



**KYLE  
MARK  
REAL  
ESTATE  
GROUP**



# Home Seller's Guide



Curated by:  
Kyle Mark PREC\*  
Real Estate Advisor

*AI POWERED  
AGENT*

*2023 & 2025 Medallion Club Member  
#37 Agent Nationally at eXp Realty Canada (2025)  
Over \$97,000,000 in Sales Volume*



LUXURY

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# Allow Me To Introduce Myself:

*Kyle Mark*  
*Personal Real Estate Corp.*

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As a distinguished member of the eXp Realty Luxury Program, I am spearheading a revolution in the high-end real estate market. This game-changing initiative at eXp amplifies my commitment to redefining the standard of luxury in Canada, granting both sellers and buyers an unparalleled experience characterized by best-in-class marketing, branding, and global outreach. Striving ceaselessly for excellence, I put my clients' journey—whether buying or selling—at the forefront of all I do.

Born and raised in the heart of the Lower Mainland, I bring to the table an exceptional heritage in real estate and construction. My upbringing in this vibrant tapestry of professionals—from seasoned real estate agents to expert contractors—imbued me with an intimate understanding of property investment as the cornerstone of lasting success.

As a tribute to my grandfather, a renowned contractor in Vancouver, I ventured into the construction arena. By the age of 21, I achieved the Provincial Red Seal designation, accumulating 11 years of high-impact experience in construction and project management. From boutique custom homes to sprawling industrial complexes, my portfolio embodies diversity and proficiency.

My construction acumen is not merely a complement; it is a potent instrument that refines my real estate strategies. This dual mastery empowers me to navigate my clients with finesse and precision through every stage of the buying or selling process.

My personal homeownership journey further equips me to empathize with your unique needs, ensuring that you find the right property that aligns with your lifestyle and ambitions.

From starting my real estate journey in investment properties to evolving into land assembly projects and the residential market, I have honed a multifaceted expertise. Coupled with my in-depth understanding of market trends, I can project future market movements, thereby safeguarding your financial aspirations.

Your future in real estate begins here,  
transcending ordinary to reach the extraordinary.

# Home Selling Process

## KYLE MARK REAL ESTATE GROUP



# Preparing To Sell Your Home

*Your home is an asset, so take care of it and treat it like one.*

It is crucial that even before settling on a list price for your property, you ensure that any improvements, renovations, and repairs have been completed. With that being said, you will want to focus on improvements that will be financially beneficial when it comes time to sell your property. Your real estate advisor is a great resource when trying to determine what upgrades you should put your time and money into.

## GENERAL GUIDELINES

»» Homebuyers are looking for the best bang for their buck in their top chosen neighbourhood. You want your property to show well and be desirable to potential buyers, therefore focusing on improvements that will be financially recoverable in the sale is important.

»» Having a home inspection done on a property that is older prior to listing it will help to identify any major repairs that are required.

»» Keep in mind that some home repairs are essential such as broken heating, gutters, appliances, leaky roofs etc.

»» Lipstick, or cosmetic, improvements are some of the most affordable ways to spruce up a home and help it show better to potential buyers. This can include a fresh coat of paint, or even updating flooring in smaller spaces.

## EXTERIOR

»» It is imperative that you do a full inspection of the exterior of your home to identify any areas that need repairs.

»» Give all doors and windows a good scrub and wash.

»» All greenery, grass, and landscaping should be spruced, pruned, and well maintained.

## INTERIOR

»» The most cost-effective way to give your home a "face lift" is with a fresh coat of paint.

»» Kitchen and bathroom updates typically garner a positive return on your investment.

»» Any appliances that are broken should be fixed.

»» Clean all carpets (if applicable).

»» Try to remove as many personal photos and items as possible.

»» Keeping your space uncluttered is imperative as cluttered spaces appear much smaller.

»» Any fixtures that won't be included in the home sale should be removed, such as light fixtures and hardware.

