

CANADA Eh!– REAL ESTATE BUSINESS IN & WITH CANADA

October 10, 2018
10:00amCST

Presenters:

Brian Finley, Global Committee Member
Buyer Agent Brian & Company Real Estate
Edmonton, Alberta

and

Sharon von Schoenberg
Product Manager, Global Services
CREA

CREA Global 



Country Overview



POPULATION: 35.1 Million (2016-Stats Canada)

13 Largest Cities:

Vancouver, BC

Edmonton, AB

Calgary, AB

Saskatoon, SK

Winnipeg, MB

Waterloo Region, ON

London, ON

Toronto, ON

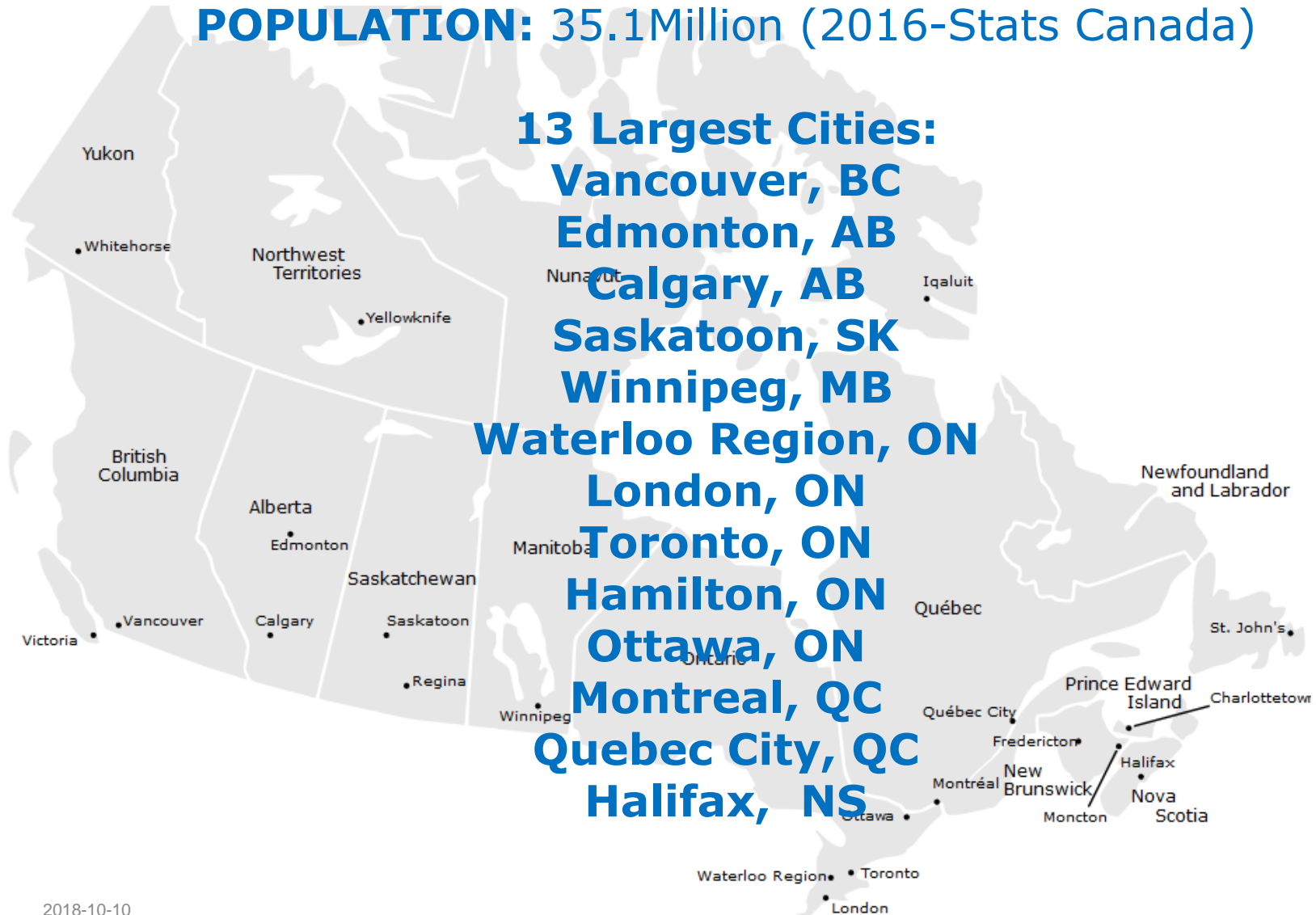
Hamilton, ON

Ottawa, ON

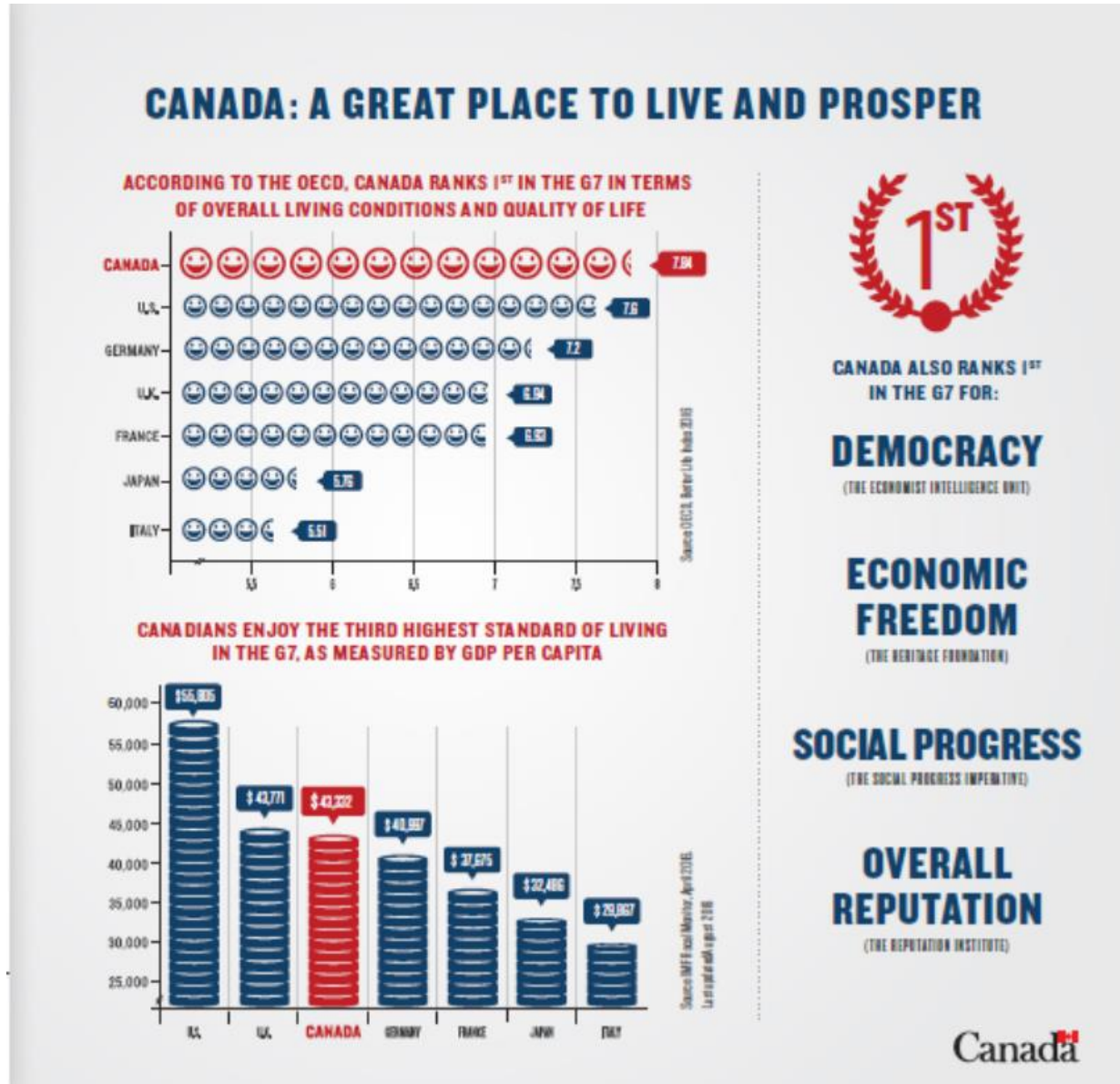
Montreal, QC

Quebec City, QC

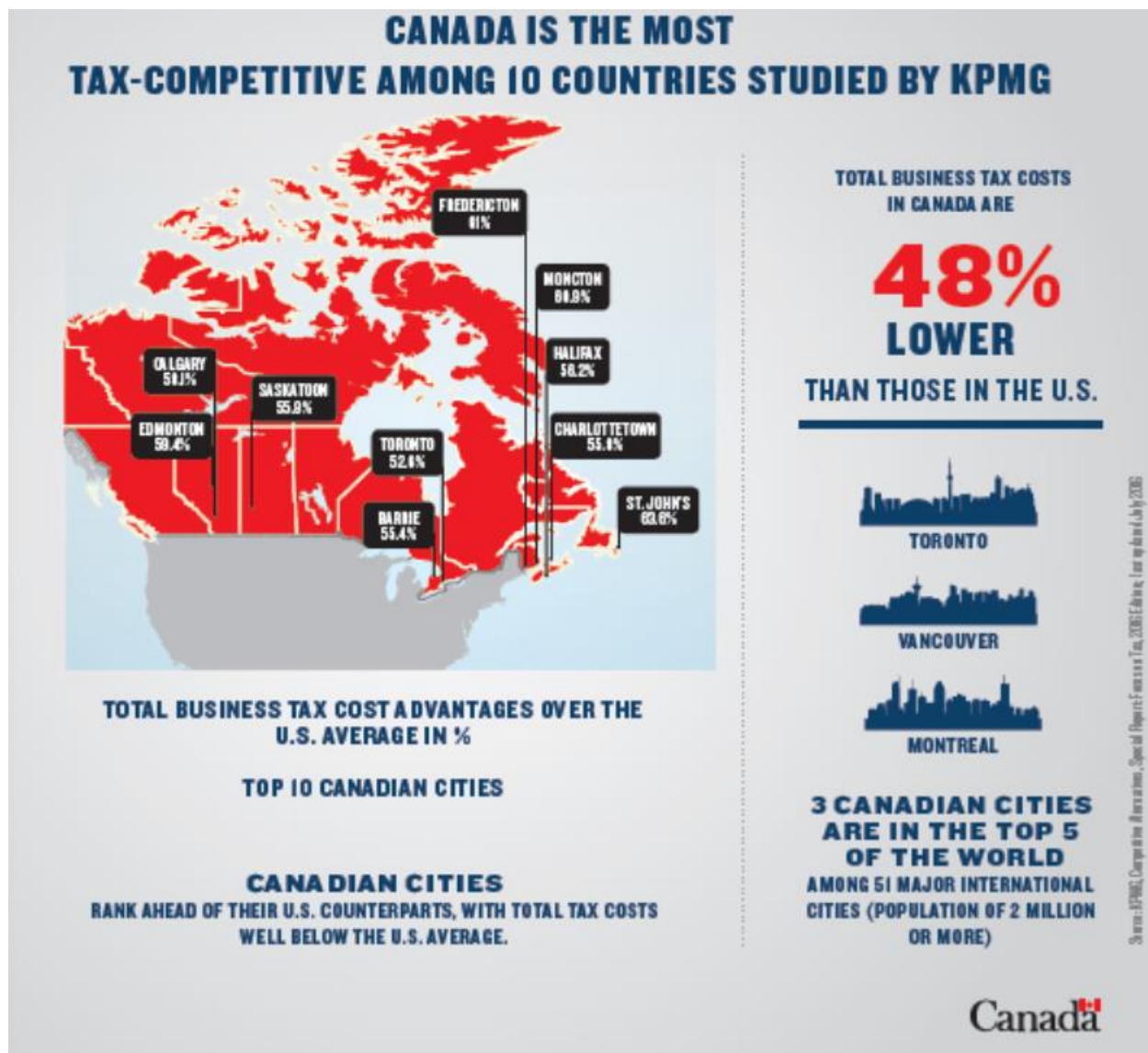
Halifax, NS



Country Overview



Country Overview



