



REALTOR SERVICES

PREPARED FOR

**HER EXCELLENCY SVETLANA
STOYCHEVA-ETROPOLSKI**

**THE EMBASSY OF THE
PEOPLE'S REPUBLIC OF
BULGARIA**

190 LANSDOWNE ROAD

APPROACH AND METHODS OF ADVERTISING

ADVERTISING

Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate makes use of three tiers of advertising:

- Locally, Marilyn Wilson is known for her unparalleled sales record. Of homes with a sale price of \$1M and up, Marilyn has sold more than \$1 Billion of real estate in her career. She represented 41 Sellers and Buyers in the sales of homes from \$1,684,000 from January 2017 to date.
- Nationally: Dream Properties® has also become a well-known brand and is copywritten across Canada.
- Internationally: Christie's International Real Estate is the only global real estate firm, with 1,053 brokerage offices.

Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate markets across various platforms to ensure maximal exposure.

Our properties are marketed through our international network and in various strategically-placed in print and online ads. Here are some of the venues we use, investing more heavily in our listings than other agents:

- Ottawa Citizen – your home will be featured in our ad on the front page of the Ottawa Citizen, the only daily newspaper in Ottawa
 - Featured every Friday to ensure high visibility
 - Friday has the highest distribution rate
 - Newspaper is featured in airport lounges, law offices, airplanes, local businesses
 - We have an extremely large following for this advertisement
 - You will be featured regularly in this ad
- Luxe Magazine – we have been an ongoing advertiser in this magazine since its inception
- Toronto Life – we are the exclusive Ottawa realtor with an ad in the biannual “Visit Ottawa” section in this magazine, which has the highest readership of 750,000+
- Diplomat Magazine - we have been an ongoing advertiser in this magazine for over 25 years
- Ottawa Business Journal (digital and print ads)
- Christie's International Real Estate Magazine – this magazine has a global readership with distribution through our brokerages around the world and the Christie's auction houses worldwide
- Ottawa Magazine
- Homes and Land Magazine
- Sponsorships:
 - Our philanthropic work, including sponsorships, gives our client exposure through our Rockcliffe Park community
 - In addition to many other sponsorships, we are proud to be the premier sponsor “Dining with The Ambassadors” and to support the local private schools and tennis club
 - We are proud to have the Dream Properties® Foundation, our channel for giving back to the community

WEBSITES OUR LISTINGS APPEAR ON:

- Christiesrealestate.com: website with a global reach that is available in 19 languages and 50 currencies
- DreamProperties.com: our website has a vast following and features complete information on our listings
- MLS (Multiple Listing Exchange): search website for public and realtors
- Wall Street Journal online
- New York Times online
- Financial Times online
- James Edition online
- Zao Bao online
- Propgoluxury.com online
- Country Life online
- Mansion Global online

LISTING PROCESS

Once we receive signed listing documents (signed by the signing authority and with an embassy stamp), we proceed with taking the photos, editing said photos, arranging access to the property for showings, and preparing our writeups and brochures. At this time, we verify all information on the property so that we are prepared for whatever prospective buyers might ask about the property. Once this behind-the-scenes marketing info is complete, the property may be launched on our websites, shared within our global client and colleague network and actively marketed.

PHOTOGRAPHING

We will take several rounds of photos and captures of the property, including drone footage and further video to simulate a tour of the interior of the home.

Drone footage would emphasize the phenomenal McKay Lake position of the home. There are 13 homes in the Old Village of Rockcliffe Park with McKay Lake waterfront access, including the subject property. Of these 13 homes, interestingly, two others are owned by embassies.

We invest heavily in our photographs and retake them as we deem necessary (per season) to achieve the desired marketing effect. All photographs, as with other marketing materials, are included in the cost of the realtor services.

VIEWINGS

We would request showings with the Embassy with a minimum of 24 hours' notice so that we may apprise the Embassy of showings in advance. We would advise all parties entering the house of the state of the home and it will be indicated on MLS that they enter at their own risk.

