



**GREATER
VANCOUVER
REALTORS®**

REALTOR® Transparency Toolkit for REALTOR.ca

This digital toolkit contains resources you can use to discuss with your clients and the public how new sold statuses on REALTOR.ca will work, why they're in place, and what it means for transparency in the real estate market.

Social Media Posts

Copy and paste these posts into your social media accounts:

Transparency milestone:

"Exciting update! Sold listings are now publicly available on REALTOR.ca, with sale prices becoming visible 30 days after closing—making Metro Vancouver the third region in Canada to offer this transparency. Questions about how this impacts you? Let's chat! #Transparency #RealEstate #GVR"

Understanding 'Price Pending':

"Starting April 10, when viewing sold listings on REALTOR.ca, you might see 'Price Pending.' This means the sale hasn't closed. I'm here to clarify any questions! #RealEstateClarity #Transparency #GVR"

Why transparency matters:

"72% of buyers prioritize transparency when buying a home. Now, public access to sold listings and faster access to sales prices on REALTOR.ca helps everyone make better decisions. Interested to know more? Contact me! #Transparency #RealEstateInsights #GVR"



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Social Media Graphics

Share these graphics on your social media channels:

**Immediate Visibility:
Sold Listings on Realtor.ca**

Sold listings displayed immediately.
Sale prices visible 30 days after closing.

3 Benefits for Buyers & Sellers:

- See real-time market trends
- Make informed pricing and offer decisions
- Greater trust in the process

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Up to
72%
of buyers prioritize transparency
in their home-buying decisions.

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Sold listings on REALTOR.ca: What you'll see

Pending Sales	Closed Sales
<p>Sold 3 days ago</p> <p>Price Pending • \$500,000</p> <p>2433 Spruce Street Vancouver, British Columbia V6H4C8 MLS® Number: R0000000</p> <ul style="list-style-type: none">• Sale has not yet closed• Sale price is not shown• Original list price is displayed	<p>Sold on 08/02/2019</p> <p>\$500,000</p> <p>2433 Spruce Street Vancouver, British Columbia V6H4C8</p> <ul style="list-style-type: none">• Sale price is displayed 30 days after closing• Original list price is not shown

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**Metro Vancouver is the 3rd—and largest
—region in Canada to Display Sold
Listings Publicly on Realtor.ca**

I'm proud to support
this change—giving
you better access to the data you
need to make confident, informed
decisions.

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Quick Facts / FAQ

What's changing?

- Sold listings are publicly displayed immediately on Realtor.ca beginning April 10.
- Sale prices become available on REALTOR.ca 30 days after the sale has closed.
- Previously, sale prices were only displayed in the sales history and only one year after closing.

What does "Price Pending" mean?

- Indicates the sale has not closed yet and the sale price is not shown.

What does "Price Unavailable" mean?

- Indicates the sold price data is not available or the seller has opted out of publicly displaying the sale price.

Closed sales and listed price:

- Closed sales will not show the original listed price publicly, only the final sale price after 30 days. Pending sales will show the original listed price.

Benefits of these changes:

- Enhanced market transparency and trust.
 - Improved decision-making for buyers and sellers.
 - Faster access to critical market information for all stakeholders.
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