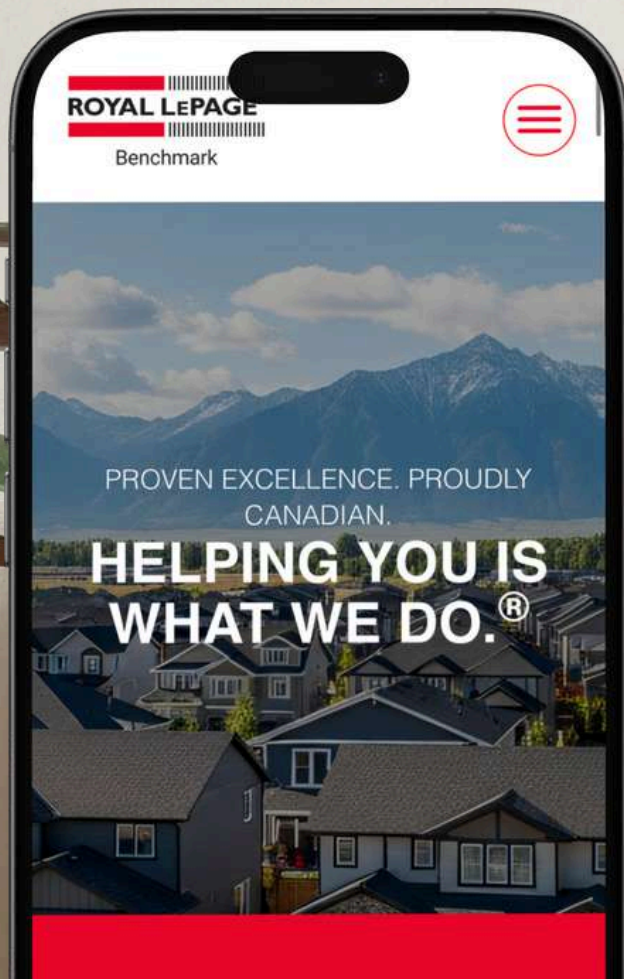




Benchmark

SELLERS GUIDE



2026

Your Home Selling Journey

Helping You Sell with Confidence

Selling a home is an important milestone, and understanding the process helps set realistic expectations. At Royal LePage Benchmark, we are dedicated to maximizing your home's value and minimizing stress while guiding you through every step with clarity and confidence.

1

Sign the Sellers Representation Agreement

- This locks in your legal protection and my fiduciary duty. It's our "Go" signal to start marketing your home

2

CMA & Market Positioning

- I provide a Comparative Market Analysis (CMA)
- Pricing strategy is based on Alberta market conditions

3

List & Market Your Home

- Professional photos, MLS® exposure, digital marketing
- Open houses and private showings as needed

4

Showings & Buyer Interest

- Keep your home ready for scheduled viewings
- Receive buyer feedback and adjust strategy if needed

5

Review & Negotiate Offers

- Analyze the terms and evaluate conditions
- If needed, we'll draft a counter-offer to bridge the gap on price, repairs, or timelines

6

Legal & Financial Finalization

- Buyer's complete financing and inspections
- Your lawyer ensures paperwork is legally sound

7

Possession Day

- Buyer's final walkthrough
- Key and title transfer

8

Moving & Next Steps

- Arrange moving, utility transfers, and address changes
- Celebrate your successful sale!

Alberta 2026: The Year of the Great Rebalance

Predictable. Stable. Strategic.

The "Big Three" Trends

From Frenzy to Focus: The "Wild West" era of sight-unseen bidding is over. 2026 is defined by Balanced Conditions, giving sellers a predictable window and buyers the time to be diligent.

The 5 Million Milestone: Alberta's population officially surpassed 5 Million in late 2025. This massive new baseline of residents ensures long-term demand even as migration rates normalize.

Energy ROI: With new 2026 building codes in effect, buyers are laser-focused on efficiency. Homes with updated insulation, windows, and HVAC are commanding a premium

Regional Powerhouses: Where the Growth is Concentrated

CALGARY:

The "Resilient Leader" Demand remains high for detached homes, while the condo market has reached a healthy equilibrium. A top choice for those seeking urban lifestyle and corporate stability.

EDMONTON:

Known for its consistent inventory and entry-level accessibility, Edmonton remains a key destination for first-time buyers and investors seeking predictable long-term growth.