## RECOMMENDED HOME INSPECTOR

**I Find It Inspections**

**604.360.3359**

**[www.ifinditinspections.ca](http://www.ifinditinspections.ca)**

STAY POSITIVE

# Preparing To Sell Your Home

## Strata Properties

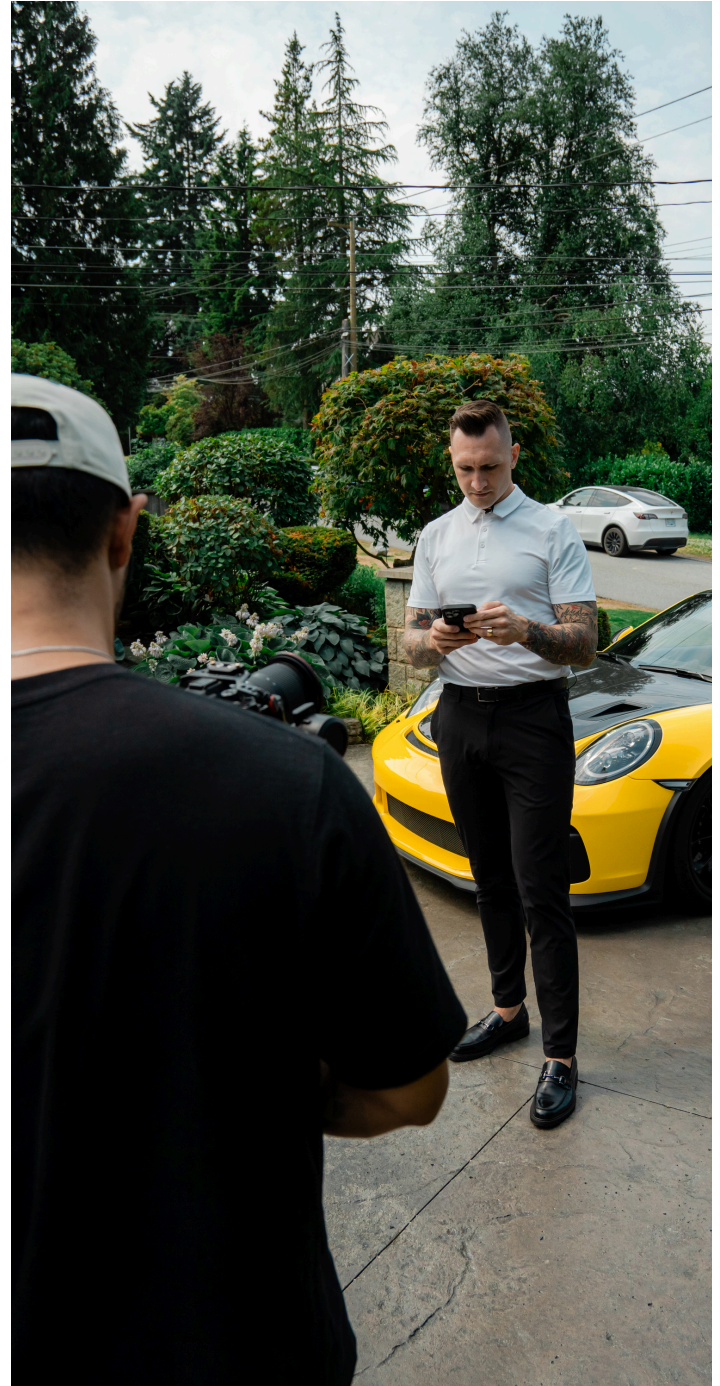
*It's not about selling, it's about  
creating value for your buyer.*

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If you are selling a stratified property, you will want to gather all pertinent documentation in advance, such as:

- »» **Form B**
- »» **Title Search**
- »» **Strata By-Laws**
- »» **Registered Strata Plan**
- »» **Property Disclosure Statement**
- »» **Summary Of Insurance Coverage**
- »» **2 Years of Strata, AGM & SGM Minutes**
- »» **Any Depreciation or Engineering Reports**
- »» **Any Legal Documents Pertaining To Your Unit**
- »» **Financial Statements of the Strata Corporation**

***Proactive buying parties may ask for these documents in advance of writing an offer in an effort to eliminate unneeded subject clauses.***



# Pricing Strategy

## Part 1

*We are not selling a house, we are selling a lifestyle.*

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Our pricing strategy is essential in ensuring your home sells for fair market value within a reasonable amount of time. Creating a pricing strategy that will get your home sold is my job and is based on the following factors.

### MARKET VALUE

This is the price a buyer is willing to pay for a property based on a comparable sales in the same area your home is located in.

### COMPARATIVE MARKET ANALYSIS

I will provide you with a Comparative Market Analysis (CMA) to help with our pricing strategy. This analysis compares all properties in the area that are of similar square footage, age, and construction which have recently sold or are currently listed. Having these comparable properties on hand helps you and to determine the listing price for your property.

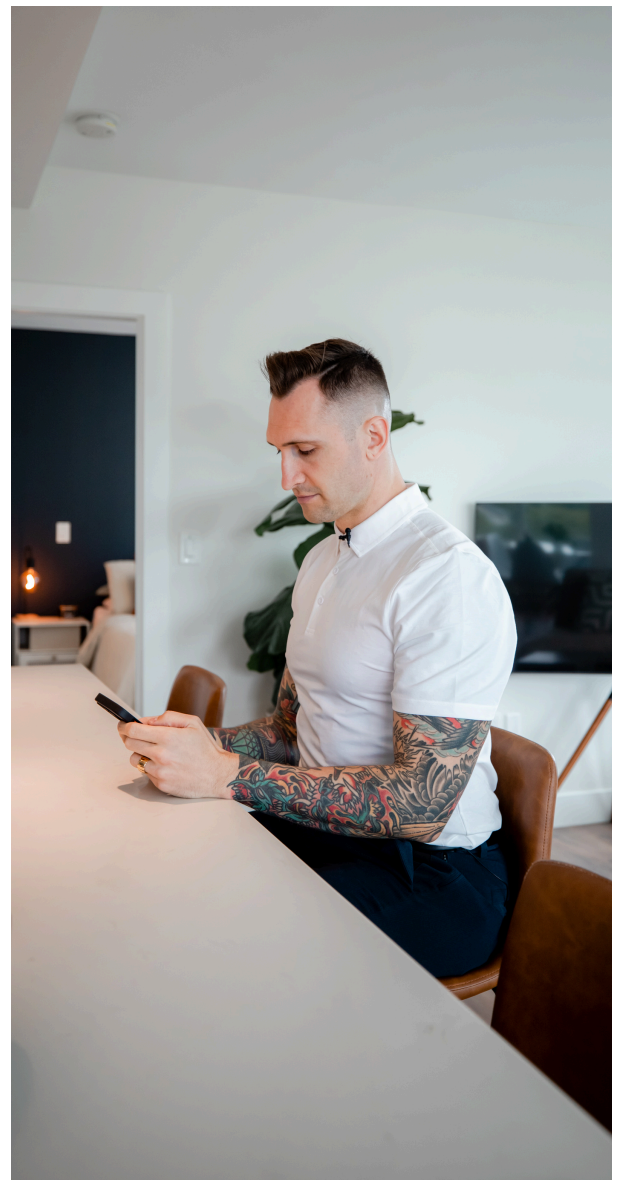
Every home has its own characteristics and features that differ one another. Adjustments will be made to your home's valuation that are based on factors such as location, floor plan, upgrades, parking and other such items.