The Canadian Real Estate Association (CREA)



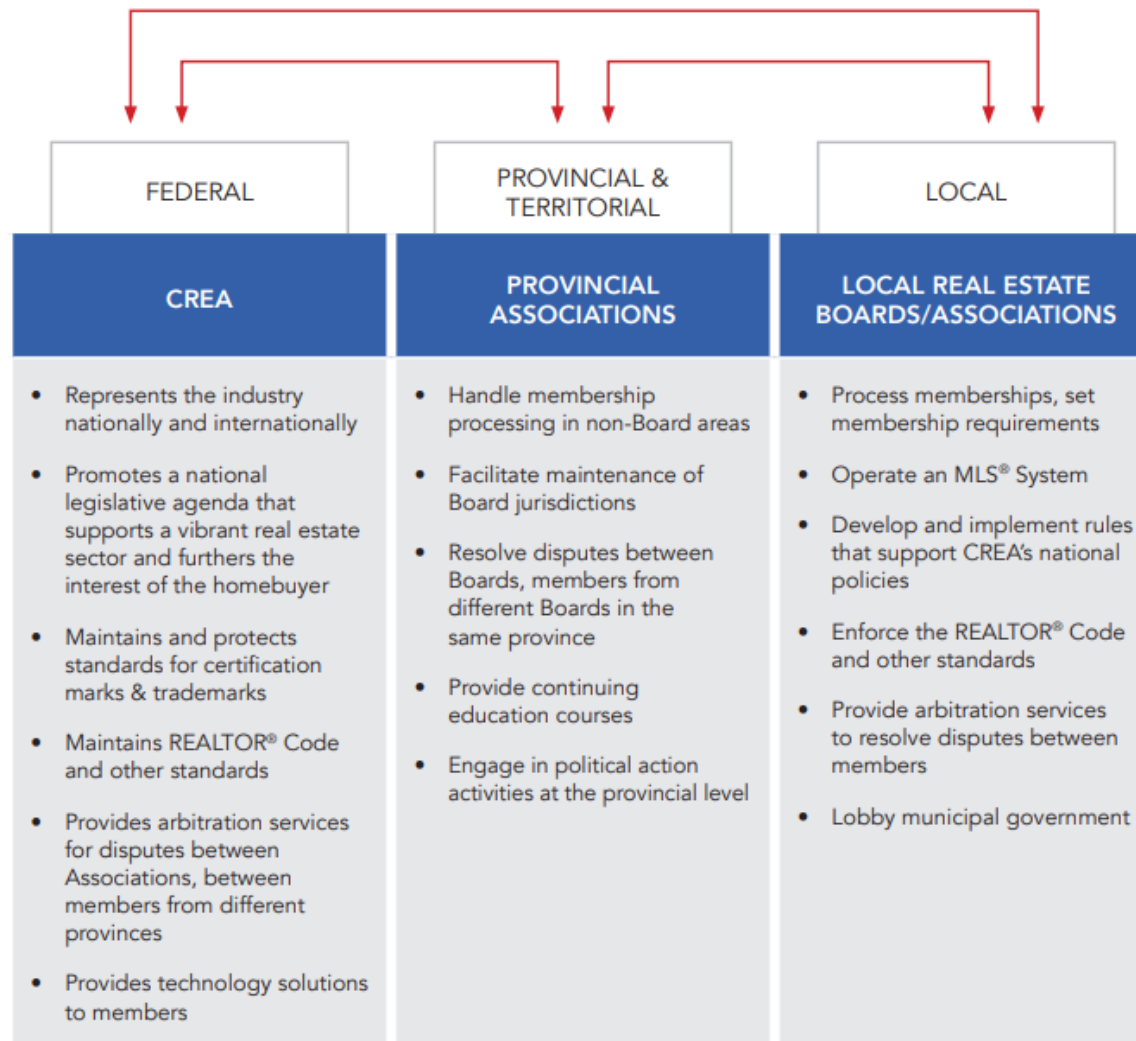
Over 125,000 real estate brokers, agents and salespeople, working through 90+ real estate Boards and Associations across Canada.

What we do:

- Represents the interests of its members
- Assists our REALTOR® members to better serve their clients
- Enhances member professionalism and ethics
- Produces accurate, up-to-date information and analysis on economic issues.



ORGANIZED REAL ESTATE IN CANADA



Overview of Real Estate Industry



- ◆ Provincial/Territorial regulators oversee the licensing of real estate professionals.
- ◆ REALTORS®
- ◆ MLS® systems – cover the entire country

Owning Property in Canada



Who Can Purchase?

