



Before You List: What No Agent Wants You Know

Sell Smarter. Keep the Commission.

If your home is worth \$550,000, a 4% commission equals \$22,000.

That's money that should stay with you.

MLS® stands for Multiple Listing Service. It is a private database of property listings, owned by real estate agents to share information about properties, which helps agents find buyers for sellers and match buyers with properties. ComFree gives you access to this database without a commission.

At ComFree, we believe selling real estate shouldn't be mysterious or expensive. Our goal is to create understanding and transparency in the industry, empowering Canadians to sell their own homes with confidence, full control, and zero commission.

When you list with ComFree you will receive:

- The same MLS® exposure as a traditional agent - over 40 million visitors on **realtor.ca®**.
- Step-by-step guidance, clear paperwork, and built-in legal support
- No-risk guarantee—if your home doesn't sell after six months on MLS®, you get your money back.*

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With ComFree, there's no downside — only upside.

The Mindset Shift

Myth: You need a traditional agent to sell your home.

Truth: You need MLS® exposure, accurate pricing, and a responsive seller—not a middleperson.

The real estate industry is evolving fast. Even Freakonomics called it out: agents often sell their own homes for more because they take more time and control. ComFree gives you that same control—without the commission cut.

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ComFree gives you access to this database without a commission.



1 | Prepare your property.



2 | Price it correctly.



3 | Launch it on MLS® (with ComFree)



4 | Respond to interest and showings.



5 | Negotiate and close.
ComFree is here to help

The MLS® Advantage

Your home deserves full market visibility—without the middle fees.

When you list with ComFree, your property is published on:

- realtor.ca® (MLS®) – 40 million+ monthly visitors
- Major home-search platforms across Canada
- Local agent feeds

That's the same exposure as any full-commission listing. ComFree has designed every step around your ease and confidence. We are guiding you to be successful. Use our accessible, “right at your fingertips” resources to keep informed, knowledgeable and empowered.

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MLS® isn't a private club—it's distribution. ComFree gives you the access.

How Selling Works (Plain English)

Pro Tip: 80% of success comes from pricing, photos, and access. That's exactly what the \$1197 ComFree package delivers.

Here's the process, stripped of jargon - No hidden steps. No secret agent club.

1

PREP

Tidy, fix, and get your home ready.

2

PRICE

Set a market-driven price using ComFree's pricing toolkit.

3

LIST

Your listing goes live on MLS® + Realtor.ca®.

List with ComFree. We arrange the photos.

4

PROMOTE

Share your listing through your network; we syndicate it online.

5

PRESENT

Host showings, Open Houses, answer questions & collect offers.

6

PROCESS

Negotiate, sign, and close with your lawyer. ComFree offers discounted legal fees of *\$699.00* + applicable disbursements and tax.

Price it right!

Pricing is the most powerful tool you have.

You are already saving the money on commission, it is important to run your numbers on what you want to take away from the sale, what commission you may decide to offer to the Buyer Agent, etc. We have resources that will help you with this!

ComFree provides comparable data directly from MLS® to help you decide intelligently.

THE 3-STEP PRICING FORMULA:

- Review 3 recent comparable sales with ComFree or Google/ChatGPT local pricing.
- Note days-on-market and price changes.
- Set your listing price based on the first-14-days window—launch strong, adjust if the market speaks.

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Our promise: Your home will get the same buyer exposure as an agent-listed property. The difference? You keep the savings.

SUCCESSFUL SALE = PRICE = EXPOSURE.
ComFree provides both .

1. Prep that pays

You don't need to stage like HGTV. Focus on the basics that matter most:

- Bright light and decluttered rooms.
 - Minor paint or hardware updates.
 - Curb appeal: clean walkways, fresh doormat, trimmed edges.
 - Depersonalizing: take down family, pet pictures, etc.
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3. Paperwork & Disclosures

Before launch, collect:

- Real Property Report (RPR) or survey, current Property Tax and/or Land Title
- Recent upgrades list.
- Review property write up best practices with ComFree

5. Signage

- At Launch, install your ComFree sign that is shipped to your doorstep.
- Your sign includes a unique QR Code taking buyers directly to your Listing & Contact info.

2. Your Zero Commission Launch Checklist

Before you list:

- Gather pricing data (3 comps)
 - Schedule photo session with ComFree
 - Upload property details to ComFree portal
 - Choose your listing start date
 - Prepare showing schedule and rules
 - Select lawyer for closing. Chose ComFree's recommended partners to save even more.
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4. Photo Checklist

Make sure to:

- Schedule pro photos through ComFree
- ComFree photos include a full VR Tour AND property measurements
- Capture every major room, exterior, and highlight features.
- Choose a sunny day and open all blinds

Photos & Virtual Tours sell homes online—buyers fall in love before they ever step through the door.

This eliminates "Tire-kickers" or people coming to your home that aren't serious about buying.

How To Negotiate an Offer

Negotiating an offer on a privately listed home can feel different than working through a traditional agent — but it's often simpler and more rewarding. ComFree empowers sellers and buyers to Sell Smarter & Buy Better by keeping control and saving the commission.