### UNIQUE HOMES

There are properties and homes that are unique and have few or to no comparables at all. In situations like this, extra time is needed to make sure your home gets the attention it requires in order to come up with an analysis that reflects your property's value.

### LOCAL MARKET INVENTORY & TRENDS

Whether the market is a seller's or buyer's market will have an impact in determining the listing price of your home. Moreover, the interest rates, average days on market for comparable properties, and whether those properties are selling above or below the asking price will all have a considerable influence on your pricing strategy.



# Pricing Strategy

## Part 2

*Your home is only worth what a buyer is willing to pay for it.*

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### OTHER FACTORS

Global economics, coupled with government policies, and property assessments may play a part in your home evaluation. One thing I would like to point out is that a property assessment does not reflect the actual value of your home.

The price you originally paid for your home is one factor that has no bearing on the current value of your home. The real estate market can change very quickly and even if you purchased your property recently, the value of your home may have already changed.

### PROPERTY ASSESSMENTS

Property assessment have zero legitimacy with regards to the value of your home in real time. They are used strictly as a tool by your municipality to determine property tax amounts for the upcoming year.

The assessments are made in July of the previous year, therefore by the time you receive your assessment, they are already 6 months old. Your property assessment may value your home substantially higher or lower than its current value due to the fact that the assessments are not made in real time.

### PRICING YOUR HOME

Determining the listing price of your home is one of the most critical steps in the home selling process. We will work together in determining the best and most realistic listing price for your home. This price will be based on market value, neighbourhood trends, your unique property attributes, and general market conditions.



### THE RISK OF OVERPRICING

If you overprice your property, it will compare unfavourably to comparable recent sales and listings and ultimately garner less interest from buyers. Furthermore, you risk having your property sit on the market for a long period of time which is something buyers look at when searching for properties. The most common question asked by buyers regarding homes that have been sitting on the market due to overpricing is, what is wrong with the property?

Once your property has this stigma placed on it, low ball offers are the next domino to fall in this scenario. The best strategy is to list your home within the pricing comparables that are provided to you. Overpricing a home is a death sentence for your property as well as your pocket book.

# Marketing 101

*Don't wait to buy real estate,  
buy real estate and wait.*

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## YOUR MARKETING CAMPAIGN

I understand that each home is unique and requires a personalized marketing plan that showcases its distinct features and highlights the area it is located in. That's why I work closely with you to create a campaign that targets the most relevant and qualified buyers through a mix of online, social media, mobile print, and traditional marketing methods.

Your marketing plan will feature professional videography and photography, including the use of drones, 3D floor plans, and virtual tour technology, all aimed at showcasing your home in the best possible light. I also provide you with a dedicated property website, neighbourhood mail outs, and high-quality property brochures to give your home the exposure it deserves. My goal is to provide your home with the attention to detail it deserves and to make sure it is marketed in a way that will attract the right buyers and secure the best sale price.

## GLOBAL CONNECTIONS

By partnering with eXp Realty, I have access to a global network of top-performing agents and cutting-edge technology that will help you achieve your real estate goals. eXp is one of the fastest growing brokerages in the world, with brokerage operations in 29 countries and over 83,000 agents globally. With its innovative business model and focus on technology, eXp is a leader in the real estate industry and provides me with the resources and support I need to provide you with exceptional service. Whether you're looking to sell your home locally or on a global scale, I'm equipped with the tools and expertise to help you succeed.

## CREATING COMPETITION

A neighbourhood mail out can be a powerful tool in real estate marketing. While there will always be people actively looking for properties and working with agents on the MLS, bringing in buyers who are not currently in the market can greatly increase competition and drive up sale prices. This is why real estate marketing needs to focus not only on those who are actively looking but also those who may not be actively considering a home purchase. A neighbourhood mail out, combined with top-end lifestyle and luxury branding, high-quality photos and videos, and a dedicated property website, can help you reach a wider audience and generate more interest in your listing. The right marketing approach can make all the difference in attracting a larger pool of potential buyers, generating more competition, and ultimately securing a higher sale price for your property.

## ONLINE MARKETING

In Canada, an overwhelming 96 percent of home buyers use the internet to search for homes, with 60 percent stating that the use of the internet was their first step in the home buying process. With the majority of home buyers beginning their search online, it is essential to effectively showcase your listing and reach potential buyers through digital platforms and tools.

With targeted **Facebook**, **Google** and **Instagram** ads along with paid advertising on **REW.CA**, this paid advertising will drive traffic and buyers to your listing.

Your listing will stay top of mind by being featured on sites such as:

»» **REALTOR.CA** | MLS® Multiple Listing Service exposure and the #1 search site in Canada.

»» **REW.CA** | Over 1 million BC page views per month.

»» **KYLEMARK.CA** | As a featured listing on my personal website.

# Luxury Marketing

*Luxury is in each detail.*  
-Hubert de Givenchy



LUXURY

### Weekly Market Updates & Communication

In luxury real estate, communication is crucial. To keep you informed every step of the way, I provide a comprehensive market update each week. Every Monday, you will receive access to a meticulously maintained Google Sheet that includes details from recent showings, new listings that have entered the market, any price adjustments, and information on properties that have recently sold. Alongside this, I include a detailed update highlighting key market trends and insights relevant to your property. This level of transparency and regular communication allows you to stay fully informed and strategically positioned throughout the selling process.