Where?

Type?



Owning Property in Canada



- ❖ **Generally easy for non-resident to buy property**
 - ❖ Few restrictions

- ❖ **Where and what are non-residents buying:**
 - ❖ British Columbia, Ontario & Eastern Canada popular destinations
 - ❖ All types of property
 - ❖ Vacation, 2nd home and investment

- ❖ **MLS® systems – cover the entire country**

Vacation and recreational properties in Canada

Canada is a destination of choice for vacation properties. The country's diverse geography and topography are ideal for sports enthusiasts, nature lovers, wildlife aficionados and more. Owning recreational property in Canada can come with some special conditions or requirements: a REALTOR® specialized in these types of properties could help sort through details such as water rights, environmental laws and the types of inspections required and provide referrals to professionals in these areas,

Real Estate Transactions - What's Different



- ◆ Process
- ◆ Other Considerations: title, title insurance, taxes and fees etc.
- ◆ Financing? How much down, terms etc. (mortgage interest deductible?)
- ◆ Other?



Transaction Process – What's Different



- ◆ Process, timelines
- ◆ Use of Lawyers vs Notary
- ◆ Transaction Costs
- ◆ Escrow account?



Transaction Process – What's Different



THE RESIDENTIAL TRANSACTION PROCESS IN BRIEF

Below is a high-level, simplified view of what a residential transaction process could look like in Canada. Remember that every transaction is unique.

PROPERTY SEARCH	REALTOR® looks for properties that match buyer criteria
PROVISIONAL FINANCING	Financial requirements for the pending purchase are addressed by the buyer — sufficient funds are available in a Canadian financial institution
PROPERTY ASSESSMENT	Buyer reviews photographs and listing information on REALTOR.ca or visits potential properties with their REALTOR®
OFFER TO PURCHASE	REALTOR®, on behalf of their client will make an offer to purchase on the specific property, negotiate price, conditions and will also assist with recommending any property inspections
CONDITIONAL SALE	Through their respective REALTORS®, buyer and seller agree on a conditional contract of sale subject to conditions such as securing financing, home inspection, etc.
FINAL SALE	If all the conditions are fulfilled by the specified date then the sale is finalized
TITLE SEARCH AND REGISTRATION	Buyer secures a lawyer (notary in Quebec), who receives all necessary documents to perform a title search and register the buyer as owner of the property
CLOSING	Purchase, disbursement and commission fees and taxes are paid [normally handled by lawyer (notary in Quebec) in conjunction with REALTOR®]

THE COMMERCIAL TRANSACTION PROCESS IN BRIEF

This is a similarly high-level view of what the commercial transaction process could look like in Canada.

PROPERTY SEARCH	REALTOR® looks for properties that match buyer criteria
PROVISIONAL FINANCING	Financial requirements for the pending purchase are addressed by the buyer — sufficient funds are available in a Canadian financial institution
ZONING AND REGULATORY CHECK	REALTOR® confirms zoning of property is eligible for permitted uses; if the site is “brownfield” (i.e., already existing), provincial environment authorities may also need to be consulted
OFFER TO PURCHASE	Buyer makes an offer through his or her REALTOR® to purchase a specific property, negotiating price, conditions, inspections and REALTOR® recommends appropriate inspections for type of property
CONDITIONAL SALE	Through their respective REALTORS®, buyer and seller agree on a conditional contract of sale and the buyer secures a lawyer (notary in Quebec) to handle the final details
FINAL SALE	Building and property inspections occur; financing arranged; lawyer (notary in Quebec) checks for outstanding property issues (e.g., government work orders, liens)
TITLE SEARCH AND REGISTRATION	Lawyer (notary in Quebec) receives all necessary documents to perform a title search and register the buyer as owner of the property
CLOSING	Purchase, disbursement and commission fees and taxes are paid [normally handled by lawyer (notary in Quebec) in conjunction with REALTOR®]

Transaction Process – What's Different



- ◆ Use of Lawyers vs Notary
- ◆ Transaction Costs
- ◆ Escrow account?



Other Considerations:



As with any international business deal, it is important to be informed about Canadian laws, regulations and guidelines before conducting a real estate transaction.

Title, title
insurance, taxes
and fees etc.

Financing



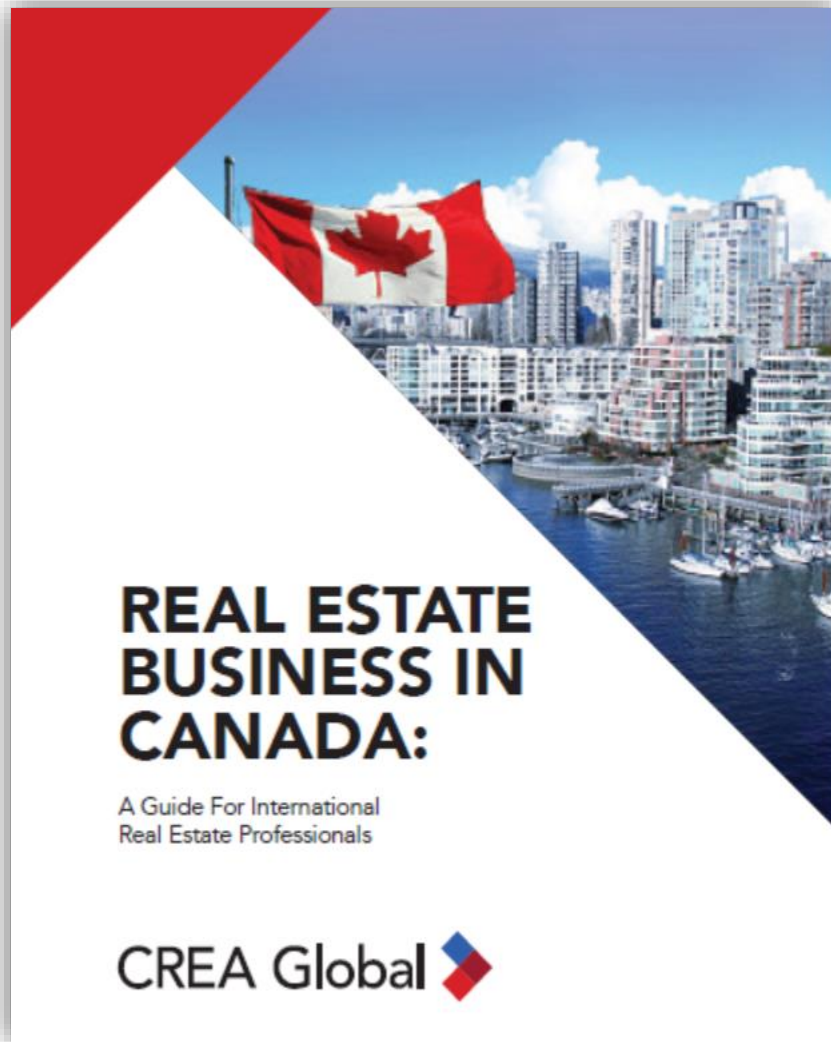
- ◆ Financing? How much down, terms etc.
(mortgage interest deductible?)

How to Work with a Canadian REALTOR®



- ◆ Tips to Locate: Global Directory, Facebook Group, Local Real Estate Board
- ◆ High Level of collaboration among REALTORS®
-so if you know a REALTOR® in one area they can refer to REALTOR® in area of interest
- ◆ Referral agreement





- ◆ **Overview of Real Estate industry**
- ◆ **Owning Property in Canada**
- ◆ **Transaction Process – What's Different?**
- ◆ **How to Work With a Canadian REALTOR®**

Global Clients: REALTOR.ca



Brought to consumers by
REALTORS®, REALTOR.ca
is the #1 real estate
website in Canada.*

* Source: comScore (+25yrs, +\$60k household
income)



