ComplySweep
Line-by-line compliance report
Licensee: Jordan Hale
Licence: 148822
Brokerage: Harbour & Pine Realty Corp.
Date: 2026-11-29T02:30:43.900Z
Flags for review, not legal advice. Each row is one line to change. recent published penalties of $4,000 to $6,250.

CHANNEL SUMMARY
Instagram — 4 violations, 0 advisories, 4 lines read, 82 characters read
LinkedIn — 2 violations, 0 advisories, 1 lines read, 70 characters read
Website — 16 violations, 1 advisory, 15 lines read, 455 characters read
YouTube — 13 violations, 0 advisories, 11 lines read, 293 characters read

PENALTY NOTE
Flags for review, not legal advice. recent published penalties of $4,000 to $6,250. This is not a BCFSA bill.

PRACTICE REMINDERS
BC-R56 Disclose developer-paid remuneration
Practice reminder, not an ad-line finding. If a developer pays you and you act for a buyer, disclose that remuneration to the buyer client.
Disclosure of remuneration to a client, including remuneration paid by a developer. The owner brief cites s.56. Confirm the current section number on legal review. This is a file practice, not a line of advertising.
Applies to: YouTube video "The Cedar presale tour" description line 1 https://www.youtube.com/watch?v=cedar-tour

LINE-BY-LINE FINDINGS
36 rows. Each row is one line.

1. [HIGH] BC-04 Personal real estate corporation name
Channel: Instagram
Location: Instagram bio line 1
URL: (no URL)
Offending line: Jordan Hale PREC
Why: A PREC advertises in its full legal name, ending in 'Personal Real Estate Corporation'. Bare 'PREC' is not enough, except on board-generated MLS output that carries the footnote. This line identifies Jordan Hale without "Jordan Hale Personal Real Estate Corporation".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist, Personal Real Estate Corporation. The checklist's PREC* footnote exception is only for database-generated MLS output, not ads the licensee writes.
Corrected line: Jordan Hale Personal Real Estate Corporation
Action: Use the full personal real estate corporation name. Bare PREC is not a substitute on an ad you write.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

2. [MEDIUM] BC-19 REALTOR and MLS trademarks
Channel: Instagram
Location: Instagram handle line 1
URL: (no URL)
Offending line: @jordanhalerealtor
Why: REALTOR® and MLS® are trademarks. They are written in capitals with the registered symbol, and they are not used in a domain or a handle. The handle or domain contains the trademark.
Legal basis: Canadian Real Estate Association trademark rules for REALTOR® and MLS®. The marks are capitals plus ®, used to identify a member or the system, and they are not folded into a domain or handle.
Corrected line: @jordanhale
Action: Remove REALTOR and MLS from the domain and the handle. The symbol does not make a domain acceptable.
Penalty: This row is a flag for review. It is not a fine.

3. [HIGH] BC-01 Full registered brokerage name
Channel: Instagram
Location: Instagram bio line 2
URL: (no URL)
Offending line: Harbour & Pine Realty
Why: Every page, profile, and ad has to show the brokerage's full registered name. A short form, or the right words with the

wrong suffix, does not count. This line shortens the brokerage. The registered name is "Harbour & Pine Realty Corp.".
Legal basis: Real Estate Services Rules s.40. BCFSA Advertising Checklist: the full brokerage name, as registered, must appear. A short form such as dropping 'Ltd.' or swapping 'Inc.' for 'Corp.' is not enough.
Corrected line: Harbour & Pine Realty
Action: Use the brokerage name exactly as it is registered, including the suffix.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

4. [HIGH] BC-15 Current status of the advertisement
Channel: Instagram
Location: Instagram caption line 1
URL: https://instagram.example/p/oak
Offending line: JUST LISTED — 18 Oak Street
Why: Sold or expired listings are not advertised as just listed. Developer and unlisted ads are re-checked every 30 days, and 'final units' or 'phase 1' older than 90 days is flagged to confirm whether it is sold out. This line says the property is newly listed, and the status on file is sold.
Legal basis: Real Estate Services Rules s.41. Listing information has to stay current. Expired listings come down. Developer inventory is re-verified on a 30-day cycle so price, incentives, and availability do not go stale.
Corrected line: SOLD — 18 Oak Street
Action: Remove the advertisement, or correct the status. Do not call a sold or expired property just listed.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

