

What Real Estate Agents Don't Want Builders To Know

The industry is changing

If you're a new-home builder producing between 5 and 100 homes a year, you already know the landscape is shifting. Traffic is slower. Marketing costs are higher. Buyers are more cautious. At the same time, construction and financing inputs have stayed elevated, which squeezes margin and increases the cost of holding spec inventory.

Yet most builders are still spending tens of thousands per home on outdated sales models. They staff show homes, run expensive ads — and then hand 5% of every sale to someone else. ComFree was built to change that equation: deliver national MLS® exposure, keep your team in control, and eliminate commission from the model so more dollars stay in the project.

This playbook will show you how to:

- Cut your cost of sale by 90% or more.
- Get your homes in front of 40 million monthly buyers on REALTOR.ca®.
- Keep full control of your leads, pricing, and brand.
- Sell faster — without paying commissions.

MLS® stands for Multiple Listing Service. It is a private database of property listings, managed by Canadian 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.

The problem with “the way it’s always been”

Builders today face a triple-bind: margin pressure, demand softness, and operational overhead. Interest-rate sensitivity and stress-test constraints shrink the pool of qualified buyers, while materials and labor remain costly. Meanwhile land, servicing, show homes and sales teams are fixed costs — which means velocity matters.

Why some builders hesitate to list on MLS® or involve traditional agents usually comes down to four themes:

- **Control of inventory & brand:** desire to manage pricing, releases, and messaging from the sales center.
- **Commission cost:** paying 5% on top of already thin margins is hard to justify when an internal team exists.
- **Perceived fit:** belief that MLS® is for resale, while builders rely on show homes, VIP lists and pre-sales.
- **Complexity:** cooperating agents and external processes can add friction without clear ROI and with added costs.
- **Competition:** If listed with a traditional agent, your leads may be shown to many of your competitor’s products.

ComFree resolves those tensions without sacrificing reach. You keep the sales conversation, terms, and brand experience — we add MLS visibility and buyer discovery at a flat \$497 per home. Leads go straight to your team, not to an outside agent. That means you protect pricing discipline, keep buyer data inhouse, and still capture the largest audience of active shoppers.

The problem with “the way it’s always been”

1. **Commissions are killing your margins.**

A \$500,000 home sold through a traditional 5% structure means \$25,000 gone. Multiply that by 10 homes per year and that's a quarter-million dollars that could fund lots, product upgrades, or marketing.

2. **Internal sales teams don't solve visibility.**

Even the best team can't close buyers who never knew your homes existed. Serious shoppers start with broad market scans — they expect MLS® coverage so they can compare options quickly. Your homes need to be in that discovery path. ComFree gets you this exposure with leads going straight to your sales team.

3. **Limited exposure = slower absorption.**

Without MLS you miss realtor.ca's® 40M+ monthly visits and the new-listing notifications buyers rely on. Slower absorption increases carrying costs; greater visibility reduces days on market.

Why visibility = velocity

Visibility drives velocity. Buyers research broadly and quickly shortlist what fits their budget, location and timing.

When your homes appear on Realtor.ca®, you enter that shortlist earlier — which reduces time-on-market and improves cash conversion for each phase release.

Two compounding effects matter most:

- **Discovery:** National MLS® placement captures motivated, in-market shoppers who may never see builder websites or signage.
- **Alerts:** Automated new-listing and price-change notifications pull qualified buyers back to your inventory without extra ad spend.

ComFree adds reach without diluting control. Your sales team remains the only contact; we simply multiply the number of qualified eyes on each home so your existing process performs better. The result is faster move-outs, lower carrying costs, and a tighter build-sell-reinvest cycle.

The myths holding builders back

MYTH: “MLS IS ONLY FOR RESALE HOMES.”

REALITY: Buyers don't segment their search that way; they use MLS to see the entire market. Your brand deserves to be visible where buyers begin.

MYTH: “LISTING MEANS LOSING CONTROL.”

REALITY: With ComFree, you remain the point of contact. Inquiries are routed to your phone or email inbox — not to an outside agent. You set pricing, incentives and terms.

MYTH: “AGENTS BRING BETTER BUYERS.”

REALITY: Serious buyers are data-driven. They value fit and availability. MLS ensures they can find you; your sales center converts them.

MYTH: “IT'S COMPLICATED TO LIST.”

REALITY: We manage compliance and setup; you provide specs, floorplans and photos. Listings go live within one business day.