### Custom Property Marketing Hub

Your property deserves a distinct presence, which is why I provide a unique domain—a marketing hub tailored specifically for your home. This custom website includes all essential marketing materials, such as high-resolution photos, detailed floor plans, two professionally produced listing videos, and property brochures. It serves as the central point for all the information potential buyers need. Additionally, when visitors access this hub, we capture their pixel ID. This allows us to create a tailored advertising strategy, following up with targeted Meta ads across platforms like Facebook and Instagram. This method ensures that your property remains at the forefront of their minds, enhancing the chances of a successful sale.

### Luxury Publications & Advertising

To effectively reach high-end investors and buyers, I utilize several prestigious luxury publications. The Wall Street Journal is one of the premier platforms where eXp Luxury properties can be featured, exposing your property to an audience known for their investment acumen and interest in luxury real estate. Similarly, I leverage Robb Report, a publication catering to an affluent audience with diverse luxury lifestyle interests, including high-end real estate. This exposure places your property directly in front of potential buyers who value luxury and exclusivity.

Furthermore, your property can be showcased in Unique Homes Magazine, a globally recognized publication highlighting exceptional properties. This ensures that your listing not only gains national recognition but also captures the attention of discerning international buyers. Alongside these traditional publications, I employ advanced digital advertising techniques, including targeted social media campaigns. Platforms like Instagram and Facebook are utilized to reach luxury audiences, ensuring that your property gains maximum digital exposure.

### Exclusive Canadian Luxury Network

As part of my commitment to providing exceptional service, I participate in a Canadian luxury mastermind group within eXp Luxury. This exclusive network connects top luxury agents across Canada, allowing us to share listings, market insights, and collaborate on strategies to promote high-end properties. By sharing your property within this group, it gains additional exposure among Canada's elite luxury agents and their clients. This collaborative effort significantly increases the likelihood of attracting the right buyer for your home, enhancing its visibility and marketability on a national scale.

Your listing will stay top of mind by being featured on sites such as:

» **Wall Street Journal** | WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

» **Robb Report** | \$2.75M Average Household Net Worth of Robb Report Readers

# The "Cooling Off Period"

*Three business days to rescind/cancel an offer.*

## THE PURPOSE

In British Columbia, the three-day rescission period is a legal right that allows homebuyers to cancel a purchase agreement within three business days of signing it. This Home Buyer Rescission Period (HBRP) applies to the purchase of new or used homes, and it gives buyers the opportunity to review the agreement with their lawyer or real estate professional to ensure that they are comfortable with the terms before making a final decision. During this time, you as the seller cannot sell the property to anyone else, and the buyer may cancel the agreement for whatever reason they choose.

It's important to note that the three-day rescission period does not apply to all types of real estate transactions, such as purchases made at an auction or court-ordered sale. Buyers should also be aware that the rescission period does not extend to the date of possession or completion of the sale.

## THE PENALTY

If the buyer chooses to rescind their offer on a home purchase, it's important to understand the rescission fee and ensure that it's calculated accurately. The fee is typically 0.25% of the accepted purchase price agreed upon by the buyer and seller. For instance, if the purchase price is \$400,000, the rescission fee would be \$1,000 ( $0.25\% \times \$400,000 = \$1,000$ ).

To simplify the calculation, the rescission fee can be expressed as \$250 per \$100,000 of the accepted purchase price.



## THE TIMETABLE

It's also important to note that the rescission period is three business days, which starts the day after the offer is signed. The rescission period can be impacted by weekends and holidays, and ends at 11:59p.m. on the third business day.

If the purchase price changes due to counteroffers, the rescission fee will need to be amended accordingly. Finally, the date on which the rescission period expires can only be determined once the date of offer acceptance is known.

# Getting Organized

## Part 1

### *Showings & Open Houses*

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After your property has been put on the market, I will advise on how private showings and open houses will be conducted and ultimately, how they fit into the marketing strategy. We will put a plan in motion on how to get your property ready to be viewed by buyers.

Once showings have been arranged, please make sure you leave your home so that potential buyers feel free in viewing and evaluating your home.

#### **STAGING**

Potential buyers are wanting to feel at home when they come to a listing they are interested in. The goal is to get would-be buyers to imagine themselves living in your space. Whether it is a full stage, partial stage, or the use of virtual staging, it is crucial to present your home in the best way possible.

#### **LESS IS MORE**

It is impossible to cater to everyone's specific tastes and needs, so the best way to appeal to the masses is by stripping things back and turning your home into a blank canvas. The goal is to make your home as neutral as possible so that buyers coming in can imagine their personal belongings inside. Taking down personalized items such as photos and awards as well as keeping the decorative pieces to a minimum allows your space feels as spacious as possible.



# Getting Organized

## Part 2

*Turning your home into a show home.*

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### **CLEAN SPACES**

There are surfaces in our home that tend to accumulate clutter easily, from kitchen and bathroom counters to nightstands and the dining room table, it is important to clear these spaces and keep them clean. Remove items that are not taking up space such as kitchen mats, bath mats, umbrella stands, and dog dishes.

### **LET THERE BE LIGHT!**

Lighting is your friend and we want to make your home feel as bright and inviting as possible. If your home lacks natural light, it is important to add lighting to illuminate those dark corners. Changing your burnt out bulbs as well as making all the lighting in your home consistent is key. We do not want your home to be associated with the dark and dreary days that plague Vancouver in the fall and winter. Buyers are wanting a home that is nice and bright so let's give them what they want!

### **MAXIMIZE YOUR SPACE**

We do not want your home looking cramped and bulky, and big pieces of furniture can easily take away the appeal of your home. If your home or certain rooms in the home are on the smaller side, an easy solution to make these spaces seem bigger is by adding a mirror or other reflective transparent pieces.