5. [HIGH] BC-01 Full registered brokerage name
Channel: LinkedIn
Location: LinkedIn bio line 1
URL: https://www.linkedin.com/in/jordan-hale-example
Offending line: Jordan Hale PREC, Harbour & Pine Realty. I help families in Kitsilano.
Why: Every page, profile, and ad has to show the brokerage's full registered name. A short form, or the right words with the wrong suffix, does not count. This line shortens the brokerage. The registered name is "Harbour & Pine Realty Corp.".
Legal basis: Real Estate Services Rules s.40. BCFSA Advertising Checklist: the full brokerage name, as registered, must appear. A short form such as dropping 'Ltd.' or swapping 'Inc.' for 'Corp.' is not enough.
Corrected line: Jordan Hale PREC, Harbour & Pine Realty. I help families in Kitsilano.
Action: Use the brokerage name exactly as it is registered, including the suffix.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

6. [HIGH] BC-04 Personal real estate corporation name
Channel: LinkedIn
Location: LinkedIn bio line 1
URL: https://www.linkedin.com/in/jordan-hale-example
Offending line: Jordan Hale PREC, Harbour & Pine Realty. I help families in Kitsilano.
Why: A PREC advertises in its full legal name, ending in 'Personal Real Estate Corporation'. Bare 'PREC' is not enough, except on board-generated MLS output that carries the footnote. This line identifies Jordan Hale without "Jordan Hale Personal Real Estate Corporation".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist, Personal Real Estate Corporation. The checklist's PREC* footnote exception is only for database-generated MLS output, not ads the licensee writes.
Corrected line: Jordan Hale Personal Real Estate Corporation, Harbour & Pine Realty. I help families in Kitsilano.
Action: Use the full personal real estate corporation name. Bare PREC is not a substitute on an ad you write.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

7. [HIGH] BC-01 Full registered brokerage name
Channel: Website
Location: Website / footer line 1
URL: https://demo.complysweep.local/
Offending line: Harbour & Pine Realty
Why: Every page, profile, and ad has to show the brokerage's full registered name. A short form, or the right words with the wrong suffix, does not count. This line shortens the brokerage. The registered name is "Harbour & Pine Realty Corp.".
Legal basis: Real Estate Services Rules s.40. BCFSA Advertising Checklist: the full brokerage name, as registered, must appear. A short form such as dropping 'Ltd.' or swapping 'Inc.' for 'Corp.' is not enough.
Corrected line: Harbour & Pine Realty
Action: Use the brokerage name exactly as it is registered, including the suffix.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

8. [HIGH] BC-04 Personal real estate corporation name
Channel: Website
Location: Website / title line 1
URL: https://demo.complysweep.local/
Offending line: Jordan Hale
Why: A PREC advertises in its full legal name, ending in 'Personal Real Estate Corporation'. Bare 'PREC' is not enough, except on board-generated MLS output that carries the footnote. This line identifies Jordan Hale without "Jordan Hale Personal Real Estate Corporation".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist, Personal Real Estate Corporation. The checklist's PREC* footnote exception is only for database-generated MLS output, not ads the licensee writes.
Corrected line: Jordan Hale Personal Real Estate Corporation
Action: Use the full personal real estate corporation name. Bare PREC is not a substitute on an ad you write.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

9. [HIGH] BC-04 Personal real estate corporation name
Channel: Website
Location: Website / bio line 1
URL: https://demo.complysweep.local/
Offending line: Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold.
Why: A PREC advertises in its full legal name, ending in 'Personal Real Estate Corporation'. Bare 'PREC' is not enough, except on board-generated MLS output that carries the footnote. This line identifies Jordan Hale without "Jordan Hale Personal Real Estate Corporation".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist, Personal Real Estate Corporation. The checklist's PREC* footnote exception is only for database-generated MLS output, not ads the licensee writes.
Corrected line: Jordan Hale Personal Real Estate Corporation. Our team, the Hale Group, has $500M+ sold.
Action: Use the full personal real estate corporation name. Bare PREC is not a substitute on an ad you write.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