Set an Attractive Price Upfront

Start strong by listing at a competitive price. Know your bottom line, leave minimal room for negotiation, and remember to factor in thousands saved in commissions.

Determine Your Bottom Line

Decide the minimum price you will accept before reviewing any offers. This prevents emotional decision-making and keeps negotiations focused.

Do Your Market Research

Review current sales, days on market, and neighbourhood trends. Solid research gives you confidence and a factual basis for negotiations.

Be Open to Compromise

Successful negotiations benefit both sides. Stay flexible on items such as possession dates, inclusions, or minor terms.

Maintain Clear Communication

Respond promptly and professionally. Strong communication builds trust and keeps negotiations productive.

With preparation and clarity, you can confidently negotiate a fair deal for your ComFree-listed home — saving thousands in commissions and creating a better experience for both you and the buyer.

Dealing With Agents

How to confidently handle agents while keeping control and saving commission.

Communicating With Agents

Agents may contact you once your MLS® listing goes live. Stay confident and clear:

- Tell them upfront: “I’m selling with ComFree and I’m not paying full commission.”
- Keep communication short, friendly, and factual.
- If they have a real buyer, schedule a showing. If they are prospecting, politely decline.

Commission Options When Agents Bring Buyers

- Set your bottom line: Anything above your minimum can go toward the agent’s commission.
 - Offer a flat fee for bringing a buyer with an acceptable offer.
- Let the agent know your price does not include commission (buyer covers their agent).
- If you built commission into your asking price, you have flexibility with both represented and unrepresented buyers.

Agent Myths (and the Truth)

“I can get you more money.” Not true—buyers will not pay more based on which brokerage lists the home.

“You need an agent to set the price.” A ‘free evaluation’ isn’t free when it costs thousands in commission.

“You might make a mistake on the contract.” Every sale uses a lawyer. With ComFree, legal review is FREE.

Our promise: You stay in control, keep your equity, and get full MLS® exposure—without paying full commission.

SUCCESSFUL SALE = CONFIDENCE + CONTROL.

ComFree helps you achieve both.

Lawyer ready

Every real estate transaction needs a lawyer – We Got You!

ComFree's portal guides you step-by-step. Need help reviewing an offer to purchase, complete sale closure and financial transactions?

Our partner lawyers are ready:

→ **Edmonton Law Office (Alberta)** – \$699 + disbursements.

→ **Anya Zubic Corp. (Ontario & BC)** – \$699 + disbursements

→ **McDougall Gauley LLP Barristers & Solicitors (SASK)** Ada Aja

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Hot Tip: If the Buyer and Seller use the same lawyer, you'll both save even more.

What if my home doesn't sell?

Money Back Guarantee

That's exactly where the ComFree Money-Back Guarantee comes in.

ComFree has a 92% success rate.

Terms:

- Your home must be marketed on ComFree / Realtor.ca® for six consecutive months.
- If unsold, you may cancel and list with an agent at the same list price.
- Once sold through that agent, send the MLS® sold sheet and your ComFree fee is refunded (max \$1197 less any add-ons).
- Refund processed within five business days.

This means you risk zero and only stand to gain tens of thousands in commission savings.

Next Moves

STEP 1

Book your “List with ComFree” consultation. Get a 15-minute call with a ComFree advisor to confirm your price, photos, and launch date.

STEP 2

Purchase your ComFree listing.

STEP 3

Complete the two simple MLS® forms.

STEP 4

Run the Commission-Savings Calculator. See instantly how much you’ll keep by selling with ComFree.

STEP 5

Launch with Confidence. List on MLS®, save the commission, and join thousands Canadians who sold the simple way.

REAL SELLER STORIES

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We sold in 24 days and saved \$19,800. The process was simple, and the support was quick. It felt good to be in control.

Megan S., Edmonton

“

Our Calgary listing went live Friday, had showings by Saturday, and an offer by Sunday. Zero commission, full exposure.”

Derek & Laura T., Calgary

“

ComFree has already helped homeowners save over \$351 million in commissions!”

Travis Holowach, Edmonton

Transparency isn't just
what we promise—it's
how we operate.

We have a fully supported
Customer Service Team that
strives for excellence. We
want all our Seller's to be
successful, knowledgeable
and empowered!

With ComFree, you get the same
reach, the same buyers, and a simpler
process. The only thing missing is the
commission fee.



THE COMFREE SELLING JOURNEY

Your simple, commission-free path from 'thinking about selling'
to **iSOLD**

- 1 Purchase your ComFree**
- 2 MLS® Review & Launch**
Create your account, complete the two simple forms and upload photos.
- 3 Market & Manage Interest**
Share your ComFree link, manage showings, and track feedback in your dashboard.
- 4 Receive & Negotiate Offers**
Review terms, negotiate directly. have our preferred lawyer review the offer, and accept!
- 5 Conditions & Lawyer Prep**
Buyer clears conditions, while our partnered lawyer prepares closing documents.
- 6 Closing Day.**
Funds are transferred, keys are handed over – SOLD sign is up – your home is now **SOLD!**



You got this!
Sell Smarter.
Buy Better.

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