### **CLOSETS**

We want to present your closet in the same manner as a boutique clothing store. New hangers that are all typical, pack away your non essential clothing and show off that available storage space which is so valuable.



### **ORGANIZATION**

From your pantry to your Tupperware drawer, make sure everything is presented in the best way possible. If you have a storage locker, add more shelving for bonus points since storage in any space is always a must have.

### **BEDROOMS**

Modernizing your bedding can go a long way in showcasing the bedrooms as a sanctuary. A nice fluffy duvet and pillows with clean and modern bedding mixed in with decorative pillows and a throw blanket is a recipe for success.

### **BATHROOMS**

A deep clean is a must to go along with organization of cabinets and the decluttering of countertops. Add in a new shower curtain, some nice smelling soaps and shampoos along with some fluffy white towels and you have all the ingredients for a spa inspired bathroom.

# Getting Organized

## Part 3

*Final touches to tie it all together.*

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### **ITEMS THAT ARE COMING WITH YOU**

If there are certain pieces of furniture that are mounted to the structure of your home or items such as light fixtures, plumbing, appliances, storage units or window coverings that you want to take with you, let's make sure we disclose that in our listing.

### **LANDSCAPING**

Add a splash of colour by planting bedding plants outside of your home, using hanging baskets, get rid of the weeds, trim the hedges and cut the grass. If you have a patio you can also dress that up with some foliage and outdoor furniture as well.

### **REMEDY ANY DEFICIENCIES**

Take a good walk around your home with painters tape and identify issues that are easy to repair. Do not give buyer's ammunition to try to low ball you with items that are easy to fix in the first place. Spending a little up front money can pay dividends when it comes to the presentation of offers.

Fresh paint and new flooring can be a great return on investment. Patch up any holes or scuff marks on the walls and baseboards, lubricate all the hinges, make sure all closet doors track well, re-caulk areas around sinks and bathtubs, re-grout and replace broken tiles are some of the important things that are easy to remedy.



### **CURB APPEAL**

The front portion of your home is the first things buyer's will see when they arrive at your home. Landscaping is already in order with fresh flowers and a nice manicured lawn.

Consider updating the house numbers, fresh paint on the trim, create a seating area if you have a front porch, update your old mailbox and door mat. Last but not least, make sure there is a clear, unobstructed path to your front door.

### **UPDATING ACCESSORIES**

A great way to update your home without breaking the bank is by updating the dated areas of your home. Changing the hardware on your kitchen cabinets or updating light and plumbing fixtures is a great way to add even more value to your home.

### **SCHEDULING A DEEP CLEAN**

Last but not least, scheduling a move out clean is the final piece to the puzzle. Getting a cleaning company in to clean the walls, window coverings, appliances, bathrooms and flooring is key to present your home in the best way possible.

# Receiving An Offer

*This is where the rubber meets the road.*

## OFFER DETAILS

Once offers start rolling in, your real estate agent will review, evaluate, and negotiate on your behalf to ensure you are receiving the best price and terms on the sale of your home. An offer includes: legal name of buyer(s) and seller(s), legal address of the property, the price the buyer(s) is offering to pay, inclusions (items in and around the home that would be included in the purchase), buyer's deposit amount, desired dates for legal and physical possession, and any legal subjects or conditions upon which the contract becomes final.

## POTENTIAL RESPONSES

»» **Accepted:** the deal is complete and once signed by the seller, the offer becomes a binding legal contract.

»» **Counter:** the seller may make changes to your offer, such as adjustments to the price, closing date or conditions. You may accept the counter offer and close the deal by signing the document. Or, you may make another counter offer back to the seller.

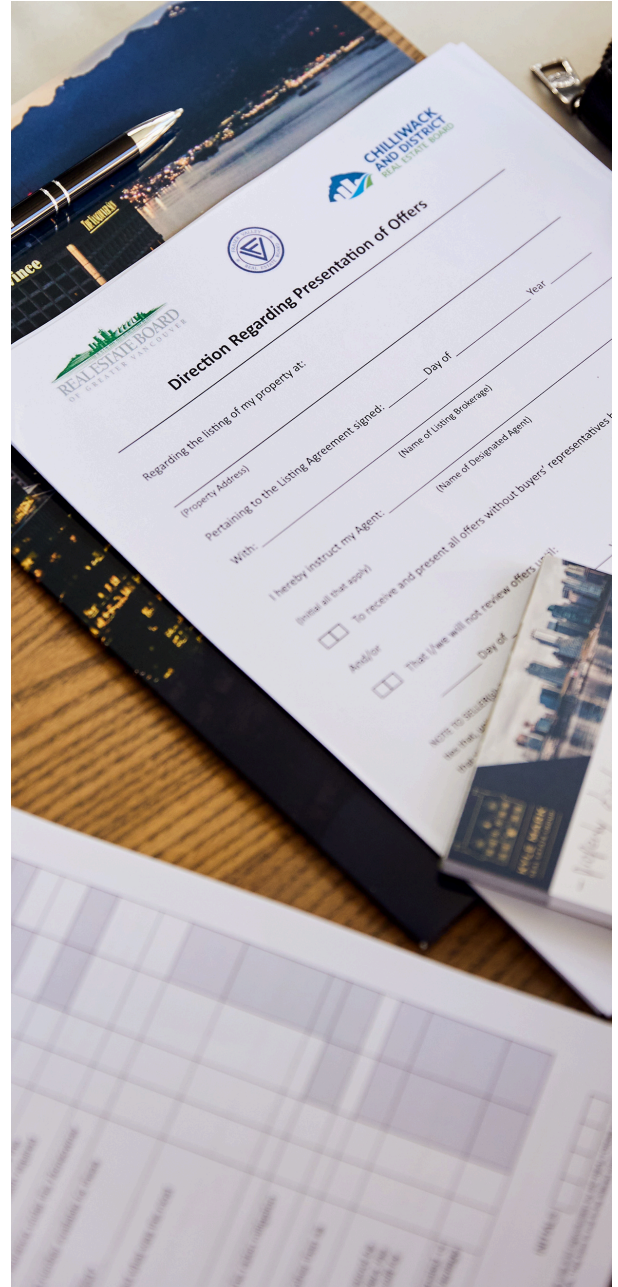
»» **Rejection:** the seller may choose to reject the offer and the sale will not go through.