10. [HIGH] BC-06 Team wording without a registered team
Channel: Website
Location: Website / bio line 1
URL: https://demo.complysweep.local/
Offending line: Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold.
Why: Words such as 'our team', 'Team', or 'Group' say you are advertising a team. That requires a team name BCFSA has approved. There is no registered team on this profile, and this line still talks about a team.
Legal basis: BCFSA team-name guidelines and Real Estate Services Rules s.41 (misleading advertising). An unregistered team name suggests a group that is not approved.
Corrected line: Jordan Hale PREC. Jordan Hale Personal Real Estate Corporation, the Jordan Hale Personal Real Estate Corporation, has $500M+ sold.
Action: Take out the team wording, or register the team with BCFSA and then use that exact name.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

11. [HIGH] BC-10 Rankings, awards, and production claims
Channel: Website
Location: Website / bio line 1
URL: https://demo.complysweep.local/
Offending line: Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold.
Why: A ranking, award, or production figure needs a source, a date, and the qualifier that explains what was counted. This line states a ranking, award, or production figure without both a source and a year.
Legal basis: Real Estate Services Rules s.41 and the BCFSA Advertising Checklist. A comparative claim, volume, honour, or award needs its basis, such as the source, date, and qualifying facts.
Corrected line: Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold. Source: [publisher], as of [year], counting [what, and in which area].
Action: Add the source, the date, and what the figure includes. If you cannot, delete the claim.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

12. [HIGH] BC-10 Rankings, awards, and production claims
Channel: Website
Location: Website / banner line 1
URL: https://demo.complysweep.local/

Offending line: Award-winning. Medallion Club.
Why: A ranking, award, or production figure needs a source, a date, and the qualifier that explains what was counted. This line states a ranking, award, or production figure without both a source and a year.
Legal basis: Real Estate Services Rules s.41 and the BCFSA Advertising Checklist. A comparative claim, volume, honour, or award needs its basis, such as the source, date, and qualifying facts.
Corrected line: Award-winning. Medallion Club. Source: [publisher], as of [year], counting [what, and in which area].
Action: Add the source, the date, and what the figure includes. If you cannot, delete the claim.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

13. [HIGH] BC-22 Discriminatory wording and absolute claims
Channel: Website
Location: Website / body line 1
URL: https://demo.complysweep.local/
Offending line: This home guarantees lifelong privacy.
Why: Advisory for wording aimed at who should live there. Absolute promises, such as guaranteeing lifelong privacy, are misleading. This line makes an absolute promise the advertising cannot stand behind.
Legal basis: BC Human Rights Code, and Real Estate Services Rules s.41 for statements that are false or misleading. An absolute guarantee a licensee cannot stand behind is misleading.
Corrected line: This home is set back from the street.
Action: Delete the guarantee. Say what a buyer can verify.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

14. [HIGH] BC-10 Rankings, awards, and production claims
Channel: Website
Location: Website / body line 2
URL: https://demo.complysweep.local/
Offending line: $50,000 buyer incentive.
Why: A ranking, award, or production figure needs a source, a date, and the qualifier that explains what was counted. This line states a ranking, award, or production figure without both a source and a year.
Legal basis: Real Estate Services Rules s.41 and the BCFSA Advertising Checklist. A comparative claim, volume, honour, or award needs its basis, such as the source, date, and qualifying facts.
Corrected line: $50,000 buyer incentive. Source: [publisher], as of [year], counting [what, and in which area].
Action: Add the source, the date, and what the figure includes. If you cannot, delete the claim.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

15. [HIGH] BC-11 Offers and incentives
Channel: Website
Location: Website / body line 2
URL: https://demo.complysweep.local/
Offending line: $50,000 buyer incentive.
Why: An incentive or promise has to say who pays it, when it expires, and the conditions. All three are required. This incentive is missing an expiry, the conditions.
Legal basis: Real Estate Services Rules s.41 and the BCFSA Advertising Checklist. A promise or offer must state its conditions and limitations, and the full written terms must be available. Name who gives the incentive and when it expires.
Corrected line: $50,000 buyer incentive. Paid by [developer, brokerage, or seller], expires [date]. Conditions: [who qualifies and what is excluded]. Written terms are available at Harbour & Pine Realty Corp..
Action: Name who pays, the expiry date, and the conditions. Have the full written terms available.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

16. [HIGH] BC-20 Services outside the licence
Channel: Website
Location: Website / body line 3
URL: https://demo.complysweep.local/
Offending line: I'll find you the best mortgage rate.
Why: Trading-services advertising does not offer mortgage, legal, tax, or insurance services the licence does not cover. This line offers a service the trading-services licence does not cover.
Legal basis: Real Estate Services Act, scope of a trading-services licence, and Real Estate Services Rules s.41. Mortgage broker services are separately licensed under the Mortgage Brokers Act.
Corrected line: I can introduce you to a licensed professional for mortgage, legal, or tax questions. My licence is for real estate trading services.