ANALYSIS OF THE CONDITION OF THE PROPERTY

According to the City of Ottawa, the home was built in 1940-1941 and was designed by F.O. Templeton of Hughes & Templeton. It is a beautiful example of a classic Rockcliffe Park stone façade home and is typical of the Georgian Revival style, due to its stone exterior, symmetrical massing, rectangular plan and restrained ornamentation. Despite its locational and architectural merits, the home has not been lived in for over seven years. As such, it has not been updated to current standards and any Buyer would undertake a full and complete renovation of the home, including structural, mechanical and cosmetic updates.

Marilyn Wilson has been in the property approximately eight times over the years. Her last inspection of the property was December 5, 2019. The current state of the property is poor and the home is uninhabitable in its present state/use.

There are three potentially major deficiencies that may affect the sale price: the home has mould, may have asbestos (likely given the age. Asbestos is common in homes built in the 1940s) and has a septic tank. We will address each in turn here, and describe how they will affect the Buyer and thus the sale price.

The neighbourhood of Rockcliffe Park has a heritage overlay (designation 60 with the City of Ottawa). Depending on the heritage level, different levels of changes may be made to the homes in question. Your residence at 190 Lansdowne Road South has a high heritage designation of 86/100. As such, the home on the property could not be demolished and would have to be renovated. The renovation process is likely to be much more costly than a new build. Materials including, but not limited to, mould, asbestos etc. will have to be safely and properly abated and disposed of in accordance with local legislation which will cost the Buyer tremendously.

There are approximately 55 homes among Rockcliffe Park's roughly 700 homes that are on the septic system, as opposed to municipal sewer. The standard for purchasing properties in Rockcliffe Park is that they are connected to the sewer, as the area is a parklike setting in an urban environment. The prospective Buyer would have to decommission the current septic tank, remove it and connect the home to the municipal sewer on Lansdowne Road. Not only is this unusual work for a Rockcliffe Park Buyer to perform, but it is also quite costly, ranging from \$30,000-\$80,000, depending how far up the sewer would connect on Lansdowne Road.

PROCESS OF NEGOTIATIONS WITH BUYERS

We are highly skilled at negotiating on behalf of our Sellers and consistently achieve top prices in Ottawa's luxury real estate market (to which this home belongs). All negotiations shall be done in writing via an Offer submitted through Marilyn Wilson Dream Properties[®] Inc. / Christie's International Real Estate. We shall submit any Offer to the Ambassador, or any other designated point of contact at your Embassy, at the earliest practicable opportunity.

Once an Offer is submitted, the Embassy shall have until the specified irrevocable date to respond to (counter or accept) or reject said Offer in writing. Because this is an embassy, we suggest a standard mandated irrevocable period of 21 to 30 days for the Embassy to review an Offer within the terms of its own protocol. Marilyn Wilson would be available to discuss the Offer, the ongoing market conditions in Rockcliffe Park and the proper strategy for countering or accepting the Offer during the irrevocable period.

Once an Offer has been accepted, there will most likely be terms and conditions for the Buyer to fulfill. These may include conditions pertaining to inspection, financing, redevelopment of the property, securing architectural plans, etc. These conditions are to be fulfilled within a pre-agreed conditional period. After the conditions are met, the Buyer fulfills or waives the conditions. It is then that documents are sent to the Embassy's and the Buyer's lawyers by our brokerage and the lawyers process the closing. The closing date is mutually agreed to in the accepted Offer. The Embassy shall deliver the property vacant of all possessions on the closing date. Keys and any garage door openers are delivered from the Seller's lawyer to the Buyer's lawyer on the date of closing.

ADMINISTRATIVE FORMS

ADMINISTRATIVE INFORMATION ABOUT THE TENDERER

MARILYN WILSON DREAM PROPERTIES INC. /
CHRISTIE'S INTERNATIONAL REAL ESTATE

Tenderer's name

ADMINISTRATIVE INFORMATION:	
Seat and registered office: • Country, ZIP Code, city, municipality • District, street, No. • Telephone, fax: • E-mail:	266 Beechwood Avenue Ottawa, Ontario K1L 8A6 613-842-5000 Office 613-842-5007 Fax marilyn@dreamproperties.com (cc reba@dreamproperties.com)
Uniform Identification Code	N/A
BULSTAT	N/A
Reg. No. under the VAT Act	No (N/A)
Bank accounts Servicing bank • City, branch, office • Account holder • Bank account (IBAN) • Bank code (BIC)	Private information, please consult directly with
Information about the submitter Legal representative/proxy: • Full name • Identity card No., date, issued by Personal Number • Position • Telephone/Fax/e-mail:	Private information, please consult directly with tenderer for this information 613 978 8788