FORT MCMURRAY:

The "High-Yield Anchor" With a population surpassing 107,000 and a 2026 median age of 35, Fort McMurray is no longer just for the oilsands. It offers Canada's highest average disposable income (\$150,000+) and a housing market defined by stability and record-high rental yields.

AIRDRIE, COCHRANE, CHESTERMERE:

The "Family-First" zones. These markets are booming as buyers trade city-center density for larger yards and new-build energy efficiencies.

Your Advantage in a Competitive Market



Why Work with a REALTOR®?

What Sets Royal LePage Benchmark Apart

Our team of skilled REALTORS® is committed to helping you achieve your goals. We combine local market knowledge with innovative marketing strategies to maximize the value of your home and ensure a smooth transaction from start to finish.

Market Expertise

A REALTOR® knows the local market, ensuring your home is priced right and marketed effectively. They use up-to-date data to help you attract the right buyers.

Legal Protection

REALTORS® guide you through legal requirements, ensuring proper disclosures and up-to-date documents like the Real Property Report (RPR). They help you navigate the paperwork to avoid legal pitfalls.

Negotiation Power

With strong negotiation skills, a REALTOR® advocates for you, handling offers, price adjustments, and buyer conditions to get the best terms for your sale.

The Power of Agency

The relationship between a seller and a licensed REALTOR® is built on a foundation of legal protection and professional advocacy. In 2026, "Agency" is your guarantee that every decision made is in your best financial and legal interest.

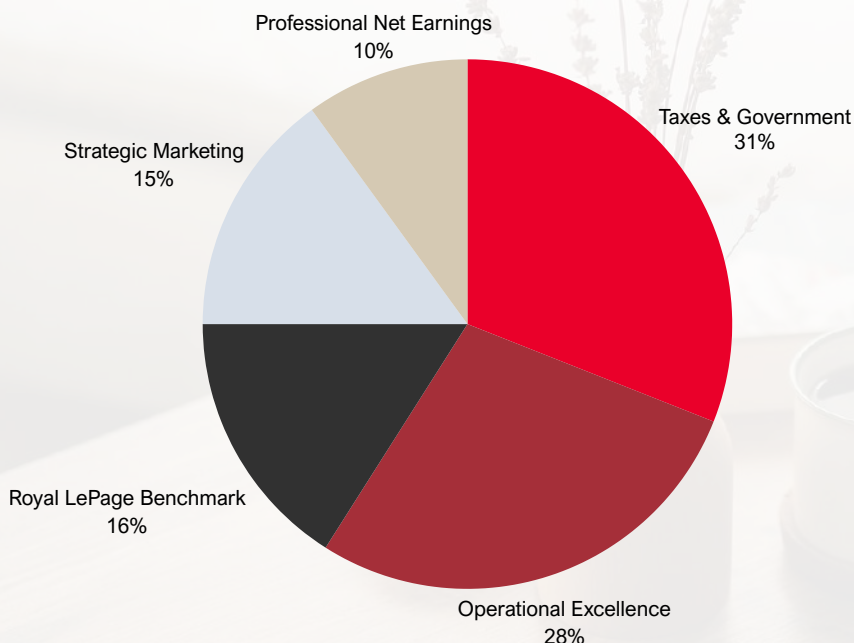
Why Agency Matters to You

1. **Undivided Loyalty:** I work exclusively for you, your best interests are my priority.
2. **Total Confidentiality:** Your price, position, and personal details stay private.
3. **Expert Representation:** I manage the complex legal contracts and paperwork for you.
4. **Strategic Negotiation:** I use real-time data to ensure you never leave money on the table.

Commission Transparency: Where Your Investment Goes

In accordance with RECA requirements, we believe in full disclosure. When you pay a commission, it is typically split between the Buyer's Brokerage and the Seller's Brokerage to ensure maximum exposure to the entire market.

Investment Breakdown: Where the Commission Goes



Taxes & Government:

Standard corporate and income tax obligations.

Operational Excellence:

Essential business tools, licensing, and professional automobile expenses required to service your listing 24/7.

Royal LePage Benchmark:

Access to Canada's largest real estate network, premium branding, and top-tier administrative support.

Strategic Marketing:

High-end 4K visuals, 3D tours, and targeted digital ad campaigns to find your buyer.