Action: Do not offer mortgage, legal, tax, or insurance advice. Those are separately licensed.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

17. [HIGH] BC-21 Client confidential information
Channel: Website
Location: Website / body line 4
URL: https://demo.complysweep.local/
Offending line: The seller must sell due to divorce.
Why: A seller's motivation, including 'must sell' or a divorce, is confidential and does not belong in an ad. This line publishes why the client is selling, or how eager they are.
Legal basis: A licensee's duty of confidentiality to the client, and Real Estate Services Rules s.41 where the wording is also misleading. Seller motivation is not advertising copy.
Corrected line: The seller due to divorce.
Action: Remove the client's confidential motivation before you publish.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

18. [ADVISORY] BC-22 Discriminatory wording and absolute claims
Channel: Website
Location: Website / body line 5
URL: https://demo.complysweep.local/
Offending line: Perfect for families.
Why: Advisory for wording aimed at who should live there. Absolute promises, such as guaranteeing lifelong privacy, are misleading. This line describes who the home is for, or who is not wanted.
Legal basis: BC Human Rights Code, and Real Estate Services Rules s.41 for statements that are false or misleading. An absolute guarantee a licensee cannot stand behind is misleading.
Corrected line: A [bedrooms]-bedroom home. Ask for the floor plan and the strata or title documents.
Action: Describe the property. Do not target a family status, religion, or other protected group. Advisory, for review.
Penalty: This row is a flag for review. It is not a fine.

19. [HIGH] BC-12 Translated brokerage name
Channel: Website
Location: Website / body line 6
URL: https://demo.complysweep.local/
Offending line: I'm a realtor. Harbour & Pine ???.
Why: The brokerage name stays in the form registered with BCFSA. A translation into another language does not replace it. This line translates or rewrites the brokerage name.
Legal basis: BCFSA Advertising Checklist, foreign-language publications: a translation of a brokerage name is not acceptable. The registered name is the one that appears.
Corrected line: I'm a realtor. Harbour & Pine . Harbour & Pine Realty Corp.
Action: Use the registered English legal name. Do not substitute a translation.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

20. [MEDIUM] BC-19 REALTOR and MLS trademarks
Channel: Website
Location: Website / body line 6
URL: https://demo.complysweep.local/
Offending line: I'm a realtor. Harbour & Pine ???.
Why: REALTOR® and MLS® are trademarks. They are written in capitals with the registered symbol, and they are not used in a domain or a handle. This line does not use the capital letters and ® the mark requires.
Legal basis: Canadian Real Estate Association trademark rules for REALTOR® and MLS®. The marks are capitals plus ®, used to identify a member or the system, and they are not folded into a domain or handle.
Corrected line: I'm a REALTOR®. Harbour & Pine ???.
Action: Write REALTOR® or MLS®. Do not use the words as generic lowercase labels.
Penalty: This row is a flag for review. It is not a fine.

21. [HIGH] BC-08 Unlicensed assistants are identified
Channel: Website
Location: Website / body line 7
URL: https://demo.complysweep.local/
Offending line: Sam Lee, client care.

Why: Anyone in the ad who is not licensed, including assistants and client-care staff, has to be identified as unlicensed. This line names a role that is often unlicensed and does not say so.
Legal basis: BCFSA team advertising guidelines: advertising that includes unlicensed team members must identify them as unlicensed.
Corrected line: Sam Lee, client care (unlicensed).
Action: Identify every unlicensed person as unlicensed so a reader does not think they are a licensee.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