2017 by the Numbers

300,000

average number of
REALTOR.ca listings

30,000+

average number of commercial
REALTOR.ca listings

2.6 million

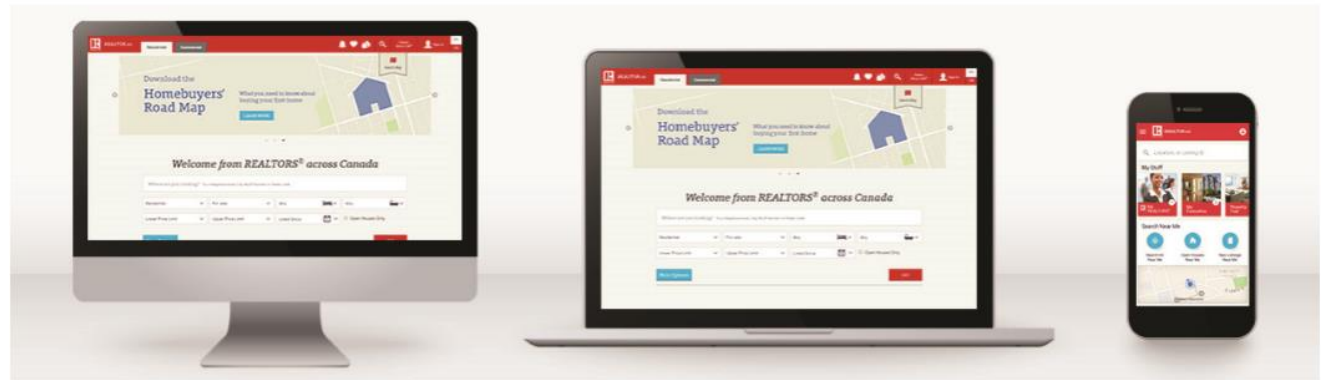
leads sent to REALTORS®

\$274 billion

value of residential sales
processed through MLS® Systems

\$144 billion

total value of REALTOR.ca
listings at any given time



Global Clients: National Overview



The Top 5 Countries Investing in Canada



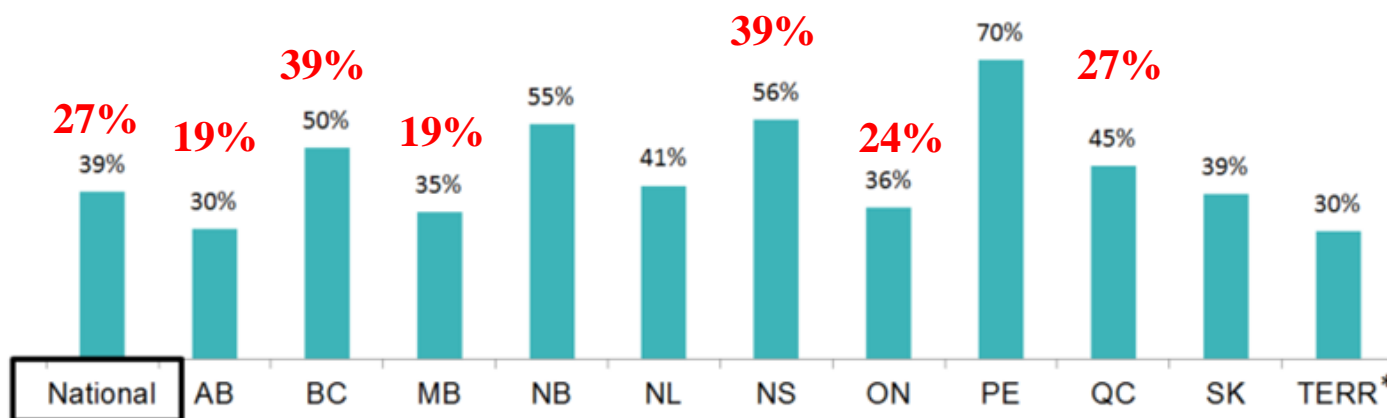
Inbound – Global Interest in Canada



Incidence of International Clients in the past 12 months



From 27% in 2015



Canadian Housing Stats



Average price forecast	2017	2017 Annual percentage change	2018 Forecast	2018 Annual percentage change	2019 Forecast	2019 Annual percentage change
Canada	508,924	4.0	494,900	-2.8	508,400	2.7
British Columbia	709,577	2.7	728,900	2.7	740,500	1.6
Alberta	398,201	0.4	392,800	-1.4	392,700	0.0
Saskatchewan	293,818	-2.2	289,200	-1.6	286,900	-0.8
Manitoba	287,330	3.5	292,000	1.6	294,500	0.9
Ontario	583,534	9.3	573,400	-1.7	592,300	3.3
Quebec*	292,545	4.5	305,000	4.3	313,800	2.9
New Brunswick	167,292	2.4	176,300	5.4	180,800	2.6
Nova Scotia	230,277	4.0	237,400	3.1	243,000	2.4
Prince Edward Island	201,966	12.5	205,900	1.9	208,700	1.4
Newfoundland	252,345	-2.2	248,500	-1.5	244,400	-1.6

** Provincial weighted average price for Quebec does not affect unweighted national average price calculations. Information on Quebec's weighted average price calculation can be found at: <http://www.fcic.ca/immobilier-statistiques-definitions.php>*

The Canadian Real Estate Association (CREA) has updated its forecast for home sales activity via the Multiple Listing Service®(MLS®) Systems of Canadian real estate Boards and Associations in 2018 and 2019.

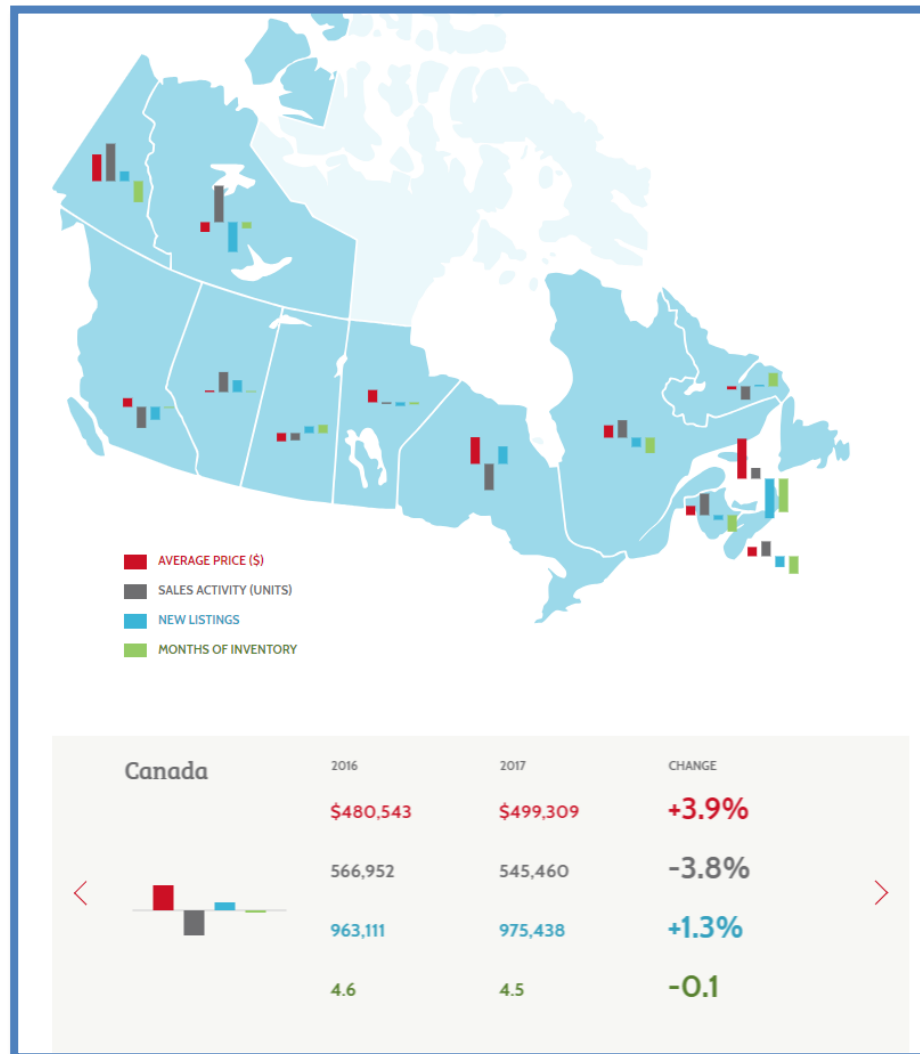
Canadian Housing Stats



Sales activity forecast	2017	2017 Annual percentage change	2018 Forecast	2018 Annual percentage change	2019 Forecast	2019 Annual percentage change
Canada	513,280	-4.7	462,900	-9.8	472,700	2.1
British Columbia	103,763	-7.5	80,700	-22.2	80,400	-0.4
Alberta	57,222	4.3	53,500	-6.5	52,900	-1.1
Saskatchewan	11,059	-2.5	10,480	-5.2	10,700	2.1
Manitoba	14,428	-0.8	13,720	-4.9	13,880	1.2
Ontario	219,121	-9.9	193,300	-11.8	203,600	5.3
Quebec	82,544	5.6	85,600	3.7	85,750	0.2
New Brunswick	8,093	6.4	8,230	1.7	8,250	0.2
Nova Scotia	10,351	4.3	11,000	6.3	11,000	0.0
Prince Edward Island	2,081	4.0	1,995	-4.1	1,970	-1.3
Newfoundland	3,942	-3.4	3,770	-4.4	3,650	-3.2

Sales activity in units

Real Estate Trends Across Canada



REALTOR.ca: Global



REALTOR.ca®

Residential Commercial Trends & Insights

Find a REALTOR®

Search Map

LIVE WITH NO REGRETS

The expertise of a REALTOR® can help ensure the purchase of your first home doesn't become a life sentence.

