

Exposure Wins: Sell Smarter With ComFree

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.*

“

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

Welcome – Sell Smarter. Buy Better

The commercial real estate market in Canada has changed — and so has the way successful sellers bring properties to market.

Today, visibility matters more than representation. Control matters more than contracts. And sellers who understand this shift are keeping more of their equity while still accessing the exact same buyer pool as traditional brokerages.

This guide is designed for commercial property owners, developers, and business operators who want a modern, efficient, commission-free way to sell — without sacrificing credibility or exposure.

ABOUT THIS GUIDE

This guide follows the same proven ComFree selling framework used across Canada, adapted specifically for **commercial real estate**.

Inside, you'll learn: - Why the traditional commercial brokerage model is no longer necessary for most sellers - How MLS® and Realtor.ca® exposure actually drives commercial sales - How to maintain control while attracting serious buyers and buyer-agents - How to sell efficiently, transparently, and without commission.

Each chapter is intentionally concise and action-oriented — designed to reflect how commercial sellers think and operate.

Chapter 1

The Commercial Mindset Shift

For decades, commercial real estate was built around exclusivity. Listings were controlled by broker networks, information moved slowly, and sellers were told complexity required representation.

That model no longer reflects reality.

Commercial sellers today are informed, analytical, and capable. They understand their assets, tenants, zoning, and numbers better than anyone else. What they need isn't permission to sell — it's **visibility**.

ComFree provides that visibility by placing your property on the **same MLS® system** used by every commercial agent in Canada. Your listing appears on Realtor.ca® alongside traditional brokerage listings — identical exposure, identical credibility.

The difference is control.

With ComFree, you decide: - How your property is positioned - Who you speak with - When and how negotiations happen.

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You are not removing exposure — you are removing unnecessary cost.

Commercial selling isn't risky when you control the process. It's efficient

Chapter 2

Control is Your Competitive Advantage

Traditional commercial listings often come with a trade-off: exposure in exchange for control.

Once an exclusive agreement is signed, communication, pricing changes, buyer interaction, and negotiation flow through a third party — often delaying momentum and reducing transparency. ComFree eliminates that bottleneck.

What Control Looks Like

1 You set and adjust your price at any time

2 Buyer and agent inquiries come directly to you.

3 You approve all listing details before publication.

4 You negotiate on your timeline, not an agent's.

5 Sensitive information stays private until you decide otherwise.

Commercial buyers value clarity and speed. Direct communication builds confidence faster than layered messaging ever could.

When sellers control the process, deals move cleaner and close faster.

Chapter 3

The Power Of Exposure

Exposure sells commercial real estate — not representation.

Exposure — not representation — is what sells commercial real estate.

Realtor.ca® is Canada's largest real estate marketplace, with over **40 million monthly visitors**. Every commercial buyer-agent relies on MLS® daily to source properties for clients.

When you list with ComFree: - Your property is published on MLS® - It feeds directly to Realtor.ca® - It appears alongside brokerage listings nationwide - All inquiries go straight to you.

**There are no more powerful private networks.
than MLS®**

A large agricultural commercial property in Cypress County, Alberta, sold through ComFree
for

\$33,250,000

after only 66 days on MLS®.

The seller paid a flat listing fee and saved approximately **\$2.66 million** in commission.
Exposure created the opportunity. Direct negotiation closed the deal.

Chapter 4

Why ComFree Works for Commercial Sellers

Commercial sellers don't just want savings — they want **efficiency, credibility, and results.**

The ComFree Model Delivers ALL THREE

- Flat-fee MLS® and Realtor.ca® exposure
- No commission obligations
- No exclusive contracts
- No gatekeepers

Your listing carries the same professional weight as any brokerage listing — without sacrificing equity.

The Formula is Simple

Exposure + Control = Results

Chapter 5

What Actually Sells Commercial Properties

Commercial buyers make decisions based on fundamentals, not sales tactics.

1.) Visibility

If buyers can't find your property, they can't buy it. MLS® exposure solves this.

2.) Positioning

Clear information builds trust. Buyers want zoning, size, access, income potential, and upside — not fluff.

3.) Accessibility

Direct access to the seller shortens timelines and removes friction.

ComFree provides the platform. Sellers provide clarity. Together, deals move faster.