22. [HIGH] BC-09 Office address is the brokerage office
Channel: Website
Location: Website / body line 8
URL: https://demo.complysweep.local/
Offending line: Visit the studio at 88 Private Lane, Vancouver.
Why: If an address is shown, it has to be the brokerage office where the licensee is licensed, not a home office or another address. "88 Private Lane" is not the brokerage office "400-510 Seymour Street, Vancouver, BC V6B 3J5".
Legal basis: BCFSA Advertising Checklist: if a brokerage office address is included, it is the office at which the licensee is licensed. See also the rules on brokerage offices and home offices.
Corrected line: Visit the studio at 400-510 Seymour Street, Vancouver, BC V6B 3J5, Vancouver.
Action: Use the brokerage office address. Do not publish a home office or another address as the business address.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

23. [HIGH] BC-16 Former brokerage still showing
Channel: Website
Location: Website / body line 9
URL: https://demo.complysweep.local/
Offending line: Formerly Northline Realty Ltd.
Why: Advertising names the current brokerage only. A former brokerage name still on a page is out of date. This line still names "Northline Realty Ltd.".
Legal basis: Real Estate Services Rules s.40 and s.41. The brokerage name must be the brokerage the licensee is engaged with now.
Corrected line: Formerly Harbour & Pine Realty Corp.
Action: Remove the former brokerage from every page, profile, and ad.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

24. [HIGH] BC-01 Full registered brokerage name
Channel: YouTube
Location: YouTube name line 1 (demo-channel)
URL: https://www.youtube.com/@complysweep-demo
Offending line: Jordan Hale
Why: Every page, profile, and ad has to show the brokerage's full registered name. A short form, or the right words with the wrong suffix, does not count. This profile does not contain "Harbour & Pine Realty Corp.".
Legal basis: Real Estate Services Rules s.40. BCFSA Advertising Checklist: the full brokerage name, as registered, must appear. A short form such as dropping 'Ltd.' or swapping 'Inc.' for 'Corp.' is not enough.
Corrected line: Jordan Hale. Harbour & Pine Realty Corp.
Action: Add the full registered brokerage name on this page, profile, or ad.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

25. [HIGH] BC-04 Personal real estate corporation name
Channel: YouTube
Location: YouTube name line 1 (demo-channel)
URL: https://www.youtube.com/@complysweep-demo
Offending line: Jordan Hale
Why: A PREC advertises in its full legal name, ending in 'Personal Real Estate Corporation'. Bare 'PREC' is not enough, except on board-generated MLS output that carries the footnote. This line identifies Jordan Hale without "Jordan Hale Personal Real Estate Corporation".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist, Personal Real Estate Corporation. The checklist's PREC* footnote exception is only for database-generated MLS output, not ads the licensee writes.
Corrected line: Jordan Hale Personal Real Estate Corporation
Action: Use the full personal real estate corporation name. Bare PREC is not a substitute on an ad you write.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

26. [HIGH] BC-04 Personal real estate corporation name
Channel: YouTube
Location: YouTube about line 1 (demo-channel)
URL: https://www.youtube.com/@complysweep-demo
Offending line: Jordan Hale PREC. Tours and client stories.
Why: A PREC advertises in its full legal name, ending in 'Personal Real Estate Corporation'. Bare 'PREC' is not enough, except on board-generated MLS output that carries the footnote. This line identifies Jordan Hale without "Jordan Hale Personal Real Estate Corporation".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist, Personal Real Estate Corporation. The checklist's PREC* footnote exception is only for database-generated MLS output, not ads the licensee writes.
Corrected line: Jordan Hale Personal Real Estate Corporation. Tours and client stories.
Action: Use the full personal real estate corporation name. Bare PREC is not a substitute on an ad you write.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

27. [HIGH] BC-13 YouTube title or description names the brokerage
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 1
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Brand-new presale condos at The Cedar.
Why: Each YouTube video needs the full brokerage name in the title or the description. The channel page does not cover the video itself. Neither the title nor the description contains "Harbour & Pine Realty Corp.".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist. A video posted on YouTube must carry the brokerage name in the title or the description.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Put the full registered brokerage name in the video title or the full description.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

28. [HIGH] BC-25 Developer consent is on file
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 1
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Brand-new presale condos at The Cedar.
Why: Specific real estate is not advertised for sale without the owner's or developer's consent. You attest to that consent for each ad. Until you do, this stays open. Consent for this ad is not attested on the file.
Legal basis: Real Estate Services Rules s.42. A licensee must not advertise specific real estate as for sale without the consent of the owner or the owner's agent. For developer inventory, that is the developer.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Obtain written consent from the developer for this specific advertisement, keep it on the file, and mark the attestation. This row stays open until you confirm it.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