Introducing the ComFree Builder Advantage

- **Flat-Fee Listing (\$497):** predictable cost structure with no percentages — ever.
- **Direct-to-Builder Leads:** every inquiry goes straight to your team so you maintain relationships and capture buyer data.
- **MLS® + ComFree Network Exposure:** appear on REALTOR.ca® and across our network to reach the broadest in-market audience.
- **Buyer Alerts at Scale:** automatic matching pushes your listings to buyers actively watching your area and price band.
- **Full Control:** your brand, pricing and release strategy remain intact; ComFree simply amplifies reach.
- **Activity Visibility:** track interest and listing performance so you can adjust pricing or incentives with confidence.

MLS

Contact seller directly for all showings at 519-671-6638
Go Direct, See Brokerage Remarks, Showing System

ComFree.com

A screenshot of the ComFree.com interface. It features a large orange button with a white telephone icon and the text 'Contact Seller'. Below this is a white input field with a thin orange border. Inside the field, the text 'Phone Number:' is on the left and '1-780-966-4449' is on the right.

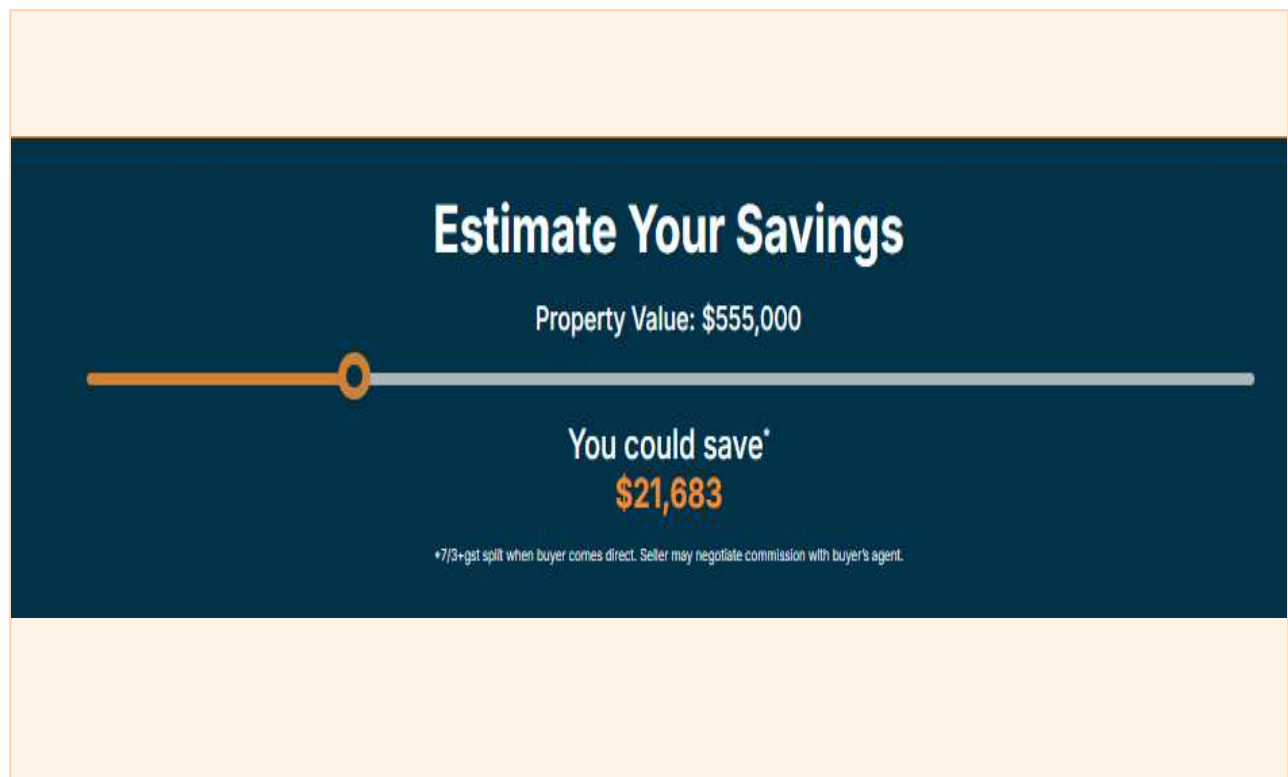
Contact Seller

Phone Number: 1-780-966-4449

The math that matters

On a \$500,000 home, a 5% commission equals \$25,000. At scale, 10 homes means \$250,000 in fees. With ComFree's \$497 flat fee per home, the same 10-home program costs \$4,970.

That \$245,030 savings funds additional lots, marketing, or product upgrades — and directly improves project IRR. Simple math, material impact.



How it works, step-by-step

1

SIGN UP

Choose the ComFree builder package

2

PROVIDE ASSETS

Specs, finishes, floorplans, photography. We can also coordinate virtual tours, professional photos and staging where needed.