## WITHDRAWAL OF AN OFFER

A buyer can withdraw an offer up until the moment a seller accepts in writing.

## ACCEPTANCE OF AN OFFER

Information on the motive and background of the seller will be gathered by using different negotiating tactics that will ultimately help when constructing our offer and any counter-offers.



## FIRM OFFER

An offer is considered firm once all of the subjects have been removed by both parties. In most cases the subject removal period can be anywhere from 10-14 days.

# Negotiating Terms & Price

*This happens to be my favourite part of the process.*

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## **PREPARATION**

You should be prepared to negotiate after receiving your initial offer. You will not only be negotiating on price, but on all other factors associated, such as the deposit, dates, and subjects.

## **MULTIPLE OFFERS**

In a high demand and low inventory market, you can expect a property to garner multiple offers. Though this does not guarantee to attract multiple offers, a bidding war could commence for your property. Multiple offer scenarios can be very stressful and emotional and it is imperative that no decisions are made on emotion.

Part of my job is to take the emotions out of these situations so that we can come to a clear and concise plan of attack that is beneficial to your plans moving forward. Strategy and due diligence is essential when it comes to negotiating an offer in a multiple offer scenario to ensure you receive the highest price point possible.

## **CERTIFIED NEGOTIATION EXPERT**

Negotiation skills are fundamental to the real estate process not only to protect my clients but to assure a successful outcome, achieving the best results for you. The role of negotiator in the real estate transaction should not be underestimated, with hundreds of thousands of dollars on the line, it is crucial to have someone you can trust will best represent your interests.

I have earned the CNE designation and have spent the time learning and putting into practice elevated and enhanced negotiation tactics that work. Rest assured that when you work with me your needs will always be well represented and tied to a successful outcome.



# Closing The Deal

*Time to start packing your bags to prepare for your move!*

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## **PREPARATION**

During the weeks and days leading up to the possession of your property, both myself and your lender will oversee and monitor the progress of the transaction to ensure it all goes smoothly and there are no issues that need to be sorted out.

## **COMPLETION (CLOSING) DAY**

This is the day you take legal possession of your property. Your lawyer or notary will receive funds for the sale from the buyer's lawyer or notary and you will be provided you with a "Statement of Adjustments". A statement of adjustment itemizes all costs payable at completions which typically include: balance owing, legal fees, property transfer tax, and miscellaneous completion costs.

It is important that you remember to cancel your home insurance policy on this closing date since you are no longer legally responsible for loss or damage to your former home.

## **ADJUSTMENT DAY**

The date agreed to by both parties for the allocation and adjustment of property taxes, interest, utilities, rents and other appropriate items. This date is usually the same as the possession date.

## **POSSESSION DAY**

The contract of purchase and sale will have a possession date which will allow you access to your property. This usually occurs at noon, or at 1pm for tenanted properties, or as otherwise stated in the contract of purchase and sale.



# Transaction Costs

*An overview of what to expect as a seller.*

**LAWYER OR NOTARY FEES & EXPENSES**

- Clearing Title
- Execution of Documents
- Discharging Any Encumbrances
- Discharge Fees Charged by Encumbrance Holders

\$ \_\_\_\_\_

**OUTSTANDING PROPERTY TAXES**

\$ \_\_\_\_\_

**MORTGAGE PENALTY AND/OR BALANCE**

\$ \_\_\_\_\_

**COMMISSION TO eXp REALTY**

\$ \_\_\_\_\_

**GST ON COMMISSION (5%)**

\$ \_\_\_\_\_

**TOTAL:**

\$ \_\_\_\_\_

\*As an investor, you can deduct your commissions and selling expenses from your taxes.



# Capital Gains & Tax

*Understanding your tax obligations as a seller.*

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## **PRINCIPAL RESIDENCE EXEMPTION**

» If the property you are selling is your primary residence, you may be eligible for the Principal Residence Exemption (PRE), which allows you to avoid paying capital gains tax on the profit from the sale.

» To qualify, the property must have been your principal residence for every year you owned it.

## **CAPITAL GAINS ON INVESTMENT PROPERTIES**

» If you are selling an investment property or a home that was not your principal residence for the entire ownership period, you may be subject to capital gains tax.

» In Canada, 50% of the capital gain is taxable and added to your income for the year of sale.

» As of June 25, 2024, capital gains above \$250,000 are subject to a 66.7% inclusion rate for individuals.