29. [HIGH] BC-26 REDMA disclosure statement
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 1
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Brand-new presale condos at The Cedar.
Why: A condo, townhome, strata, community, or phased project that is likely five or more units needs a filed disclosure statement before it is marketed. 'Register now', 'priority list', 'VIP', and 'coming soon' are high findings before filing. A single-family home, a duplex, or four or fewer strata lots is marked REDMA not applicable. A disclosure statement is not confirmed as filed for this project. Before filing, Policy Statement 1 also asks for a statement that this is not an offering.
Legal basis: Real Estate Development Marketing Act s.14. A developer must not market a development unit, including in a

development of five or more strata lots, unless a disclosure statement has been filed. BCFSA Policy Statement 1 recommends that pre-filing material name the developer and state that it is not an offering.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Confirm whether the disclosure statement is filed and record the filing date. If it is not filed, do not market the units.
Penalty: This row is a flag for review. It is not a fine.

30. [MEDIUM] BC-15 Current status of the advertisement
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 1
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Brand-new presale condos at The Cedar.
Why: Sold or expired listings are not advertised as just listed. Developer and unlisted ads are re-checked every 30 days, and 'final units' or 'phase 1' older than 90 days is flagged to confirm whether it is sold out. This developer ad has no confirmed date. Re-check price, incentives, and availability every 30 days.
Legal basis: Real Estate Services Rules s.41. Listing information has to stay current. Expired listings come down. Developer inventory is re-verified on a 30-day cycle so price, incentives, and availability do not go stale.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Open the developer's current price list and confirm the ad still matches. Record the date you checked.
Penalty: This row is a flag for review. It is not a fine.

31. [MEDIUM] BC-23 Developer is named
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 1
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Brand-new presale condos at The Cedar.
Why: A developer or unlisted new-construction ad names the developer. The brokerage-name rules still apply as well. This developer ad does not name the developer.
Legal basis: Real Estate Services Rules s.40 (naming still applies) and BCFSA Policy Statement 1, which recommends that developer advertising identify the developer by name and contact.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Name the developer's legal entity and how to reach the developer. The brokerage name is still required as well.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

32. [MEDIUM] BC-24 Non-representation statement
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 1
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Brand-new presale condos at The Cedar.
Why: Say that you are not the listing agent and that you do not represent the developer. Say that you work with buyers. This ad does not say that you are not the listing agent and do not represent the developer.
Legal basis: Real Estate Services Rules s.41 (no misleading advertising) and BCFSA Policy Statement 1. The ad must not imply that the licensee is the listing agent or that the licensee represents the developer.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.

Action: Add the non-representation sentence. Do not let the tour read as if you are the developer's listing agent.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

33. [HIGH] BC-26 REDMA disclosure statement
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 2
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: Phase 2, + GST, register now.
Why: A condo, townhome, strata, community, or phased project that is likely five or more units needs a filed disclosure statement before it is marketed. 'Register now', 'priority list', 'VIP', and 'coming soon' are high findings before filing. A single-family home, a duplex, or four or fewer strata lots is marked REDMA not applicable. "register now" invites the public in before a disclosure statement is confirmed as filed.
Legal basis: Real Estate Development Marketing Act s.14. A developer must not market a development unit, including in a development of five or more strata lots, unless a disclosure statement has been filed. BCFSA Policy Statement 1 recommends that pre-filing material name the developer and state that it is not an offering.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Remove register-now, priority-list, VIP, and coming-soon language until the disclosure statement is filed.
Penalty: This row is a flag for review. It is not a fine.

34. [HIGH] BC-11 Offers and incentives
Channel: YouTube
Location: YouTube video "The Cedar presale tour" description line 3
URL: https://www.youtube.com/watch?v=cedar-tour
Offending line: $25,000 incentive.
Why: An incentive or promise has to say who pays it, when it expires, and the conditions. All three are required. This incentive is missing who gives it, an expiry, the conditions.
Legal basis: Real Estate Services Rules s.41 and the BCFSA Advertising Checklist. A promise or offer must state its conditions and limitations, and the full written terms must be available. Name who gives the incentive and when it expires.
Corrected line: The Cedar presale tour, [City]. Offered by [Developer legal name]. Shown with the developer's permission. I'm not the listing agent and don't represent the developer; I work with buyers. Price, incentives and availability are set by the developer as of [date] and can change; incentive terms: [expiry] / [conditions]. Disclosure statement filed [date]; copies available from the developer. E.&O.E. Jordan Hale Personal Real Estate Corporation, REALTOR®, Harbour & Pine Realty Corp.
Action: Name who pays, the expiry date, and the conditions. Have the full written terms available.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

