

MERE POSTING SELLER CHECKLIST (CANADA)

Property Address: _____

City / Province: _____

Listing (Mere Posting) Brokerage: _____

MLS® Number: _____

Lawyer (Name / Firm): _____

Lawyer Contact (Email / Phone): _____

Target List Date: _____ Target Closing Date: _____

SECTION 1 – IS MERE POSTING RIGHT FOR YOU?

- ☐ I understand that by managing my own sale, I am acting as a Self-Represented Party (SRP) in negotiations and the brokerage cannot provide strategic advice.
- ☐ I am comfortable speaking with **buyer agents and buyers directly**.
- ☐ I have enough time to keep the home **show-ready** and respond quickly to inquiries.
- ☐ I am willing to **pay a real estate lawyer** to review offers, amendments, and closing documents.
- ☐ My property is relatively **straightforward** (no complex tenancies, unusual title issues, or major legal disputes).

SECTION 2 – BUILD YOUR SUPPORT TEAM

- ☐ I have hired a **real estate lawyer** experienced in residential sales.
- ☐ I understand the lawyer's **fee structure** and what is included (offer review, conditions, amendments, closing).
- ☐ I have my lawyer's **email and phone** saved and ready for when offers arrive.

SECTION 3 – CHOOSING A MERE-POSTING BROKERAGE

- ☐ I have identified **two or more** brokerages that advertise flat-fee / mere posting services in my province.
- ☐ I have verified each brokerage is **licensed** on my provincial regulator's public register.
- ☐ I have confirmed they are members of the **correct board** for my area (e.g., TRREB, RAHB, NSAR, etc.).
- ☐ I have compared **package details** (price, listing term, photo limits, edit fees, add-ons).
- ☐ I know exactly what is **included** (MLS® entry, status updates, etc.).
- ☐ I know exactly what is **not included** (pricing advice, showings, negotiations, etc.).
- ☐ I have chosen my mere-posting brokerage.

SECTION 4 – BUYER-AGENT COMMISSION & TRUST ACCOUNT

- ☐ I have reviewed **active comparable MLS® listings** to see what they are offering for buyer-agent commission.
- ☐ I have decided what **buyer-agent co-op** I will offer (percentage / flat amount).
- ☐ I understand that commission is **negotiable** and there is **no standard rate**.
- ☐ I have confirmed **who will hold the deposit in trust** (Buyer's Brokerage, Listing Brokerage, or Seller's Lawyer).
- ☐ I have confirmed that account is a **regulated trust account** under my province's rules.

SECTION 5 – SIGNING THE LISTING AGREEMENT

- ☐ I have read the **limited-service listing agreement** in full.
- ☐ The **flat fee**, HST, and any extra charges (edits, relists, photos) are clearly written.
- ☐ The **listing start and end dates** are correct.
- ☐ I have provided government-issued photo ID for all owners to the brokerage for mandatory FINTRAC identity verification.
- ☐ The **buyer-agent commission** shown in the agreement matches what I decided.
- ☐ The agreement clearly describes the **scope of services** (what they will and will not do).
- ☐ I have confirmed **where the deposit will be held** and how.
- ☐ I have signed the listing agreement and received a **copy for my records**.

SECTION 6 – PRICING THE PROPERTY

- ☐ I have pulled **recent solds** for similar properties in my neighbourhood.
- ☐ I have considered differences in **size, condition, lot, and location**.
- ☐ I have reviewed **days on market** and price reductions on comparable homes.
- ☐ (Optional) I obtained an **appraisal** or paid for separate pricing advice.
- ☐ I have chosen a **realistic list price** that fits current market conditions.

SECTION 7 – PREPARING THE HOME

- ☐ I have done a **deep clean** (kitchen, bathrooms, floors, windows where possible).
- ☐ I have **decluttered** (removed excess furniture, personal items, piles of belongings).
- ☐ I have completed **simple repairs** (bulbs, handles, small leaks, paint touch-ups where reasonable).
- ☐ The **front entry and exterior** are tidy and presentable (lawn/snow, walkway, door).
- ☐ I have a plan for **pets** during showings (removed or safely contained).

SECTION 8 – PHOTOS & FLOOR PLAN

- ☐ I have arranged for **professional real estate photography** OR
- ☐ I have taken my own photos in **daylight** with all lights on, from good angles.
- ☐ The photos show the **main rooms clearly** and are not dark or cluttered.
- ☐ (Optional) I have ordered a **floor plan / measurements** from a measurement service.
- ☐ I have selected the **best photos** for MLS® (and labeled them if requested).

SECTION 9 – GATHERING LISTING DATA

- ☐ I have the **legal address** and unit number (if condo) correct.
- ☐ I have the latest **property tax amount**.
- ☐ If condo: I have the **monthly condo fees** and know what they include.
- ☐ I know my **rental items** (water heater, furnace, AC, alarm, etc.).
- ☐ I have a list of **inclusions** (appliances, fixtures) and **exclusions** in writing.
- ☐ I know approximate ages of **roof, furnace, AC, windows, major renos** (or have clearly stated if unknown).
- ☐ (Condo Only) I have ordered or know how to order the **Estoppel/Status Certificate** so it is ready for interested buyers
- ☐ I have disclosed any known major issues to my lawyer (water, mould, structural, major defects) and understand how they should be handled.

SECTION 10 – BUILDING THE MLS® LISTING

- ☐ I have completed the brokerage's **listing information form** honestly and fully.
- ☐ I have drafted **public remarks** that describe layout, light, upgrades, and location accurately.
- ☐ I have set **showing instructions** (notice required, hours, lockbox vs owner present).
- ☐ I have provided all **photos and floor plans** to the brokerage.
- ☐ I have requested a **draft MLS® printout** before going live.

