usually the day after completion. The property must be empty, clean, and in the condition it was in when the contract was signed, with all keys, fobs, remotes and alarm codes handed over.

BEFORE YOU HAND IT OVER

- Cancel or transfer utilities for the possession date, not before.
- Keep your home insurance in force through completion.
- Forward your mail and update your address with the strata.
- Leave manuals, warranties and spare keys on the counter.

Nothing about closing should be a surprise. If it is, someone did not do their job three weeks earlier.

YOUR NET PROCEEDS WORKSHEET

Sale price	\$ _____
Less mortgage balance	\$ _____
Less mortgage prepayment penalty	\$ _____
Less real estate commission	\$ _____
Less GST on commission (5%)	\$ _____
Less legal fees and disbursements	\$ _____
Less mortgage discharge fees	\$ _____
Less outstanding property taxes	\$ _____
Less strata fee adjustment	\$ _____
Less staging, cleaning and repairs	\$ _____
Less moving costs	\$ _____
ESTIMATED NET	\$ _____

GET THE REAL NUMBER FIRST

The seller net sheet at vault.kylemark.ca/calculators runs this live for your address and price. Do it before you list, not after an offer arrives. Note that Property Transfer Tax is paid by the buyer, so it never appears on your side of the ledger.

THE NEXT STEP

LET'S GET IT
SOLD

The next move is a listing consultation. You get a full comparative market analysis, a pricing blueprint and a written marketing plan for your property. No obligation, and no pressure to list.

INSTANT HOME EVALUATION

Start with a real valuation on your address in about two minutes at vault.kylemark.ca/estimate.

THE SELLER BLUEPRINT

Your live portal: pricing, comparables, marketing performance, showing feedback and every document in one place.

WEEKLY ON YOUTUBE

Market updates, neighbourhood breakdowns and full property tours at youtube.com/@iamkylemark.

The result is decided before the sign goes up. Everything after that is execution.

\$100M+

SOLD

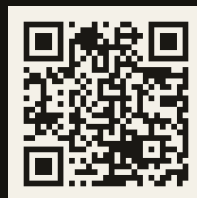
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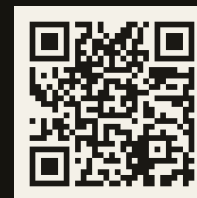
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WATCH ON YOUTUBE



BOOK A LISTING CONSULT

Kyle Mark PREC*, exp Realty, 701 W Georgia Street #1500, Vancouver, BC V7Y 1G5. This guide is general information about selling residential property in British Columbia and is not legal, tax, mortgage or accounting advice. Tax rules and government regulations change. All figures were verified as of August 2026. Confirm your own position with a lawyer, notary or accountant before acting. Not intended to solicit properties already listed for sale or sellers under contract with another brokerage.

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