Chapter 6

Direct Deals Close Faster

**Intermediaries add
delay.**

Direct buyer-seller communication removes it.

With ComFree: - Questions
are answered immediately -
Negotiations are transparent
- Momentum is maintained.

Commercial transactions already
involve financing, inspections, and
legal review. Removing unnecessary
layers simplifies the process without
increasing risk.

Chapter 7

The Real Cost of Commission

Commission is often the largest single expense in a commercial transaction — and the least scrutinized.

“ _____ A 5% commission on a \$4,000,000 sale equals **\$200,000.**

“ _____ With ComFree, sellers pay a flat fee — typically under **\$1,200** — for the same MLS® exposure.

That difference stays on your balance sheet.

Chapter 8

Staying The Course

Commercial properties do not sell in straight lines. Market cycles, buyer timing, and due diligence periods are normal.

Terminating early rarely improves results — but it almost always reduces net proceeds.

Staying listed with ComFree means: - Full MLS® visibility remains - Buyer-agents must still present your property - You retain pricing and negotiation control - You avoid commission entirely!

When sellers stay the course, outcomes improve.

Chapter 9

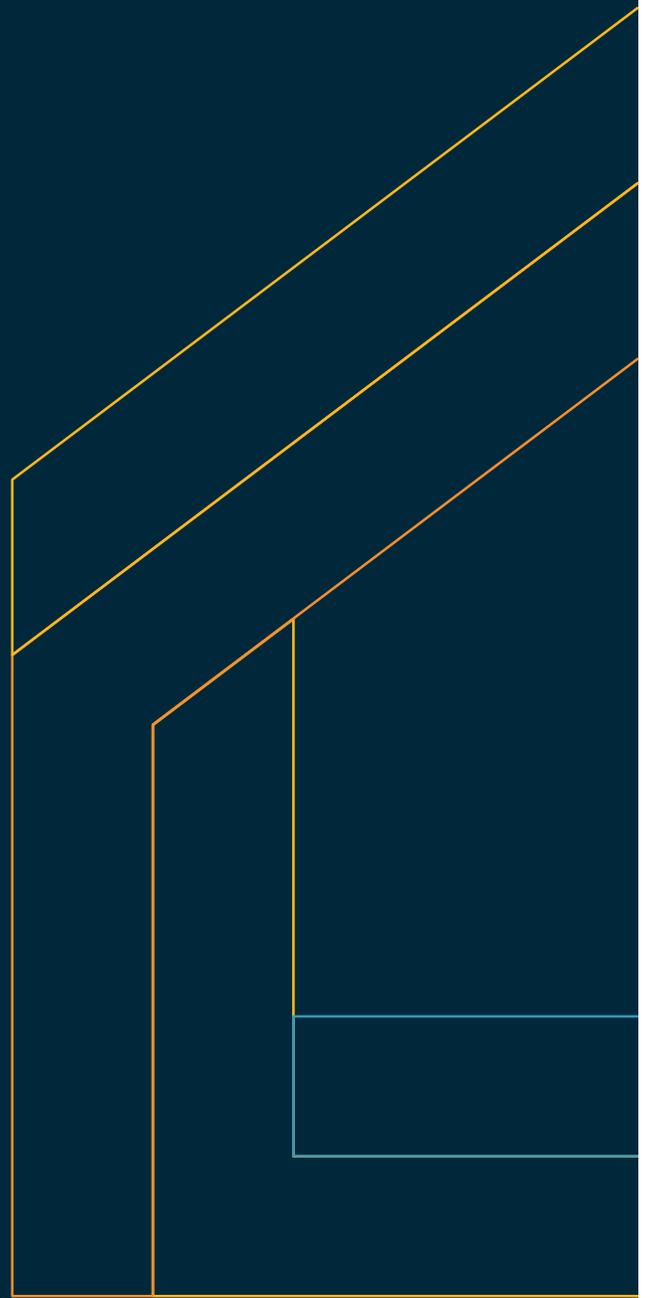
Take Back Control

Commercial real estate has evolved.

Buyers are online. Information is transparent. And sellers no longer need to trade equity for access. ComFree gives you the same professional exposure as traditional brokerages — without the commission, contracts, or delays.

You built the asset. You deserve to keep the return.

Sell Smarter. Bye.



You got this!
Sell Smarter.
Buy Better.

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