Signature:

Marilyn Wilson

Date

05/12/2019

Name and surname

Marilyn Wilson

Position

Owner and Sales Representative

Tenderer's name

Marilyn Wilson Dream Properties® Inc.
/ Christie's International Real Estate

Note: The document shall also be submitted for the subcontractor(s), according to the type and share in the contract they perform.

institution 010
TRANSIT # 00186

DECLARATION

I, the undersigned, Marilyn Wilson, in the capacity as: Sales Representative and Owner of Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate, having its seat and registered office at: 266 Beechwood Avenue, Ottawa, Ontario, K1L 8A6 in Canada, with regard to participation in a public procurement with the subject: **"Selection of a real estate brokerage firm for the sale of a real property (residence), located in the city of Ottawa, Canada, on behalf of DM-Ottawa"**.

HEREBY DECLARE that:

all obligated persons within the meaning of Article 54, paragraph 2 of the PPA, as follows

the persons who represent the tenderer are:	Marilyn Wilson
the members of its management or supervisory bodies according to the register in which the tenderer or candidate, if any, is entered, or documents certifying its legal personality.	Marilyn Wilson
When the composition of these bodies includes a legal person, the grounds shall refer to the natural persons who represent it according to the register, in which the legal person is entered, if any, or the documents attesting to its legal personality	

Date: December 5, 2019

city of: Ottawa

Declarer: Заличено на основание чл. 36а,
ал. 3 от Закона за обществените
поръчки, във връзка с
чл. 4, т. 1 от Регламент (ЕС) 2016/679
(signature and stamp)

DECLARATION

(concerning the circumstances under Article 54(1), Items 1, 2 and 7 of the Public Procurement Act)

I, the undersigned Marilyn Wilson, in my capacity as Owner and Sales Representative of Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate, with company seat and registered address at 266 Beechwood Avenue, Ottawa, Ontario, K1L 8A6 in Canada.

Re: A public procurement with subject: **"Selection of a real estate brokerage firm for the sale of a real property (residence), located in the city of Ottawa, Canada, on behalf of DM-Ottawa"**.

HEREBY DECLARE THAT:

In my capacity as person under Article 54, paragraph 2 of PPA:

1. I have not been convicted by an enforceable sentence:

1.1. of a criminal offence referred to in Article 108a, Articles 159a to 159d, Article 172, Article 192a, Articles 194 to 217, Articles 219 to 252, Articles 253 to 260, Articles 301 to 307, Articles 321 and 321a, and Articles 352 to 353f of the Criminal Code;

1.2. of a criminal offence similar to those under item 1 in another Member State or in a third country;

2. There is no conflict of interest that cannot be remedied.

I am aware that I am liable to be prosecuted in accordance with Article 313 of the Criminal Code for any false data.

Date: December 5, 2019
(date of signing)

Declarer:*Marilyn Wilson*.....
(signature and stamp)

Important! The grounds pursuant to Article 54, paragraph 1, items 1, 2, and 7 shall refer to the persons, who represent the participant or the tenderer and the members of its management or supervisory bodies according to the register in which the tenderer or candidate, if any, is entered, or the documents certifying its legal personality. When the composition of these bodies includes a legal person, the grounds shall refer to the natural persons who represent it according to the register, in which the legal person is entered, if any, or the documents attesting to its legal personality.

DECLARATION

(regarding the circumstances under Article 54, paragraph 1, Items 3–6 of the PPA)

I, the undersigned, Marilyn Wilson, in my capacity as Owner and Sales Representative of Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate, with company seat and registered address at 266 Beechwood Avenue, Ottawa, Ontario, K1L 8A6 in Canada.

CONCERNING: public procurement with subject: **"Selection of a real estate brokerage firm for the sale of a real property (residence), located in the city of Ottawa, Canada, on behalf of DM-Ottawa".**

HEREBY DECLARE THAT:

1. The tenderer represented by me has no obligations for taxes and compulsory social security contributions within the meaning of Article 162, paragraph 2, item 1 of the Tax and Social Insurance Procedure Code and interest thereon, to the State or to the municipality, where the Contracting Authority and the tenderer have their registered offices, or any similar obligations, under the law of the State where the tenderer is established, proven by an enforceable instrument of a competent authority.