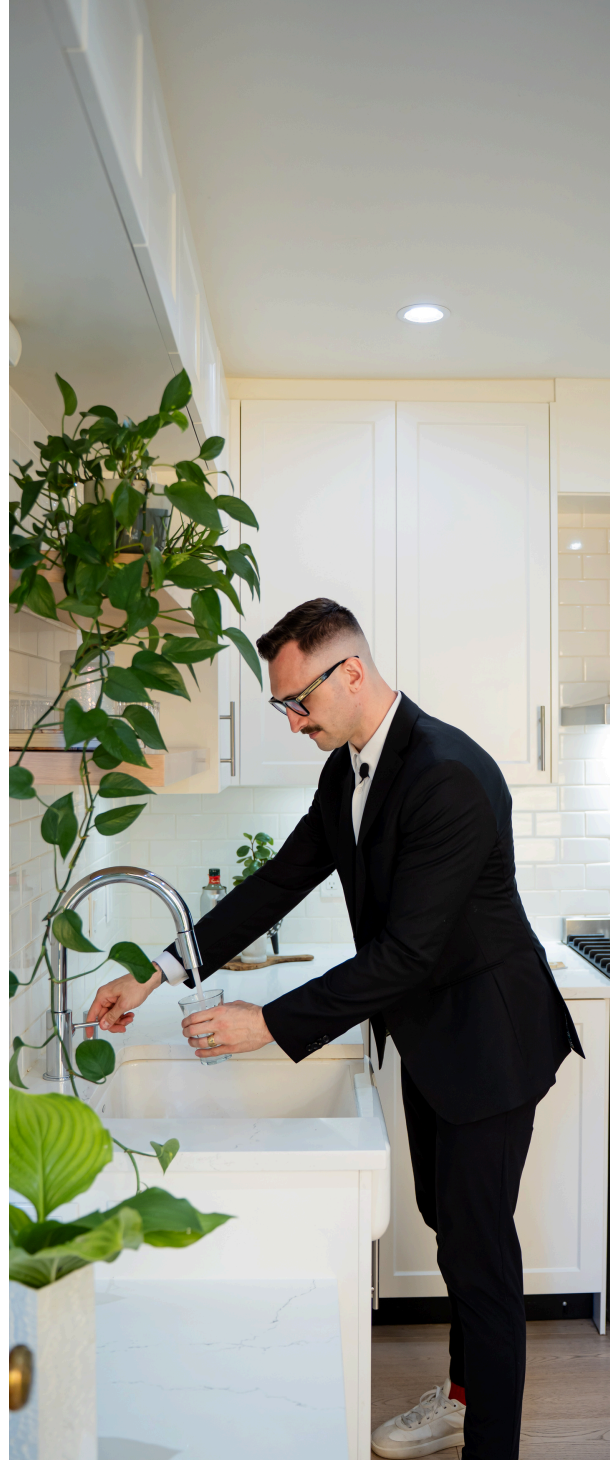
## **REPORTING THE SALE**

» Even if your home qualifies for the PRE (Principal Residence Exemption), you are required to report the sale on your income tax return using Schedule 3 and Form T2091.

» Failure to report can result in penalties from the CRA.

## **SPEAK WITH A TAX PROFESSIONAL**

» Tax rules are complex and change regularly. I always recommend consulting a qualified accountant or tax advisor to understand your specific obligations.



# GST & Tax When Selling

*When GST applies and what sellers need to know.*

## WHEN DOES GST APPLY?

» In most cases, the sale of a used residential property is exempt from GST. However, there are specific circumstances where GST at 5% may apply.

## SUBSTANTIALLY RENOVATED HOMES

» If you have substantially renovated your home — meaning 90% or more of the interior has been removed or replaced — the CRA may consider it "new" housing and GST may apply to the sale price.

## ASSIGNMENT SALES

» If you are assigning a presale contract before the property is completed, GST applies to the assignment profit. Budget for this before entering into an assignment sale.

## VACANT LAND & NEW CONSTRUCTION

» If you are selling vacant land used for commercial purposes or newly constructed homes, GST at 5% will apply. The GST New Housing Rebate may offset some of this cost.

## SELF-ASSESSED GST

» In certain situations, you may need to self-assess and remit GST to the CRA rather than the buyer paying it at closing.

## WORK WITH YOUR ACCOUNTANT

» GST obligations on real estate can be complex. I recommend working with your accountant before listing to determine whether GST applies to your situation.

## SPEAK WITH A TAX PROFESSIONAL

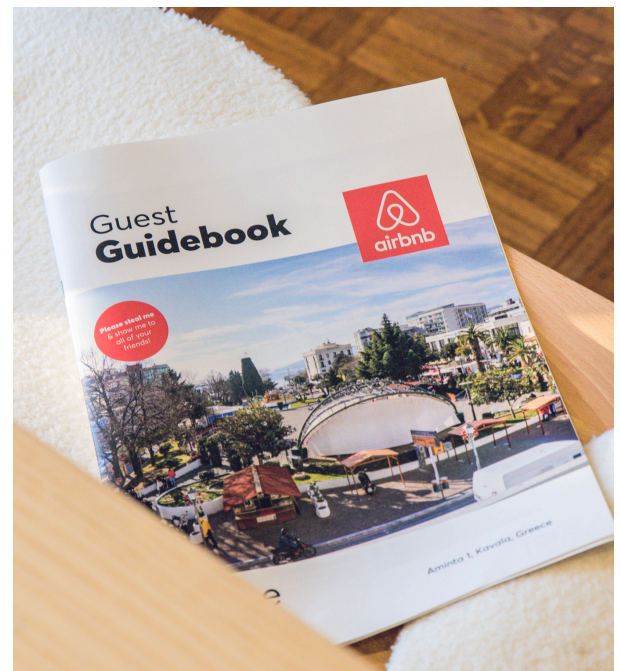
» Tax rules are complex and change regularly. I always recommend consulting a qualified accountant or tax advisor to understand your specific obligations.

## SHORT-TERM RENTALS & AIRBNB

» If you have rented your property on Airbnb or any short-term rental platform, you may have unknowingly triggered a GST obligation when you go to sell. The CRA treats short-term rentals as commercial properties — not residential ones — which means your property's designation may have changed, and GST at 5% could apply to the full sale price.