35. [HIGH] BC-13 YouTube title or description names the brokerage
Channel: YouTube
Location: YouTube video "18 Oak Street tour" description line 1
URL: https://www.youtube.com/watch?v=oak-tour
Offending line: Walk through of 18 Oak Street.
Why: Each YouTube video needs the full brokerage name in the title or the description. The channel page does not cover the video itself. Neither the title nor the description contains "Harbour & Pine Realty Corp.".
Legal basis: Real Estate Services Rules s.40 and the BCFSA Advertising Checklist. A video posted on YouTube must carry the brokerage name in the title or the description.
Corrected line: Walk through of 18 Oak Street. Harbour & Pine Realty Corp.
Action: Put the full registered brokerage name in the video title or the full description.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

36. [HIGH] BC-14 Listing courtesy of another brokerage
Channel: YouTube
Location: YouTube video "18 Oak Street tour" description line 1
URL: https://www.youtube.com/watch?v=oak-tour
Offending line: Walk through of 18 Oak Street.
Why: Another licensee's listing needs the line 'Listing courtesy of [agent], [brokerage]'. Developer and unlisted inventory is reviewed on the developer checklist instead of this rule. This advertisement of another licensee's listing has no listing-courtesy

line.
Legal basis: BCFSA Advertising Checklist: do not advertise another licensee's listing without permission, and do not alter their information. Identify the listing brokerage with a listing-courtesy line.
Corrected line: Walk through of 18 Oak Street. Listing courtesy of [Listing agent], [Listing brokerage].
Action: Obtain written consent from the listing brokerage and the listing agent before advertising this property. Do not change their listing information.
Penalty: Flag for review, not legal advice. recent published penalties of $4,000 to $6,250.

CHANGES SINCE THE PREVIOUS SCAN
NEW BC-04 Instagram bio line 1
Jordan Hale PREC
NEW BC-19 Instagram handle line 1
@jordanhalerealtor
NEW BC-01 Instagram bio line 2
Harbour & Pine Realty
NEW BC-15 Instagram caption line 1
JUST LISTED — 18 Oak Street
NEW BC-01 LinkedIn bio line 1
Jordan Hale PREC, Harbour & Pine Realty. I help families in Kitsilano.
NEW BC-04 LinkedIn bio line 1
Jordan Hale PREC, Harbour & Pine Realty. I help families in Kitsilano.
NEW BC-01 Website / footer line 1
Harbour & Pine Realty
NEW BC-04 Website / title line 1
Jordan Hale
NEW BC-04 Website / bio line 1
Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold.
NEW BC-06 Website / bio line 1
Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold.
NEW BC-10 Website / bio line 1
Jordan Hale PREC. Our team, the Hale Group, has $500M+ sold.
NEW BC-10 Website / banner line 1
Award-winning. Medallion Club.
NEW BC-22 Website / body line 1
This home guarantees lifelong privacy.
NEW BC-10 Website / body line 2
$50,000 buyer incentive.
NEW BC-11 Website / body line 2
$50,000 buyer incentive.
NEW BC-20 Website / body line 3
I'll find you the best mortgage rate.
NEW BC-21 Website / body line 4
The seller must sell due to divorce.
NEW BC-22 Website / body line 5
Perfect for families.
NEW BC-12 Website / body line 6
I'm a realtor. Harbour & Pine ???.
NEW BC-19 Website / body line 6
I'm a realtor. Harbour & Pine ???.
NEW BC-08 Website / body line 7
Sam Lee, client care.
NEW BC-09 Website / body line 8
Visit the studio at 88 Private Lane, Vancouver.
NEW BC-16 Website / body line 9
Formerly Northline Realty Ltd.
NEW BC-01 YouTube name line 1 (demo-channel)
Jordan Hale
NEW BC-04 YouTube name line 1 (demo-channel)