Professional Net Earnings:

The final fee for your REALTOR®'s expertise, time, and dedicated negotiation on your behalf.

Protecting You Through Compliance

Why Your Agent Collects Identification & How Your Information is Kept Safe

As part of Canada's federal regulations to combat money laundering and terrorism financing, all real estate professionals are required by law to collect and verify identification from their clients under the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC) guidelines.

What to Expect From Your Agent

Agents will verify:

1. *Government-issued photo ID*
2. *Date of birth*
3. *Address*
4. *Occupation*

We use a secure, digital platform called **ReallyTrusted** to collect, store, and manage this sensitive information.



Your Privacy Is Our Priority

- 1 Your data is stored on **secure Canadian servers**, not on your agent's phone or personal computer.
- 2 Only those with the **proper authorization** (the agent and brokerage administrators) can access your ID data.
- 3 Photos collected remotely are automatically **deleted after 30 days**.
- 4 Your ID **does not need to be scanned multiple times** for future transactions or compliance updates during your relationship with the agent.
- 5 FINTRAC records are securely stored for 5 years, as legally required, and **available only for audit purposes**.
- 6 No other app in Canada offers this level of dedicated, secure, **Canadian-based compliance protection**.

You can learn more about data privacy and security through ReallyTrusted here:

[Data Security Policy](#)



[Privacy Policy](#)



Preparing Your Home for Sale

Maximize Value & Minimize Stress

Making a great first impression is key to attracting buyers. A well-prepared home sells faster and often for a higher price. Here's how to get your home market-ready.

Decluttering & Staging: Quick Wins That Add Value

- **Declutter & Depersonalize:** Remove excess furniture, personal items, and anything that makes spaces feel crowded.
- **Deep Clean:** A spotless home looks more inviting and well-maintained.
- **Staging Tips:** Use neutral decor, maximize natural light, and highlight key features like fireplaces or large windows.

Small Repairs with Big Returns

- **Paint Touch-Ups:** A fresh coat of paint in neutral tones makes a home feel updated.
- **Fix Minor Issues:** Repair leaky faucets, squeaky doors, or chipped tiles. Small flaws can turn off buyers.
- **Curb Appeal:** Tidy landscaping, a clean entryway, and a fresh front door can boost first impressions.

There's No Place Like Home

Share with me why your home is special

Your Home, Your Story. Every house has its "magic spots." Whether it's the heated floors, the sunset view from the deck, or the hidden storage under the stairs, we want to know. Fill this out to help us create a narrative that stands out in the 2026 Alberta market.

Home features that stand out:

I think my home is well suited to a:

Family Couple Senior Single Person

Other: _____

Because:



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10 Favourite Features of my Home

What will the next owners love most?

You've lived here, loved here, and know every corner of this space. While I can market the square footage and the floor plan, only you can describe the "magic" that doesn't show up on a feature sheet.

Buyers are looking for a lifestyle, not just a building, these personal details are our secret weapon. Tell us your top 10 favorite things about living here:

The Inside Scoop

Think about the morning light, the quietest room, the hidden storage, or that one upgrade you can't live without.

The Great Outdoors & Community

Think about the sunset views, the best local coffee shop, the friendly neighbors, or the quickest route to the park.



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Alberta's Disclosure & RPR Rules

Maximize Value & Minimize Stress

Sellers must disclose material latent defects, which are issues that are not easily visible but could affect a home's safety or value. This includes:

- Structural or foundation problems
- Past water damage or mould issues
- History of a former grow-op or undisclosed renovations

Failing to disclose can lead to legal issues after the sale.

Real Property Report (RPR) & Compliance

Alberta sellers must provide an up-to-date Real Property Report (RPR) with municipal compliance. This document confirms that property boundaries and structures meet local regulations. An RPR is crucial for a smooth closing and helps avoid last-minute legal delays.

Making Informed Decisions

- ✓ Check if you already have an RPR from your original purchase.
- ✓ If changes have been made to your property (e.g. new decks, fences, additions), you'll need an updated RPR.
- ✓ Hire a licensed land surveyor to create or update your RPR.
- ✓ Submit it to your municipality for a compliance stamp to confirm it meets local regulations.