[LEARN MORE](#)

Welcome from REALTORS® across Canada

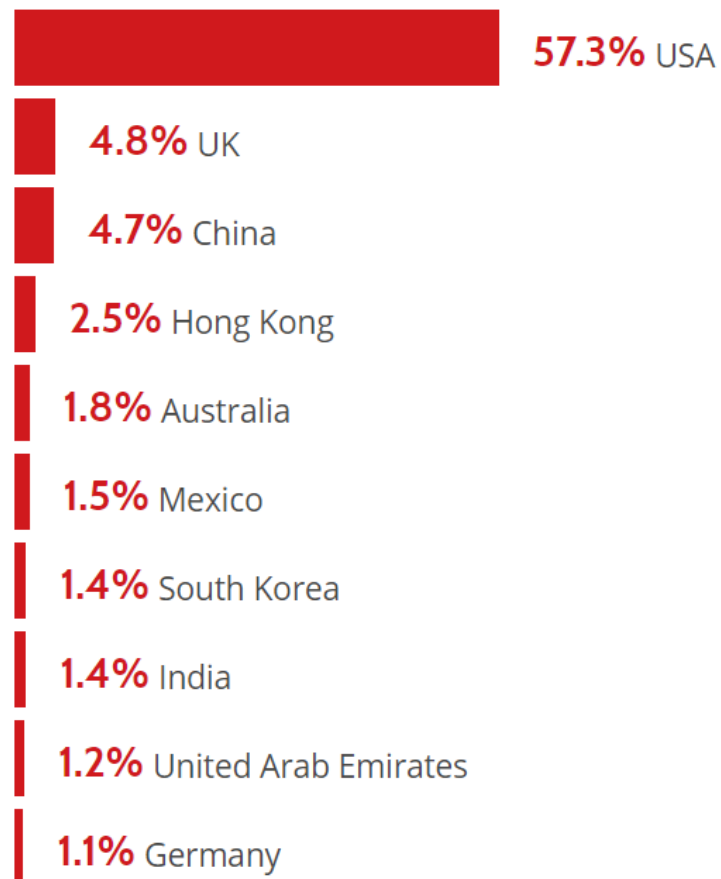
9%

of all REALTOR.ca traffic is international

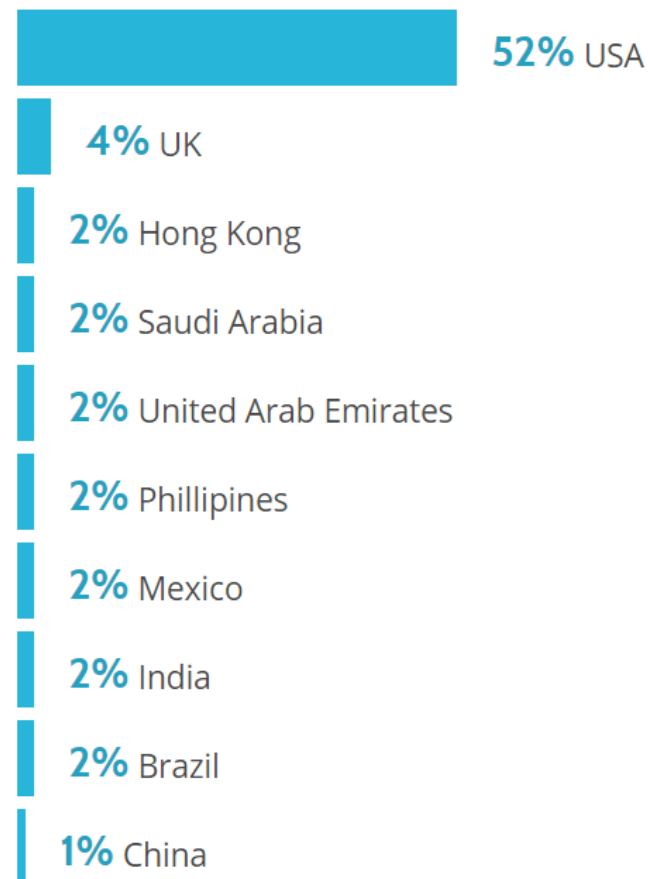
REALTOR.ca Insights



International Visits



International Leads



REALTOR.ca Insights – Q2, 2018



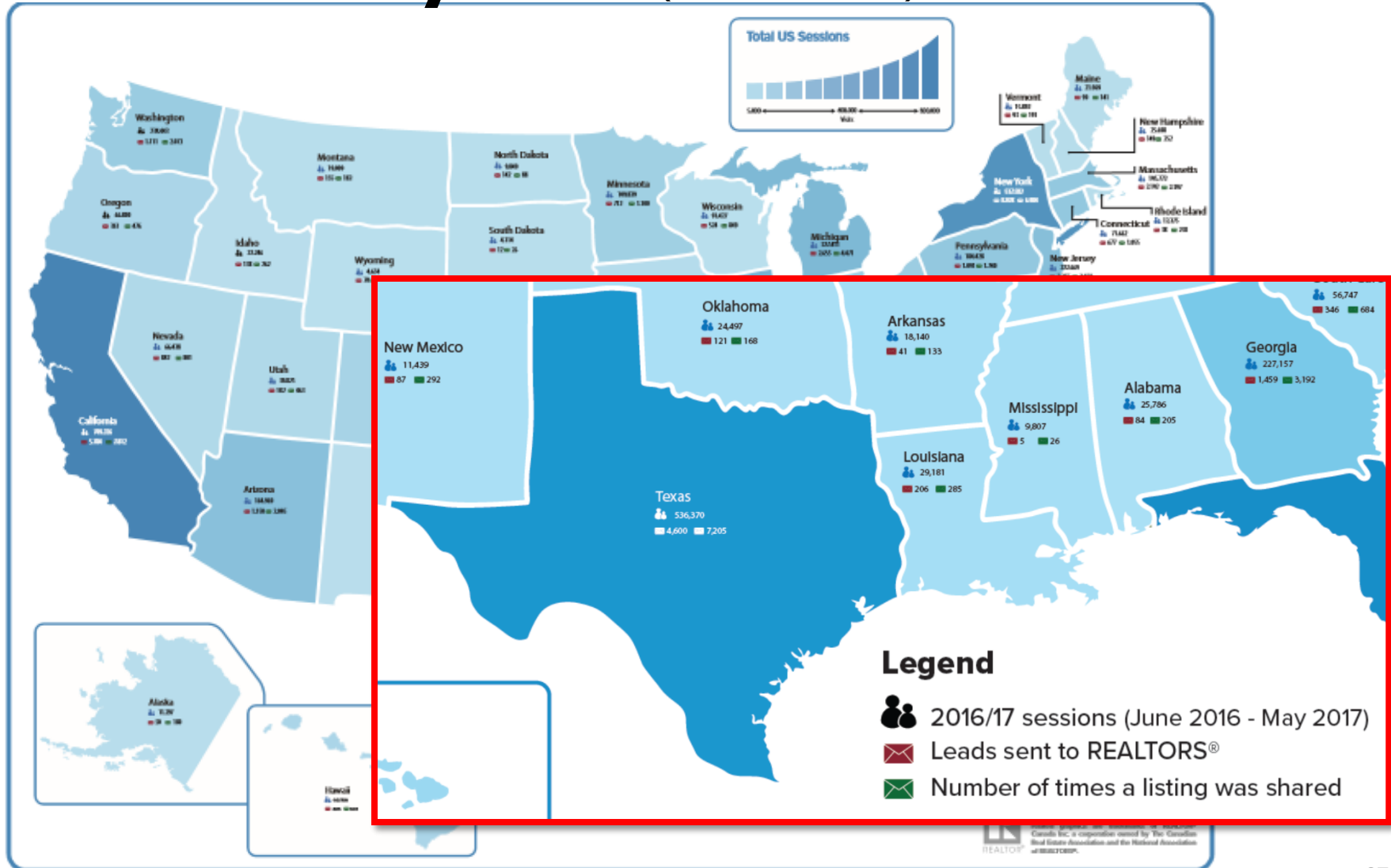
*Top 10 Cities Searched by International Buyers