SECTION 11 – REVIEWING THE MLS® DRAFT

- ☐ The **list price** is correct.
- ☐ The **address and property type** are correct.
- ☐ The **bedroom and bathroom counts** are correct.
- ☐ The **property tax** and (if applicable) **condo fees** are correct.
- ☐ The **buyer-agent commission** is what I agreed to.
- ☐ Inclusions and exclusions are correctly listed.
- ☐ Showing instructions and **contact details** in REALTOR®-only remarks are correct.
- ☐ I have asked to fix any errors **before** the listing goes live.

SECTION 12 – GOING LIVE

- ☐ My listing is now **Active** on MLS®.
- ☐ I have confirmed it appears correctly on **REALTOR.ca**.
- ☐ I have saved a **PDF or screenshot** of the live listing for my records.

SECTION 13 – SHOWINGS & SAFETY

- ☐ I have set clear **showing windows** (times I will allow showings).
- ☐ I have decided on **minimum notice** (e.g., 2 hours, 24 hours).
- ☐ I have a **lockbox** or reliable method to provide access.
- ☐ I have a simple **showing log** (date, agent, feedback).
- ☐ I have removed or secured **valuables, small electronics, meds, and sensitive documents**.
- ☐ I do not allow **unscheduled drop-ins** without proper booking.
- ☐ I understand I must not make **discriminatory comments or decisions** based on protected grounds.

SECTION 14 – MONITORING INTEREST

- ☐ I am tracking the **number of showings** per week.
- ☐ I am collecting **feedback** from agents and buyers.
- ☐ If I get many showings but no offers, I have discussed **pricing or presentation changes** with my lawyer or an advisor.
- ☐ If I get almost no showings, I have reevaluated **price and photos**.

SECTION 15 – OFFER PREPARATION

- ☐ With my lawyer, I have decided my **target price** and **minimum acceptable price**.
- ☐ I know which **closing dates** work for me and which do not.
- ☐ I understand common **conditions** (financing, inspection, status certificate) and which are higher risk (sale of buyer's property, very long condition periods).
- ☐ I am ready to **forward every offer** to my lawyer immediately.

SECTION 16 – WHEN AN OFFER ARRIVES

For each offer:

- ☐ I have received the **full written Agreement of Purchase and Sale (APS)**.
- ☐ I have forwarded the complete offer to my **lawyer**.
- ☐ I have reviewed with my lawyer:

- Price
- Deposit amount & timing
- Closing date
- Conditions & condition deadlines
- Inclusions/exclusions
- Any additional clauses

- ☐ I have decided (with my lawyer) whether to **accept, counter, or reject**.
- ☐ Any counter-offer or change has been done in **writing and signed**, not verbally.

SECTION 17 – MANAGING DEPOSITS & CONDITIONS

For the accepted offer:

- ☐ The **deposit payee** (brokerage or lawyer trust) is correct in the APS.
- ☐ The **deposit due date** is clearly noted in my calendar.
- ☐ I have received **written confirmation / receipt** when the deposit is paid.
- ☐ I have all **condition deadlines** entered in my calendar.
- ☐ I have sent all **inspection reports or issues** to my lawyer for advice before agreeing to repairs or credits.
- ☐ Any change in price, closing date, or terms is documented in a **signed amendment**.
- ☐ I have received **written waivers / fulfilments** of all conditions.
- ☐ I know the date when the deal became **firm**.

SECTION 18 – UPDATING THE LISTING

- ☐ I have notified my mere-posting brokerage when the offer was **accepted (conditional)**.
- ☐ I have notified them when the deal became **firm**, so they can update the MLS® status.
- ☐ I have sent copies of the signed Waivers/Notice of Fulfillment to the brokerage so they can officially mark the property 'Sold' on MLS®
- ☐ I have kept a **copy of the final listing status** (e.g., sold conditional, sold firm).

SECTION 19 – PREPARING FOR CLOSING

- ☐ I have provided my lawyer with any **additional documents** they requested.
- ☐ I understand the **Statement of Adjustments** (taxes, condo fees, any rent adjustments).
- ☐ I know approximately how much **net sale proceeds** to expect after mortgage payouts and costs.
- ☐ I have booked my **movers** / move-out plan to align with the closing date.
- ☐ I am maintaining the property in **similar condition** to when the buyer purchased it.
- ☐ I have not removed any **fixtures** that were included in the APS.

SECTION 20 – CLOSING DAY

- ☐ I am available (or reachable) on closing day if my lawyer needs anything.
- ☐ My lawyer has confirmed **funds received** and that my **mortgage has been paid out** (if applicable).
- ☐ I have followed instructions on how and when to **hand over keys** (often via the lawyer or buyer's agent).
- ☐ I have obtained confirmation that **title has transferred** and the sale is complete.
- ☐ I have kept all **closing documents, APS, amendments, waivers, and statements** in a safe place.

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- Replaces the advice of a **licensed real estate professional, real estate lawyer, accountant, or financial advisor** who can review your specific situation.
- Guarantees that a mere posting, flat-fee MLS® service, or any other selling method is appropriate, compliant, or financially beneficial for you.

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Before you make decisions about listing, pricing, selling, or using a mere posting service:

- **Consult a real estate lawyer** in your province for advice on contracts, conditions, deposits, and your legal rights and obligations; and
- Confirm current rules and licensing information with your **provincial real estate regulator** and local real estate board.

If you are currently under a listing agreement with another brokerage, this material is **not intended to solicit** clients already under contract.