Understanding the Financial & Legal Side of Selling

What Every Alberta Seller Needs to Know

Mortgage Considerations

- **Early Payout Penalties:** Paying off your mortgage before renewal may come with fees.
- **Fixed-rate:** May require an Interest Rate Differential (IRD) or three months' interest.
- **Variable-rate:** Typically a three-month interest penalty.
- **Bridge Financing:** If purchasing a new home before your current one closes, short-term financing can help cover the gap.

Legal Obligations for Sellers

- **Title Transfer & Contracts**
 - A real estate lawyer is required to handle the title transfer, ensuring the property is legally transferred to the buyer.
 - Purchase agreements are legally binding, so sellers should carefully review contract terms before signing.

Tax Implications

- **Capital Gains Tax**
 - If the home was a primary residence, it is exempt from capital gains tax on the sale.
 - If the home was a rental or investment property, a portion of the profit may be taxable.
- **Other Considerations**
 - Sellers should consult a tax professional for advice on potential tax deductions or obligations.
 - Non-resident sellers of Canadian property may be subject to specific tax obligations, including withholding requirements, which should be reviewed with a qualified tax professional

Showings & Buyer Interest

How to Prepare for Showings

Making a Lasting Impression

Temperature Matters

Keep your home at a comfortable temperature to create a welcoming environment.

Light & Airy

Open curtains, turn on lights, and ensure the home smells fresh.

Keep It Spotless

A clean home signals care and value. Tidy up daily to be ready for any last-minute showings.

Be Flexible

The more available your home is for showings, the faster it can sell.

Minimize Personal Items

Buyers should picture themselves living there. Store away family photos and personal belongings.

Managing Feedback & Adjusting Strategy

- **Listen to Buyer Insights:** Common feedback on pricing, condition, or layout can help fine-tune your approach.
- **Make Small Improvements:** If buyers mention minor concerns (e.g. outdated fixtures or minor repairs), addressing them can boost appeal.
- **Adjust Pricing If Needed:** If showings are frequent but offers are scarce, it may be time to revisit pricing.
- **Stay Competitive:** Monitor market trends to ensure your home remains a top choice for buyers.



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Navigating Offers & Negotiations

Getting the Best Deal

Once offers start coming in, understanding your options can help you make the right decision. Here's what to expect during the negotiation process:

Every Offer Includes Key Details:

Price

The amount the buyer is willing to pay.



Conditions

Common conditions include financing approval, home inspections, or condo document reviews.



Closing Date

When the buyer takes possession of the home.



Your REALTOR[®] will help you assess each offer to ensure it meets your goals.

Handling Multiple Offers or Price Reductions

- **Multiple Offers:** If you receive more than one, you can choose the best one, negotiate, or ask for improved terms.
- **Price Reductions:** If interest is low, adjusting your price might attract more buyers.
- **Pricing Strategy:** A strong plan from the start can help avoid the need for reductions.

Accept, Counter, or Reject?

- **When an offer comes in, you have three options:**
- **Accept:** If the price and terms work, you sign and move toward closing.
- **Counteroffer:** You can negotiate on price, conditions, or possession dates.
- **Reject:** If the offer doesn't meet your needs, you can decline and wait for a better one.

Introducing { payload }



Making Deposits Easier, Faster, and More Secure

What is { payload }

Payload is a trusted, real-time payment solution built specifically for industries that handle large transactions, just like real estate. It allows buyers to transfer their deposit digitally, directly from their financial institution, with full encryption and security every step of the way.

Why We're Using It

Convenience



Speed



Security



Transparency



How it Works

Receive a Secure Link:

Once your offer is accepted, the agent will provide the buyer with a secure Payload link to complete a deposit.

Enter The Details:

They follow the guided steps to input information and connect with their bank.

Submit The Deposit:

They choose the deposit amount and complete the secure transfer in minutes.

Get Confirmation:

They will receive immediate verification once the funds are received.

What You Need to Know

- **No Need for Bank Drafts:** This eliminates the need to visit the bank and handle physical cheques.
- **No App Required:** Payload is browser-based and works on any device, no downloads needed.
- **Via Link and on Our Website:** Deposits are made through a secure Payload link provided by the agent or through our Royal LePage Benchmark website.

Closing the Sale

Legal Definitions and Finalizing the Deal

Legal Process & Required Paperwork

Purchase Agreement Finalization

Once conditions (if any) are met, the offer becomes firm.



Title Transfer

The property title is legally transferred to the buyer.