Toronto
Vancouver
Ottawa
Calgary
Montreal
Mississauga
Oakville
Edmonton
Winnipeg
London

 Australia	 China	 Mexico	 Germany	 Hong Kong
Toronto	Toronto	Toronto	Toronto	Toronto
Vancouver	Vancouver	Calgary	↑ Glebe	Vancouver
Calgary	Montreal	↑ Montreal	↓ Vancouver	Markham
Ottawa	↑ Mississauga	↑ Vancouver	Montreal	Calgary
Kelowna	↑ Oakville	↓ Kelowna	Ottawa	Mississauga

 India	 South Korea	 United Arab Emirates	 United Kingdom	 United States
Toronto	Toronto	Toronto	Toronto	Toronto
Mississauga	Vancouver	Mississauga	↑ Vancouver	Calgary
Brampton	↑ London	Ottawa	↓ Calgary	↑ Mississauga
↑ Vancouver	↑ Surrey	Montreal	↑ Montreal	Vancouver
↑ Ontario	↑ Burnaby	Oakville	↓ Ottawa	↓ Ottawa

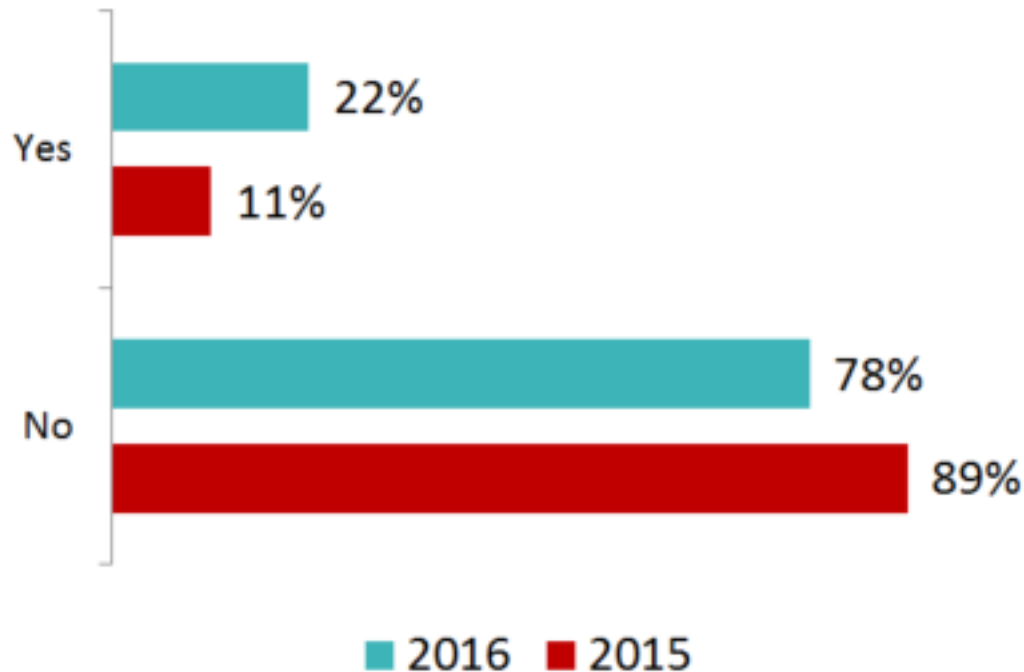
Global Clients: REALTOR.ca – Searches by U.S. (2016/17 data)



