

# Report

TOWN OF FORT FRANCES  
DEVELOPMENT DIVISION  
REPORT 2015-18

**To:** Mayor and Council  
**From:** Faye Flatt, Municipal Planner  
**Date:** 15 October 2015  
**Subject:** **Huffman Subdivision – Marketing Strategy**

Draft

The Huffman subdivision was identified in the 2015 Strategic Plan in regards to the conditions imposed and the marketing of the lots. The Planning and Development Executive Committee reviewed the conditions and the recommendation that they be left as-is was supported by council at its meeting on September 28<sup>th</sup>. Also on that date, the marketing aspect was referred to the Economic Development Advisory Committee (EDAC) for recommendation.

At its meeting on October 5<sup>th</sup> EDAC was advised that the lots were going to be placed on the Town's website but that other options should be considered, such as web-based sites and/or using realtors. Following a discussion of the pros and cons of each option, the consensus was to not use web-based sites in favour of listing but that additional research was needed before moving forward. Although I have spoken with the local brokers, I was unable to secure anything in writing given the short turnaround time and as such, for consideration and discussion:

- Although there are a number of local real estate agents in the area, there are only two local companies.
- Listings are with the Company not the agent. Therefore if a specific agent lists the property then later leaves the company, the listing remains with the company.
- Realtors are free to negotiate commission. There is usually a minimum (flat) rate for smaller properties where standard commission would be minimal and not cover anticipated expenses.
- If a property is listed with an agent, and a sale is made without the involvement of that agent, the property owner is still bound to pay the commission.
- A listing agreement can be for any period of time but for inclusion on the Multiple Listing Service (MLS) requires a minimum six (6) months agreement.
- Where a property is listed, web-based internet sites are not viewed as competition but as they provided added exposure for the property being sold.

Respectfully submitted for discussion.

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Municipal Planner