Mortgage Payout (if applicable):

Your lender will calculate any penalties or remaining balance



Statement of Adjustments

A breakdown of final costs, including property taxes, legal fees, and any outstanding amounts.



Key Handover

Once everything is complete, the buyer officially takes possession.



The Role of a Real Estate Lawyer

In Alberta, a real estate lawyer ensures a smooth closing by:

- Reviewing the purchase agreement and ensuring all conditions are met.
- Handling the title transfer and mortgage payout.
- Managing legal documents, funds, and final adjustments.
- Ensuring all obligations are fulfilled before possession day.

What Happens If a Buyer's Financing Falls Through?

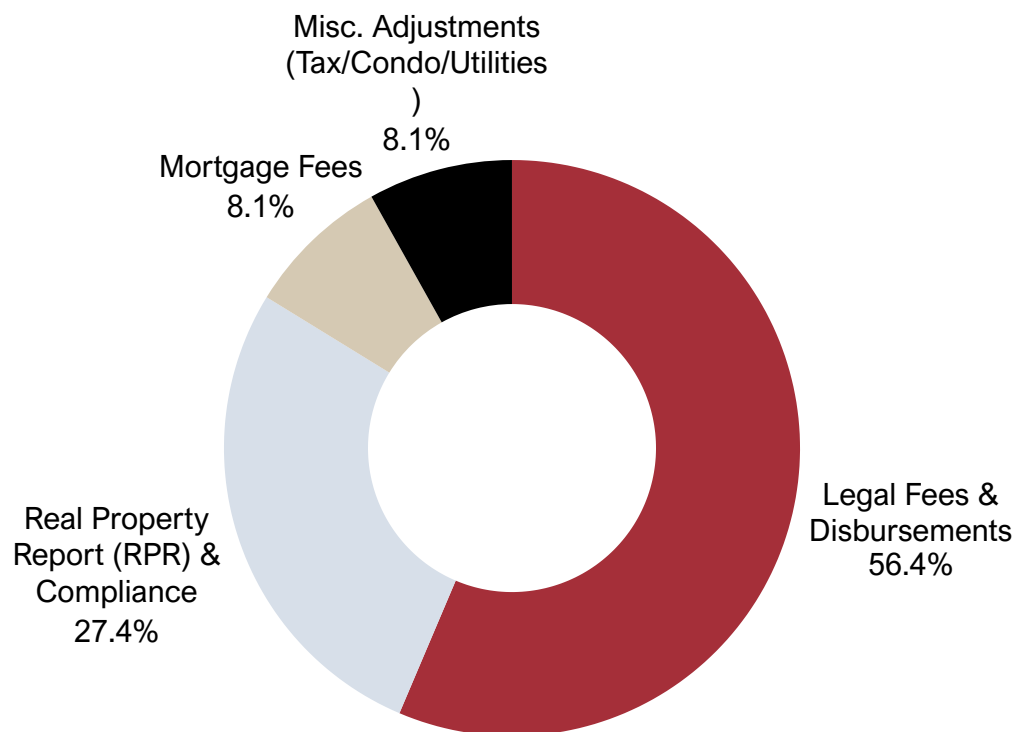
If the buyer can't secure financing, the deal may collapse unless they remove conditions beforehand. In this case:

- The home goes back on the market.
- You may keep the buyer's deposit (if the contract allows).
- A backup offer (if available) can move forward.

Breakdown of Selling Costs

Understanding Costs in the Selling Process

Typical Closing Costs



- **Legal Fees & Disbursements (\$1,500–\$2,500):** Covers the title transfer, mortgage payout, and updated Land Titles registration levies.
- **Real Property Report & Compliance (\$800–\$1,200):** A required legal survey of your land and structures (sheds, decks, fences) with a municipal compliance stamp.
- **Mortgage Discharge Fee (\$200–\$400):** A standard administrative fee charged by your lender to remove their charge from your title.
- **Mortgage Prepayment Penalties (Varies):** Costs for breaking a term early. Variable-rate loans usually cost 3 months' interest; fixed-rate penalties can be significantly higher.
- **Property Tax & Condo Adjustments:** Pro-rated credits or debits to ensure you only pay for the exact days you owned the home.

The Possession Process

Preparing for a Smooth Handover

Before Possession Day

Final Walkthrough Expectations

Utility Transfer & Mail Forwarding

Insurance Requirements

- Buyers may request a final walkthrough to confirm the home is in the agreed-upon condition.
- Ensure the property is clean, any negotiated repairs are complete, and all included items (appliances, fixtures) are in place.