Jordan Hale
NEW BC-04 YouTube about line 1 (demo-channel)
Jordan Hale PREC. Tours and client stories.
NEW BC-13 YouTube video "The Cedar presale tour" description line 1
Brand-new presale condos at The Cedar.
NEW BC-25 YouTube video "The Cedar presale tour" description line 1
Brand-new presale condos at The Cedar.
NEW BC-26 YouTube video "The Cedar presale tour" description line 1
Brand-new presale condos at The Cedar.
NEW BC-15 YouTube video "The Cedar presale tour" description line 1
Brand-new presale condos at The Cedar.
NEW BC-23 YouTube video "The Cedar presale tour" description line 1
Brand-new presale condos at The Cedar.
NEW BC-24 YouTube video "The Cedar presale tour" description line 1
Brand-new presale condos at The Cedar.
NEW BC-26 YouTube video "The Cedar presale tour" description line 2
Phase 2, + GST, register now.
NEW BC-11 YouTube video "The Cedar presale tour" description line 3
$25,000 incentive.
NEW BC-13 YouTube video "18 Oak Street tour" description line 1
Walk through of 18 Oak Street.
NEW BC-14 YouTube video "18 Oak Street tour" description line 1
Walk through of 18 Oak Street.

RULES WITH NO BROKEN LINE
BC-02 Brokerage name is prominent. No line in this scan broke this rule.
BC-03 Licensee name matches the licence. No line in this scan broke this rule.
BC-07 Team name format. No line in this scan broke this rule.
BC-17 Altered or virtually staged photos. No line in this scan broke this rule.
BC-18 GVR virtual staging disclosure. No line in this scan broke this rule.

RULES NOT APPLIED
BC-05 Registered team name is shown. No registered team is on the profile, so the team-name display rule was not applied.

WHAT WAS READ
Website (fetched): 1 items, 15 lines, 455 characters.
  title: 1 lines, 11 characters
  meta-description: 1 lines, 36 characters
  header: 1 lines, 9 characters
  bio: 1 lines, 60 characters
  banner: 1 lines, 30 characters
  body: 9 lines, 288 characters
  footer: 1 lines, 21 characters
  Not read: https://demo.complysweep.local/about — Not read: No demo fixture for https://demo.complysweep.local/about.
  Not read: https://demo.complysweep.local/listing — Not read: No demo fixture for https://demo.complysweep.local/listing.
  Not read: https://demo.complysweep.local/presale — Not read: No demo fixture for https://demo.complysweep.local/presale.
  Note: Fetched 1 page without cutting page text.
YouTube (api): 3 items, 11 lines, 293 characters.
  name: 1 lines, 11 characters
  about: 1 lines, 43 characters
  title: 2 lines, 40 characters
  description: 6 lines, 181 characters
  pinned-comment: 1 lines, 18 characters
  Note: Demo YouTube channel was read from the local fixture, including every description line.
Instagram (pasted): 2 items, 4 lines, 82 characters.
  bio: 2 lines, 37 characters
  caption: 1 lines, 27 characters
  handle: 1 lines, 18 characters
  Note: Pasted text was split into lines and read in full.

LinkedIn (pasted): 1 items, 1 lines, 70 characters.
  bio: 1 lines, 70 characters
  Not read: https://www.linkedin.com/in/jordan-hale-example — Not read: init["status"] must be in the range of 200 to 599, inclusive.. Paste the text or upload a screenshot.
  Note: Pasted text was split into lines and read in full.

WHY AN AD WAS ROUTED
Website / bio line 1: general, score 1, signals [incentive], guards [], REDMA not_developer
YouTube name line 1 (demo-channel): general, score 0, signals [], guards [], REDMA not_developer
YouTube video "18 Oak Street tour" description line 1: general, score 0, signals [], guards [], REDMA not_developer
YouTube video "The Cedar presale tour" description line 1: developer_unlisted, score 12, signals [+ GST; brand-new; presale; phase; incentive; project name: The Cedar], guards [], REDMA likely
Instagram bio line 1: general, score 0, signals [], guards [], REDMA not_developer
Instagram caption line 1: general, score 0, signals [], guards [], REDMA not_developer
LinkedIn bio line 1: general, score 0, signals [], guards [], REDMA not_developer

Sample report. The extra language check is off. The line checks still ran.