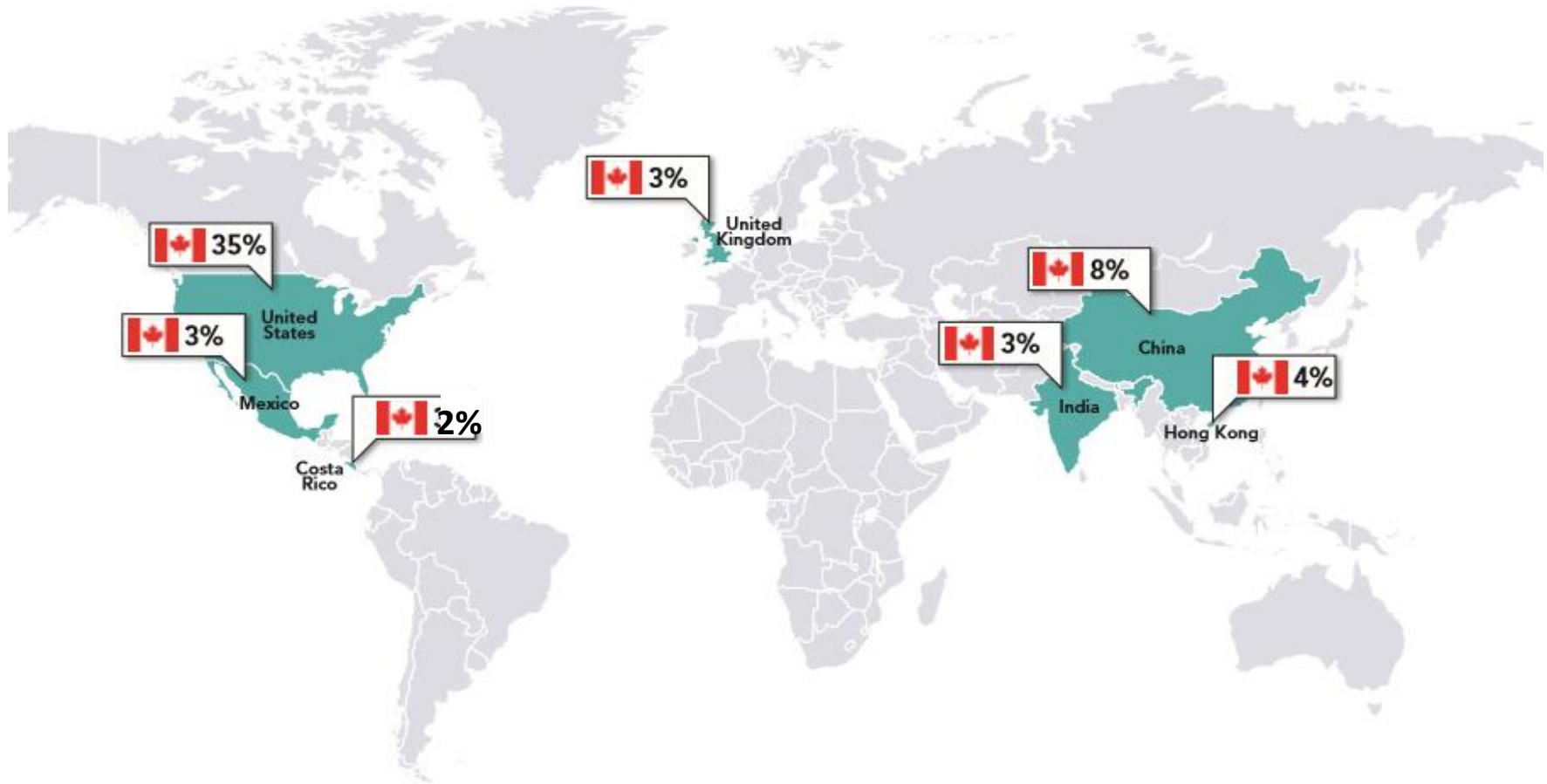
Outbound – Canadians Looking Globally



Worked with Canadian Clients wishing to purchase International Properties



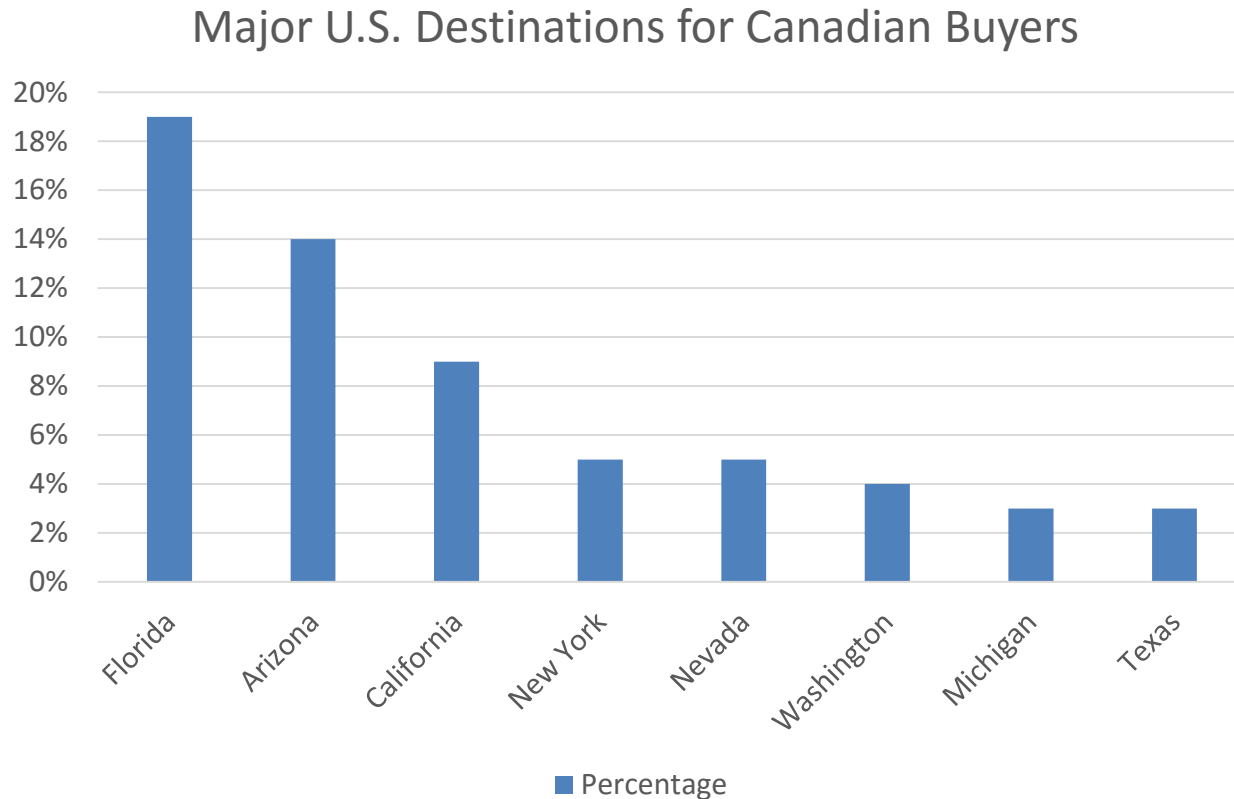
Where are Canadians Looking?



Outbound – US Research – Residential Activity



- Canadians spent \$10.5B in US residential real estate last year *(source: 2018 Profile of International Activity in US Residential Real Estate)*



Outbound – US Research- Commercial Activity



- Canada ranked 5th - Buyer-Side Commercial Real Estate Investment in U.S.



**International Business
is happening – need to
build on-ramps**

Global Committee



Chair



Daniel Dagenais

Members



Winson Chan



David Salvatore



Cliff Iverson



Tina Mak



Stefan Sieber



Azim Jessa



Brian Finley



Chris Matlashewski



Don Kottick

Staff Liaison



Sharon von Schoenberg
Product Manager, Global Services
613-237-7111 ext. 2269
Email: svonschoenberg@crea.ca




U.S. Landing Pages



The screenshot shows the REALTOR.ca website's U.S. landing page. The header is red with the REALTOR.ca logo and navigation links: 'Buy in Canada' (with a Canadian flag icon), 'Live in Canada', 'Invest in Canada', and 'REALTOR® Resources'. The main visual is a city skyline with a semi-transparent dark blue box containing the text: 'Welcome from REALTORS® Across Canada' and 'Trusted resources for U.S. citizens looking to buy Canadian real estate'. Below this, the page is divided into two columns. The left column has a light gray background and contains the text: 'Canada is a desirable destination for US property buyers due to its proximity to the US, stable economy, and similar banking and property ownership systems. Canada's spectacular scenery, laid-back lifestyle, political and social stability, and'. The right column has a white background and features the text 'Discover properties in major Canadian cities' in blue, with three gray buttons below it labeled 'Sales', 'Education', and 'Help'.

REALTOR.ca

Buy in Canada  Live in Canada Invest in Canada REALTOR® Resources

Welcome from REALTORS® Across Canada
Trusted resources for U.S. citizens looking to buy Canadian real estate

Canada is a desirable destination for US property buyers due to its proximity to the US, stable economy, and similar banking and property ownership systems. Canada's spectacular scenery, laid-back lifestyle, political and social stability, and

Discover properties in major Canadian cities

Sales Education Help

Launched May 17, 2017



CREA Global

HOME ABOUT CREA SIGN UP RESOURCES



ABOUT CREA

GROW YOUR INTERN

Grow your Canadian opportunities by becoming an Affiliate of The Canadian Real Estate Association.

www.creaglobal.ca

Enhance your business with products that are offered exclusively to our Global Affiliates.

Benefits.....



CREA Global

HOME RESOURCES EVENTS & EDUCATION GLOBAL DIRECTORY NEWS





GLOBAL AFFILIATE MARKETING MATERIALS



REALTOR SPOTLIGHT



EDIT YOUR PROFILE



UPCOMING WEBINARS

WELCOME TO THE CREA GLOBAL AFFILIATES RESOURCE SITE

We are here to help grow your Canadian global referral real estate business. Whether you have a local client looking to invest in Canada or want to connect with Canadian REALTORS® – CREA Global Affiliates is here to help.

Upcoming Events

AREAA – 2018 National Convention - Las Vegas, NV (October 18-20, 2018)

Economist's Monthly Report

↑ 1.1% Canadian home sales activity edges higher in A

[CREA Global](#) > [Global Directory](#)

Global Directory

Search profiles of Canadian REALTORS® and CREA Global Affiliates interested in growing their referral networks.
Find your next global real estate connection today.

FIRST NAME

LAST NAME

COMPANY

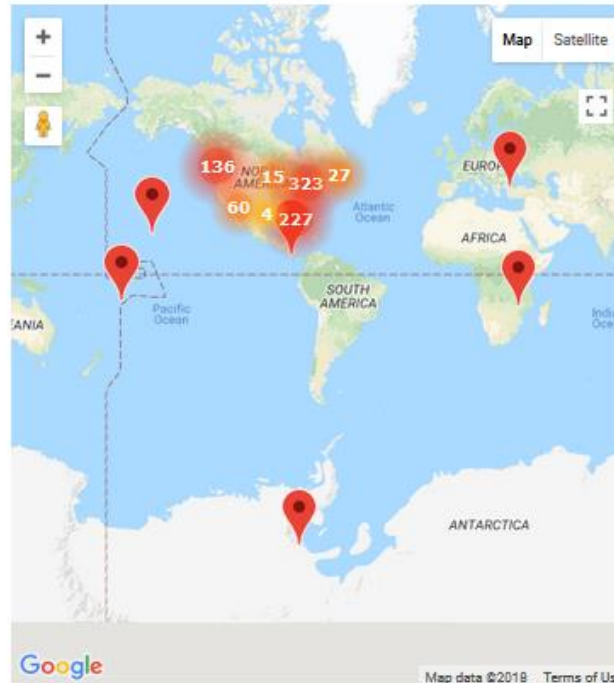
CITY

PROVINCE/STATE

COUNTRY

[SEARCH](#)

[ADVANCED SEARCH](#)



GLOBAL DIRECTORY

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Global Directory

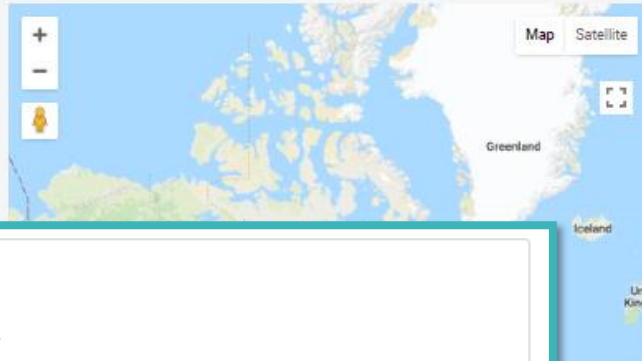
Connect with Global Affiliates and Canadian REALTORS® who are active in Global real estate market. The directory contains CREA Global Affiliates and Canadian REALTORS® who have advised they are active in global and have opted-in.