» This is confirmed by a real court case where an Ottawa condo owner rented on Airbnb for just over a year before selling, and was hit with \$77,079 in unpaid GST — the court ruled that because the property was operating like a hotel at the time of sale, it no longer qualified as a residential complex, regardless of its prior history. Even a brief period of short-term rental activity can have serious tax consequences, and the responsibility falls on the seller even if GST was never collected at closing.

» If your property has any history of short-term rentals, speak with your accountant or a tax professional before listing.



**A FEW KEY CONSIDERATIONS:**

- LAUNCH ON A MONDAY (UNLESS IT IS A HOLIDAY)
- GO LIVE ON MLS DURING BUSINESS HOURS
- AVOID LONG WEEKENDS OR POPULAR TRAVEL PERIODS
- TRY TO AVOID LAUNCHING DURING STRESSFUL PERIODS IN YOUR LIFE
- LAUNCH AT A TIME WHEN YOU CAN BE FLEXIBLE AROUND SHOWINGS AND OPEN HOUSES
- PROVIDE AMPLE NOTICE TO TENANTS

# Launch Date:

*Your positive action combined with positive thinking results in success.*

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## 3 WEEKS UNTIL LAUNCH

- Goal setting and client walkthrough
- Comparative market analysis and pricing blueprint
- Signing of listing agreement & all other paperwork
- Begin the process of addressing repairs, touch ups, and any other upgrades needed to complete before showings

## 2 WEEKS UNTIL LAUNCH

- Staging consult
- Organizing your home by putting away all unneeded items into storage
- Ordering of property/strata docs
- Preparing the showing schedule
- Floor plan and feature sheets completed & printed

## 1 WEEK UNTIL LAUNCH

- Deep clean done by professional cleaners
- Professional photography/videography/Matterport (if required)
- Discuss direction for offers
- Establishing marketing campaign

# Cleaning Checklist

## Part 1

### KITCHEN

- all surfaces, shelves & light fixtures dusted
- cabinets cleaned inside and out
- floor vacuumed, washed & mopped
- garbage emptied and bins cleaned
- counters & back splash
- sinks & faucets
- doors, doorknobs & doorframes
- marks on walls & baseboards (Magic Eraser)
- all appliances
- hood fan
- area behind, beside & under fridge/stove
- windows and window sills
- heaters dusted & cleaned
- light switches
- microwave
- dish towels washed and folded/hung
- tables & chairs

### BATHROOMS

- all surfaces, shelves & light fixtures dusted
- cabinets cleaned inside and out
- floor vacuumed, washed & mopped
- garbage emptied and bins cleaned
- counters & back splash
- sinks & faucets
- doors, doorknobs & doorframes
- marks on walls & baseboards (Magic Eraser)
- all appliances
- hood fan
- area behind, beside & under fridge/stove
- windows and window sills
- heaters dusted & cleaned
- light switches
- microwave
- dish towels washed and folded/hung
- tables & chairs



# Cleaning Checklist

## Part 2

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### BEDROOMS

- all surfaces, shelves & light fixtures dusted
- cabinets cleaned inside and out
- floor vacuumed, washed & mopped
- garbage emptied and bins cleaned
- counters & backsplash
- sinks & faucets
- doors, door knobs & door frames
- marks on walls & baseboards (Magic Eraser)
- all appliances
- hood fan
- area behind, beside & under fridge/stove
- windows and window sills
- heaters dusted & cleaned
- light switches
- microwave
- dish towels washed and folded/hung
- tables & chairs

### ALL OTHER LIVING SPACES

- all surfaces, shelves & light fixtures dusted
- cabinets cleaned inside and out
- floor vacuumed, washed & mopped
- garbage emptied and bins cleaned
- counters & back splash
- sinks & faucets
- doors, doorknobs & doorframes
- marks on walls & baseboards (Magic Eraser)
- all appliances
- hood fan
- area behind, beside & under fridge/stove
- windows and window sills
- heaters dusted & cleaned
- light switches
- microwave
- dish towels washed and folded/hung
- tables & chairs



# Required Items From Seller

*Please have these items ready for our meeting.*

*Please don't hesitate to call me if you have any questions or need clarification on any of these items. Having them ready before our meeting will greatly speed up the listing process.*

## **GENERAL**

- A copy of your front door key or fob
- A copy of your survey
- Any alarm codes
- Any city property tax or local improvement information
- Any zoning information, list of easements or right of ways
- Proof of any available building or development permits, copies of any available floor plans or builder plans
- The average costs of your utilities (electricity, water, hydro) and any related contracts to home or goods (alarm system contracts, etc)
- Receipts and warranties for any recent home improvements (home, roof, windows, furnace, kitchen appliances, etc.)
- Tenant agreements (if applicable)
- A list of items you would like to exclude from the sale of the home
- Any information unique to the property
- The completed Top 10 Best Features list (see previous page)

## **CONDOMINIUM OWNERS**

- Maintenance fees and a list of maintenance fee inclusions
- Parking and locker numbers
- Pass key or fob to the building and any common areas
- Strata Plan
- A list of bylaws and restrictions
- Strata Minutes from the last 2 years
- Engineer or Depreciation Report

# Let's Connect!

*Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results. - Andrew Carnegie*

## Connect With Me:

| 604-288-7245  
| [www.kylemark.ca](http://www.kylemark.ca)  
| [kyle@kylemark.ca](mailto:kyle@kylemark.ca)

BOOK A  
STRATEGY CALL



FREE HOME  
EVALUATION



CHECK OUT MY  
GOOGLE REVIEWS



FOLLOW ME ON  
YOUTUBE & IG