- Arrange to disconnect utilities (electricity, gas, water, internet) on possession day.
- Notify service providers of your move and confirm final billing.
- Set up mail forwarding with Canada Post to avoid missing important correspondence.

- Keep your home insurance active until possession is officially complete.
- If purchasing a new home, ensure there's no gap in coverage.

Possession Day Checklist

- ✓ Deep clean the home or arrange for professional cleaning.
- ✓ Remove all personal belongings (unless agreed otherwise).
- ✓ Ensure keys, garage openers, and security codes are ready for the buyer.
- ✓ Confirm utility disconnection and final meter readings.
- ✓ Verify mail forwarding is in place.
- ✓ Double-check that all agreed-upon inclusions (appliances, fixtures, etc.) remain in the home.
- ✓ Do a final walkthrough yourself to ensure nothing is left behind.

Closing Day Details

The Final Step to Selling Your Home

What Happens on Closing Day?

Closing day is when your home officially changes ownership. Your lawyer transfers the final sale proceeds to you, the title is registered in the buyer's name, and keys are handed over to complete the transaction.

1

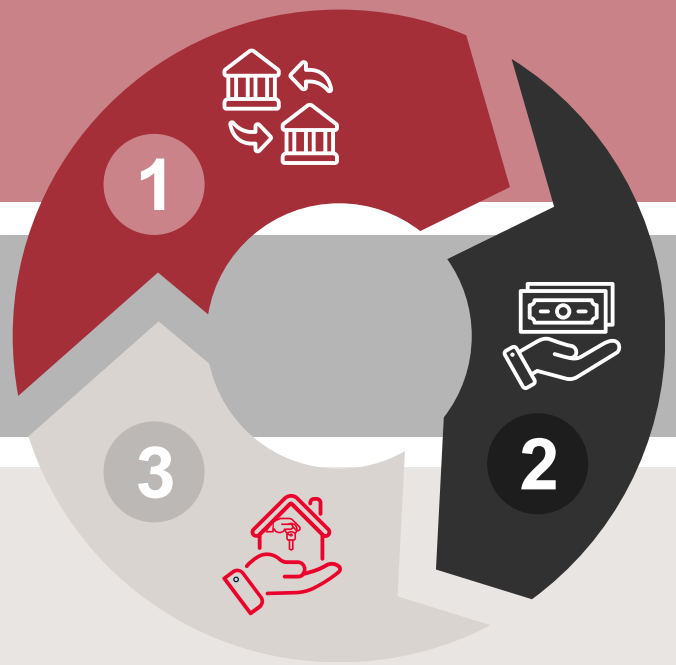
The sale is finalized by transferring the property title to the buyer.

2

You receive the sale proceeds after mortgage payouts and fees are settled.

3

Once complete, you hand over the keys, officially closing the transaction.



Once the sale is complete, celebrate your successful home sale! Your Royal LePage Benchmark REALTOR® is always here for continued guidance and support.

Moving Into Your New Home Just Got Easier

You signed the papers. Now the real work starts. Packing. Coordinating movers. Setting up utilities and internet. Forwarding mail. Finding cleaners.

Most people feel overwhelmed. You don't have to.

Meet Your Home Concierge

Your agent included complimentary move support to make this easier.

What you get:

- Real person who plans and manages your move
- Simple app for tasks, timeline, and documents
- 24/7 answers from HomieAI
- Setup for utilities, internet, movers, cleaners, mail, insurance

What this means:

- Save 40 hours of work
- Save hundreds of dollars through partnerships
- Less stress, more organized
- Support after move-in for as long as you own your home

Who helps you

Personal Concierge: Real person who handles the details

HomieAI: Instant answers about your home anytime

Your Agent: More time to focus on you

Services Included— At No Cost To You:

-  Dedicated Human Concierge
-  HomieAI™ — instant answers to all your questions.
-  Coordination of Trusted Move Services
-  Utilities & Media Transfer
-  Canada Post Mailbox Registration
-  Garbage & Recycle Set-Up
-  Assistance with Home Insurance
-  Coordination of Move-Out Cleaners
-  And More!



To learn more about the complimentary Virtuo concierge service - scan the QR code.