Quick Search

[Click here to use the Advanced Search](#)

First Name

Last Name



Stacy Brunson

Kuper Sothebys™ International Realty

3302 River Road

Austin, Texas, USA

78703

(512) 327-4800

<http://www.kuperrealty.com>

Email

Languages

English, Italian , Spanish

Profile

Stacy Brunson is a residential Realtor in Austin, Texas transactions. Aligned with Sotheby's International Realty residences, investment property, and marketing capabilities international white glove referral service.

With a family legacy of over 100 years in Austin Real Estate growth. With her calm, can-do attitude, Stacy is your assist your clients in either English or Spanish.

Stacy sits on Austin Board of Realtors' Global Council, of which she was the founding chairperson, as well as on the Texas Association of Realtors International Committee. She is a founder of Austin's Global Real Estate Networking group.

Stacy Brunson would love to show your clients the professionalism and care that she extends to her satisfied customers.

Directory

Showing members in Texas

Export

7 members in total



Stacy Brunson

Kuper Sothebys™ International Realty

Austin, Texas, USA

(512) 327-4800

Email

Website



Linda Marie Faricy

CIPS, CRAE, CLHMS

Century 21 Judge Fite Co.

Colleyville, Texas, USA

(817) 442-9566

Email

Website



Duncan Martin

Niblock company Realtors



Caprice Michelle

Caprice Michelle, LLC

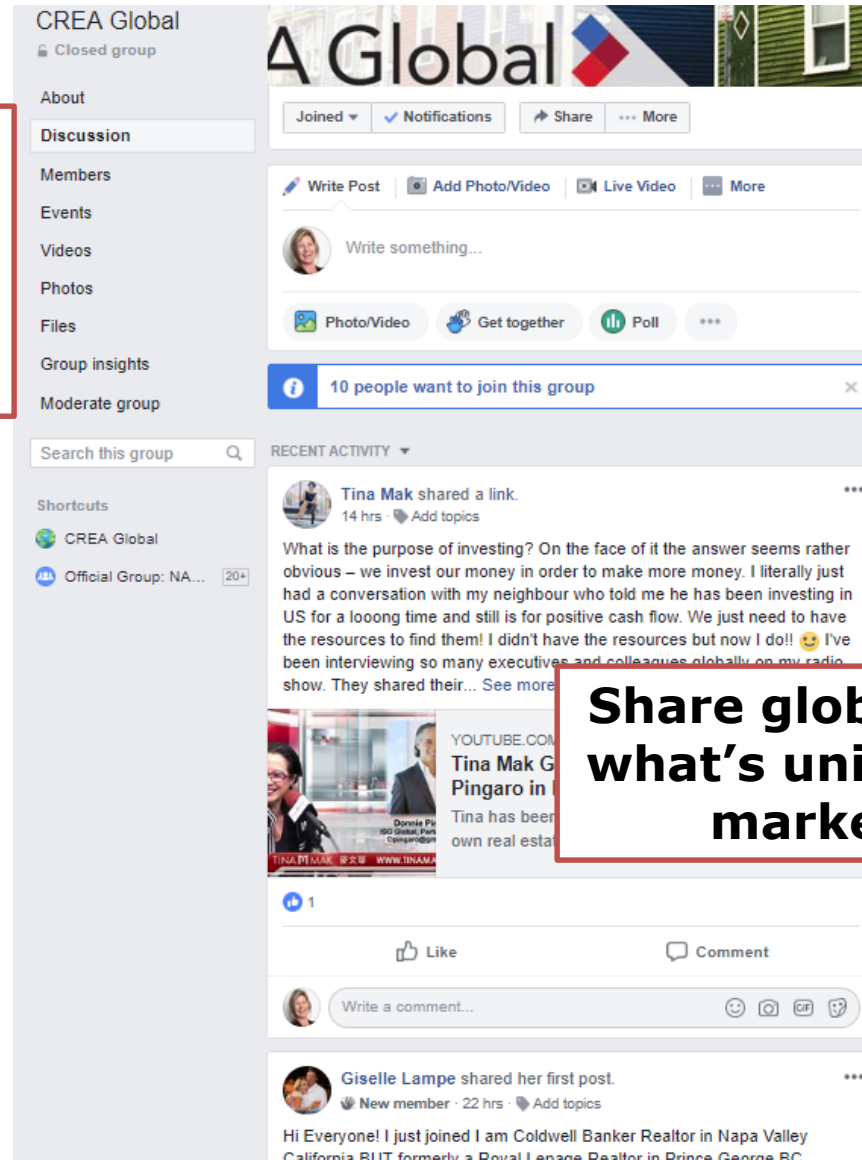
Web Badges & Banners



Closed Facebook Group



**Virtual
networking –
make
connections
that count!**



**Share global information,
what's unique about your
market and you!**

Quarterly News



CREA Global

CREA GLOBAL QUARTERLY NEWS

AUGUST 2018

Cryptocurrency and Real Estate



You've probably heard or read the terms "cryptocurrency" and "blockchain" more than a few times. Newspapers and websites are full of stories about their rising use, benefits and possible applications. But what are these technologies, exactly? And how could they change the way the

Global Webinar Series Returns September



Join us on Wednesday, September 19 at 1:30 p.m. (EST).

Let's Talk Finance-What options are there for Canadians purchasing in the U.S.?




- **Monthly content engagement – March 2018**
 - Emails: Affiliate and CREA member highlights, Global Tip-pulled from doing business guide, What's New, Fun Fact


Global View

May 2018

Have a look at this month's CREA Global highlights



Meet Brenda



Brenda Ellis, REALTOR®
Re/Max Vernon
Vernon, British Columbia

My Start in Global Real Estate

"With a background in hospitality management that included working at world class resorts here in the Okanagan Valley, BC Canada, looking to the globe for clients was a natural for me. When I started in real estate in 2005, half of the buyers in the Okanagan Chapter were from outside the region."

Networking Opportunities



- Global Receptions
 - Two Global Affiliate Receptions to date: +-450 attendees- Nov 3, 2017 – Chicago, IL and +-100 attendees-May 30, 2018-REALTOR® Quest, Toronto, ON)
- Inbound Tours/Missions
- Online Global Directory
- Facebook Group



CREA Events at NAR



NATIONAL ASSOCIATION of REALTORS®

Search REALTORS® Conference & Expo

Register now!

About the Event | Registration & Tickets | Hotel & Travel | Governance Meetings | Conference Sessions | Special Events | REALTORS® Expo | City Tours

REALTORS® CONFERENCE & EXPO
NOVEMBER 2-5, 2018

READY SET **BOSTON!**

The REALTORS® Conference & Expo is the largest annual event for the most successful real estate professionals. Registration is now open!

• **CREA Booth:**
Hosted by Canadian REALTOR® Ambassadors

- **Canadian Delegate Reception** (Friday Nov 2 (5:30pm – 7:30pm):
Exclusive invite for Global Affiliates
- **Canadian Networking In Expo:**
Meet Canadian attendees
(Global Theatre –Expo Floor: Saturday Nov 3, 12:30pm-1:15pm)

Canadian Events



www.banffwesternconnection.com



**BANFF WESTERN
CONNECTION**

BEYOND BORDERS

**JANUARY 24-26, 2019
FAIRMONT BANFF SPRINGS HOTEL
BANFF, ALBERTA**

Canadian Events



www.realtorquest.com

Toronto Real Estate Board
CANADA'S LARGEST REAL ESTATE TRADE SHOW & CONFERENCE
REALTOR® QUEST
WEDNESDAY, MAY 30 - THURSDAY, MAY 31, 2018

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About RQ Learning Quest Speakers Features & Events Exhibitors Admission

THANK YOU FOR BEING PART OF REALTOR® QUEST 2018

See you next year for REALTOR® QUEST 2019 on Wednesday, May 29 and Thursday, May 30, 2019

#REALTORQUEST

SENIOR CHIEF EXECUTIVE OFFICER

Schedule Attractions Exhibitors

Thank you!



CREA Global 

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Grow your Canadian opportunities by becoming an Affiliate of The Canadian Real Estate Association.

www.creaglobal.ca

Enhance your business with products that are offered exclusively to our Global Affiliates.

Questions:

global@crea.ca