3

GO LIVE

We handle compliance and publish to Realtor.ca® within one business day.

4

ROUTE LEADS

Inquiries flow directly to your sales team. No middleman.

5

TRACK & OPTIMIZE

Use your REALTOR.ca® activity dashboard to understand interest and adjust pricing or incentives.

6

CLOSE CONFIDENTLY

We can assist with offer-to-purchase workflow and provide access to discounted legal fees through partner firms.

7

SCALE

Repeat for additional specs and phases as your pipeline grows.



THE OFFER FLOW CHART

Buyer Tips

Get pre-qualified for a mortgage before you begin your search and establish a budget

Make a cheque payable to the seller's lawyer "in trust". This protects your deposit

If you wish to make a counter offer, make the changes you want on the Offer to Purchase provided by COMFREE. Initial all changes and give it back to the seller

If you don't include any (buyer's) conditions in your offer, when they have been met, remove them and forward the completed COMFREE Condition Removal Schedule to your Lawyer

Congratulations, you have bought your new home and saved thousands!

The transaction will be completed today.

Buyer Action

Pre-qualify for a mortgage

Complete the Offer to Purchase Form provided by COMFREE to the sellers

Provide Offer to Purchase and Deposit cheque to Seller

Counter-Offer

Remove Conditions

iSOLD

Possession Day

Seller Action

Receive the offer and deposit cheque

Consider the Offer

Counter the Offer

Reject the Offer

Accept the Offer

Forward the completed offer and the deposited cheque to your lawyer

Remove Conditions

Seller Tips

When receiving an offer, ask that the buyer be pre-qualified

Never sign (accept) more than one offer.

If you receive multiple offers, accept only one.

If you wish to make a counter offer, make the changes you want on the Offer to Purchase, initial all changes and give it back to the buyer.

You do not have to counter the offer. You can do nothing, let it expire and return the deposit cheque. Generally it is better to counter the offer.

If you include any (seller's) conditions in your offer, when they have been met, remove them and forward the completed condition removal (provided by COMFREE), schedule to your lawyer.

Congratulations, you have now sold your property and saved thousands! Install the "Sold Sign"

The transaction will be completed today.

IN PARTNERSHIP WITH EDMONTON LAW OFFICE AND
ZUBIC LAW

ZUBIC LAW
PROFESSIONAL CORPORATION



Edmonton Law Office
Where Clients Come First

Builder Success Story

CAMI COMFORT HOMES — ALBERTA

Challenge: Managing commissions on multiple specs while reducing days-on-market.

Solution: Listed with ComFree at \$497 per home; kept sales centre as the single point of contact.

The result: Faster turn on inventory, thousands saved per door, and better visibility into buyer activity.

“

It was an absolute pleasure working with Lindy at ComFree. Great communication, quick troubleshooting, and fast action! Will definitely list one of our properties again.

Cassandra Horner, Cami Comfort Homes



Relieving the pain points

→ **Communication & Transparency:**

Fewer intermediaries mean cleaner buyer conversations, better feedback loops, and more opportunities to introduce alternates or upgrades.

→ **Profitability:**

Eliminating percentage commissions protects margins on every door — especially meaningful when input costs and rates are elevated.

→ **Access & Speed:**

MLS ensures your homes are included in buyer shortlists immediately; automated alerts compress the time between discovery and showhome visit.

→ **From builders we hear consistent positives:**

We consistently hear that ComFree delivers a more predictable cost of sale, more control over messaging, better use of in-house sales talent, and confidence from seeing activity data in real time.

Core Insight

Why They Resist & How ComFree Counters It

Builder Concern / Myth	Reality (ComFree Advantage)	Marketing Hook
"MLS means losing control or paying commission."	ComFree isn't an agent. You stay in control, pay a flat \$497, keep 100% of your margin.	"Keep control. Keep your margin. Just add buyers."
"Our show home traffic is fine."	Traffic ≠ leads that convert. 40 million monthly buyers browse REALTOR.ca; 1 million+ get ComFree alerts. Those are buyers you're not reaching.	"Your next buyer is already looking for your home—are you visible?"
"We already have a sales team."	Great! ComFree plugs directly into them, delivering warm leads through our CRM—no middleman.	"Supercharge your sales team with direct, commission-free buyer leads."
"MLS is for resale homes."	MLS is the #1 marketplace where buyers begin every home search, new or resale.	"Be where 90% of Canadian homebuyers start."
"Listing takes time and paperwork."	ComFree handles everything—professional listing setup, photos, MLS compliance, and live within 24 hours.	"List today. Get seen tomorrow."

