



Commercial Focus Realty Inc.

 CoStar[®]
POWER BROKER
2015-2017 Top Broker Award
Based on Sales Volumes

OUR SERVICES

CFRealty has four main service sectors:



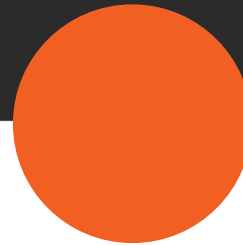
Brand Recognition

CFRealty has been in operation for over a decade and has a stellar reputation in the marketplace. The firm has done over \$7BB in sales and has closed over 800 transactions.



Highly Skilled Professional Team

The principles of the company are some of the most seasoned realtors in the business. Many are industry leaders in their own fields.



Professional Office

CFRealty is conveniently located in central Toronto and Agents have access to private boardroom, photocopier and hotelling workspace.



Professional Marketing Materials and WEB

CFRealty has recently re-branded web and social media and all marketing materials which rival our larger competitors.

Access & Expenses

Office Access

All Agents have access to our professional offices at Highway 401 and Yonge including the ability to book the large boardroom for private meetings. There is also a small working space for Agents stopping in to complete paperwork or make some calls. Agents will all be given a corporate email, web presence but will use their own cell lines for business.

Support Staff & General Expenses

We have no full time staff in order to keep costs down. Agents will have access to a deal secretary free of charge. Secretarial services are available at an additional fee. Photocopying is also an additional fee should you use our machine. The office has no fax line. All work is internet based.

Other Expenses

The Agents will be responsible for their own costs such as: personal advertising; business cards; signs; RECO fees; TREB fees; other association fees; insurance; personal education or self development. These fees are paid directly by the Agent to the providers and are not the responsibility of CFRealty.

Services



Mandatory Memberships

All Agents must belong to and in goods standing with RECO and must join the Toronto Real Estate Board at their own expense.

Data Services

We have many data collection services here at CFRealty to help our Agents be successful. We have access to RealTack and CoStar. These are two powerful tools which will greatly enhance your success rate in doing and finding deals. We consider them fundamental to anyone wanting to be successful in this field. We also have casual access to Urbanation, RealNet and some other third party providers.

Website

The Agents will be posted on our website as active with contact information and bio. They will also be able to advertising listing on the site and see listing of others in the firm that have been posted on the site. The site has many hits and a lot of traffic is driven to it via our Apartment and Land Digests. It is highly interactive and engaging.

We have
represented over
7 billion dollars
in **sales** over the
last decade.





Desk Fees & Splits

For the base services provided at CFRealty, the Brokerage charges each Agent a desk fee of \$400 per month plus HST. This is paid to the Brokerage in advance in monthly installments. WE DO NOT take desk fees off of deals nor do we allow any accrual of desk fees until a deal is done. This goes the same for monthly expenses which will be billed to Agents monthly and must be paid monthly.

Commission Splits are 10% for CFRealty and 90% for the Agent +HST. They will be paid according to the terms and conditions in the Agent contract. The 10% to CFRealty is over and above to any Desk or Monthly expense owed or paid to the Brokerage.

ANNUAL CAP – each Agent will have a cap on commission equal to \$15,000 +HST every 12 months. THIS MEANS THAT IF AN Agent CAPS OUT IN A YEAR THE MAXIMUM FEES THEY WILL PAY WOULD BE \$19,800 +HST (this exclude monthly expenses).

CONTACT US

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