Virtuo

Frequently Asked Questions

Giving Clarity to the Unknown

How long does it take to sell a home in Alberta?

On average, homes in urban centres like Calgary and Edmonton sell within 30-60 days. Rural properties may take longer, but a competitive price and effective marketing can speed up the process.

Should I sell in winter or wait for spring?

Spring brings more buyers, but winter offers less competition and serious buyers. With the right pricing and marketing, winter can still be a great time to sell.

What if I get a lowball offer?

A low offer isn't always a sign of undervaluation. You can reject, counter, or negotiate terms. Your REALTOR® will guide you through the best approach based on market conditions.

How do I handle possession delays?

Possession delays may happen. If a buyer requests one, you can agree, negotiate new terms, or seek compensation. Keep your REALTOR® and lawyer involved to protect your interests.

What should I do if my home isn't selling?

If your home doesn't sell, reassess pricing, marketing, or property conditions. A fresh listing or price adjustment can make a difference. Consult your REALTOR® to relaunch successfully.

How long is your listing agreement?

Our standard listing agreement is three months, though market conditions may require more time. We strategically price your home to stand out and attract serious buyers.

Frequently Asked Questions

Giving Clarity to the Unknown

What if we're considering another company?

The brokerage alone doesn't sell your home; it's the combination of brand reputation, marketing strategy, and agent execution. With Royal LePage Benchmark's market reach and a tailored marketing plan, you'll have both the exposure and expertise needed for a successful sale.

What if we price high and reduce later?

Overpricing deters serious buyers and can make a listing appear stale. It's more effective to price competitively from the start to attract strong interest and better offers.

What if I have a friend in the business?

Knowing someone in real estate is common, but the priority should be choosing someone with the experience, strategy, and objectivity to protect your interests and deliver the best result.

Another agent said they could get us more—why?

Overpricing is often a tactic to win a listing, not sell the home. Serious buyers—and the market—ultimately determine value. A pricing strategy grounded in data and buyer behaviour can help you secure the greatest possible outcome.

What are you going to do to sell our house?

Your REALTOR® will take an active, hands-on approach. That means directly marketing your home to qualified buyers and top-producing agents, leveraging targeted online exposure, staging consultations, professional photography, and consistent communication. Every step is strategic and intentional.

What if another agent offers a lower commission?

If an agent quickly discounts their own value, they may struggle to defend yours. You need a strong negotiator who can confidently advocate for your home's worth.



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Simple Definitions for a Smarter Home Purchase

Real Property Report (RPR)

A document showing property boundaries and confirming compliance with building codes.

Comparative Market Analysis (CMA)

A report comparing your property to similar homes to determine its market value.

MLS® (Multiple Listing Service)

A system for listing homes for sale, offering broad exposure to buyers.

Closing Date

The final day when the property sale is completed, and the buyer takes ownership.

Possession Date

The date when the buyer officially takes possession, often the same as the closing date.

Conditional Offer

An offer contingent on conditions like financing or home inspection.

Title Transfer

The legal process of transferring ownership from the seller to the buyer.

Deposit Money

A deposit from the buyer showing serious intent to purchase, credited toward the purchase price.

Home Inspection

A professional evaluation of the property's condition, typically arranged by the buyer.

Bridge Financing

A short-term loan to cover the gap between selling your home and buying a new one.

Amortization Period

The length of time to pay off a mortgage, typically 15-25 years.

The Royal LePage Benchmark Advantage

Giving Clarity to the Unknown

Why Choose Benchmark?

For over 45 years, Royal LePage Benchmark has been a leader in Calgary's real estate market. We are well known for combining local expertise with a nationwide network of 20,000+ agents. As a 100% Canadian-owned company, we are committed to excellence, and have a team of over 220 professionals serving Alberta. More than just REALTOR®'s, we are active community members who are dedicated to understanding and meeting your unique real estate needs.

Your REALTOR®, Your Advocate

Choosing a Royal LePage Benchmark REALTOR® means having a dedicated advocate throughout your home buying or selling journey. Our agents are committed to protecting your interests, providing expert guidance, and ensuring a seamless experience from start to finish.

The Power of Our Network

We leverage innovative tools to provide up-to-date market insights. Our national website, www.royallepage.ca, attracts over four million visitors monthly, generating 200,000+ leads annually. With 660+ offices across Canada, we connect you with top REALTOR®s nationwide, ensuring seamless home buying or selling experiences. Royal LePage Benchmark combines local expertise, cutting-edge technology, and a commitment to community for exceptional real estate service.