Quick-start Checklist

For your first deployment we recommend:

- Select one active spec as the pilot listing.
- Provide complete assets (floorplans, finishes, photo set) to maximize buyer confidence.
- Publish and monitor activity for the first 7-14 days; adjust price or incentives only with data.
- Compare lead volume, days-on-market, and cost of sale against your non-MLS® baseline.
- Roll out to the next three homes once you validate the uplift.

This transforms MLS visibility into a disciplined, builder-run sales engine — not a hand-off to third parties.

Use this one-page checklist to get your home list-ready with confidence.

Every item below aligns with the steps from ComFree's 'Before You List' Playbook.

Preparation

- ☐ Declutter and clean all rooms – make it photo-ready. De-personalize, put away family photos, or any collection items.
- ☐ Complete small touch-ups (paint, lighting, curb appeal).
- ☐ Know your mortgage renewal date, payout and preferred possession date.

Pricing

- ☐ Get listed with ComFree. Book a sales call today. ComFree can help with comparables when you're ready list, or Google and ChatGPT are great resources.
- ☐ Set your listing price based on current market trends (first-14-day strategy).

Photos & Listing-Seller's Toolbox

- ☐ Schedule professional photos through your ComFree link provided (after purchase).
- ☐ Depending on your area, **travel fees** may apply for the photographer which are not included.
- ☐ Complete two simple forms in the sellers toolbox
- ☐ Choose your MLS® launch date and confirm listing details.

Visit **ComFree.com** to book your List-Ready consultation or run the Commission-Savings Calculator.

Paperwork - Your Online Documents via Seller's Toolbox

- ☐ You will need to SIGN IN/LOGIN to your Seller's Toolbox (Please use the same email as you used when purchasing your package)
- ☐ Begin Step 1 & 2 online forms: **Listing Agreement & Input form** (Please ensure you choose the correct Province form you are selling in)
- 1. To the best of your knowledge of your property, please fully complete the forms. Give yourself time to complete with documentation, pricing and description.
- 2. Write a compelling headline and description (highlight upgrades and lifestyle). Our service team will assist in corrections, legal wording for real estate boards, etc.
- 3. Upload RPR, disclosures, and Property Taxes or Land Title documents.
- 4. Ensure you have the correct phone number associated with your listing, we want those calls and texts to come to you!
- 5. After submitting your forms they go directly to our office, no need to check up, we got you! You will hear from our Customer Service Team - they are diligently working on your listing!

Launch & Next Steps

- ☐ Confirm MLS® listing live and active on realtor.ca® (40M+ monthly visitors).
- ☐ Make sure signage is up and visible (24hours is needed for QR code and realtor.ca® activation)
- ☐ Share your ComFree listing link on social media and to your network.
- ☐ Track inquiries and showing requests daily in your dashboard.
- ☐ Be sure to download your showingtime app for bookings and inquiries
- ☐ If not sold after six months, activate your ComFree Money-Back Guarantee – no risk!

Select your lawyer for closing:

- Edmonton Law Office (Alberta)
\$699 + disbursements
- Anya Zubic Corp. (Ontario & BC)
\$699 + disbursements
- McDougall Gauley LLP
Barristers & Solicitors (SASK) Ada Aja

If both parties use the same lawyer, save even more!



ROI Worksheet

Home Price: _____

Homes Sold / Year: _____

Traditional 5% Commission: _____

ComFree Cost (\$497 × #Homes): _____

Annual Savings: _____

Tip: Also calculate carrying-cost savings from reduced days on market (interest, utilities, taxes).

Estimate Your Savings

Property Value: \$415,000



You could save*

\$17,273

*7/3+gst split when buyer comes direct. Seller may negotiate commission with buyer's agent.

Next steps

Your next buyer is already searching on Realtor.ca®. Let's make sure they find you.

1. Download this playbook (done!)
 2. See your potential reach, buyer data, and ROI.
 3. Start listing your first home for \$497.
-

TOP 5 REASONS BUILDERS LIST WITH COMFREE

1. **Keep Your Margin:**
Replace percentage commissions with a predictable \$497 flat fee per home.
2. **Expand Your Funnel:**
MLS® + automated alerts bring qualified buyers who would not see show home-only marketing.
3. **Retain Control:**
Your sales center handles every inquiry; you set pricing, incentives and terms.
4. **Simple & Fast:**
Compliance and listing setup handled in one business day; no process overhaul.
5. **Builder-Centric Support:**
Assets guidance, optional pro media, offer assistance, and partner legal rates.

Sell Smarter. Buy Better.



Buy Smart.
Sell Simple.

Get in touch

877-888-3131

10807-124 Street
Edmonton AB, T5M 0H4

comfree.com