Award-Winning Excellence in Real Estate

Royal LePage Benchmark is an award-winning brokerage recognized for excellence. We were named Brokerage of the Year (2020), Best in Tech (2021, 2022, 2024), Recruiter of the Year (2020, 2023), and Corinne Lyall, our broker, was named CREB REALTOR® of the Year in 2023, reflecting our leadership in innovation, agent support, and industry success.



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2020



2020, 2023



2021-2022



Our Leaders

Helping You is What We Do™



CORINNE LYALL

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Director of Growth and Operations

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Benchmark



Giving Back, Moving Forward

Helping You is What We Do™



Royal LePage is dedicated to helping women and children fleeing abuse through its **Shelter Foundation**. In 2025, Royal LePage Benchmark contributed **\$60,000** to support local shelters and community programs across Alberta.



We **proudly partner** with True North, Waypoints, Children's Cottage Society, and Big Hill Haven, providing essential funding for emergency housing, support services, and resources for families in crisis.



Our fundraising efforts include REALTORS® donating a portion of their commissions, supporting community events, and organizing office fundraisers. With shelter costs averaging \$200 per child per day, these **contributions provide vital care and security for vulnerable families.**



We are proud that **100% of all donations go directly to the cause**, ensuring meaningful support for those in need. Giving back to our communities remains a core value at Royal LePage.

ROYAL LEPAGE®

by the **NUMBERS**

Proudly **CANADIAN**

9 OUT OF **10**

CANADIANS ARE FAMILIAR WITH THE ROYAL LEPAGE BRAND¹

MOST INFLUENTIAL LEADER



#1 Phil Soper
President & CEO of Royal LePage named most influential leader in Canadian Real Estate²

THE VOICE of Canadian Real Estate™

5.4 BILLION MEDIA IMPRESSIONS³

#1 in earned media **2x** more than our closest competitor

the best LIVE HERE®

20,000

REALTORS® FROM COAST TO COAST

INCREDIBLE REACH

27 MILLION

visits to royalpage.ca⁶

PARTICIPATED IN

nearly **1/3** of all transactional dollar volume in Canada⁴

THAT'S **~\$105** BILLION

POWERFUL LEADS & REFERRAL CHANNELS

200,000

leads

FROM DIGITAL CHANNELS⁵

Did you know?

A ROYAL LEPAGE SELLER SELLS A HOME EVERY

3 MINUTES
Tick... Tock... SOLD!

SUPPORTING COMMUNITIES

more than **\$57** MILLION raised since 1998

through the Royal LePage® Shelter Foundation™

CONNECTING YOU WITH MORE CANADIANS NATIONWIDE

f 53,000 followers **in 32,000** followers
ig 27,000 followers **@ 4,000** followers
yt 7.5 MILLION views

ROYAL LEPAGE® COMMERCIAL™

Shaping the Future of Commercial Real Estate

with **672** advisors coast to coast⁸ present in **103** markets across Canada

INTERNATIONAL REACH

with REFERRAL CONTACTS 
in **40** countries and referral relationships with **+2,100** brokerage locations



END-TO-END CANADIANIZED REAL ESTATE TECHNOLOGY

+117 MILLION client interactions⁹ **+5** MILLION contacts added

Updated in February 2026 | 1 Online survey of 1500 Canadians completed between August 27 - 31, 2021, using Leger's online panel. 2 Phil Soper, Royal LePage® President & CEO, named Most Influential Canadian for the last 12 years by Swanepoel Power 200. 3 Print and online media impressions January to December 2025. 4 2025. 5 Inside Real Estate's Internal Lead System and the Royal LePage® Smart Leads™ System February 2025 to January 2026. 6 Google Analytics. 7 Use of the word "REALTOR" is a registered trademark of the National Real Estate Board. 8 Number of real estate brokers per brand or commercial program, as of December 2025 Canadian Real Estate Association. 9 April 2020 to January 2025. 10 For more information about Royal LePage trademarks at rlp.ca/notices. ©2026 Bridgemark Real Estate Services®. All rights reserved.





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Proudly
CANADIAN



LOCAL EXPERTISE, NATIONAL STRENGTH