2. There is no unequal treatment in the cases referred to in Article 44, paragraph 5 of the PPA.

3. The tenderer represented by me has not produced a document making a false statement, related to attesting the absence of grounds for exclusion or fulfilment of the selection criteria.

4. The participant represented by me has provided the information required, relating to attesting the absence of grounds for exclusion or fulfilment of the selection criteria.

5. No infringement of Article 61, paragraph 1, Article 62, paragraphs 1 or 3, Article 63, paragraphs 1 or 2, Article 118, Article 128, Article 228, paragraph 3, Article 245 and Articles 301–305 of the Labour Code or of Article 13, paragraph 1 of the Labour Migration and Labour Mobility Act or of similar obligations, stipulated by an instrument of a competent authority pursuant to the legislation of the State where the tenderer is established, was found by an enforceable penal decree or by a court decision.

I am aware that I am liable to be prosecuted in accordance with Article 313 of the Criminal Code for any false data.

Date: December 5, 2019
(date of signing)

Declarer:*Marilyn Wilson*.....
(signature and stamp)

DECLARATION

This form is not relevant to Canada's legislation

Under Article 3, Item 8 and Article 4 of the Economic and Financial Relations with Companies Registered in Preferential Tax Regime Jurisdictions, the Persons Controlled Thereby and their Beneficial Owners Act

I, the undersigned Marilyn Wilson, Owner and Sales Representative of Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate, a tenderer in a public procurement with subject: "Selection of a real estate brokerage firm for the sale of a real property (residence), located in the city of Ottawa, Canada, on behalf of DM-Ottawa".

HEREBY DECLARE THAT:

1. The company represented by me **is not** registered in a preferential tax regime jurisdiction

Note: In item 1, please leave the correct option and delete the incorrect one.

2. **I am not a controlled entity** by a company registered in jurisdiction with preferential tax regime in conjunction with §1, Item 5 of the Supplementary Provisions of EFRCRPTRJPCTBOA. The preferential tax regime jurisdiction is:

The statement is not applicable

3. The tenderer represented by me is not a controlled entity by a company registered in jurisdiction(s) with preferential tax regime. *A preferential tax regime jurisdiction shall denote:*

This statement is not applicable

4. The company represented by me qualifies for the exceptions under Article 4, Item EFRCRPTRJPCTBOA.

This statement is not applicable

5. I am aware of the powers of the Contracting authority under article 5(1) Item 3 of EFRCRPTRJPCTBOA.

This statement is not applicable

I am aware that I am liable to be prosecuted in accordance with Article 313 of the Criminal Code for providing untrue data in this declaration.

Date: December 5, 2019
(date of signing)

Declarer: 
(signature and stamp)

Note: To be submitted by the representative of the tenderer according to the commercial registration.

Where the tenderer is a consortium of several persons/entities, this declaration shall be submitted for each of those persons/entities.

In case the tenderer envisages to employ a subcontractor(s), this declaration shall be submitted for each of those subcontractors by their respective representatives.

The declaration in regard to each tenderer shall be prepared by reflecting in its text all circumstances, which are true and relevant for the specific tenderer, while any circumstances that are contained in the form, but are untrue and irrelevant for the specific tenderer, shall be struck through or deleted.

LIST OF THE SERVICES WITH SUBJECT AND SCOPE, SIMILAR TO THE SUBJECT AND SCOPE OF THE PUBLIC PROCUREMENT, PROVIDED BY THE TENDERER DURING THE LAST THREE YEARS PRIOR TO THE DATE OF SUBMISSION OF THE TENDER

I, the undersigned: Marilyn Wilson, in the capacity as Owner and Sales Representative of Marilyn Wilson Dream Properties® Inc. / Christie's International Real Estate – participant in public procurement awarded in pursuance of Chapter Twenty-Sixth of PPA with subject-matter: “**Selection of a real estate brokerage firm for the sale of a real property (residence), located in the city of Ottawa, Canada, on behalf of DM-Ottawa**”.

HEREBY DECLARE THAT:

In the recent three years prior to the date of submission of the tender, the tenderer represented by me has implemented the following procurement contracts with subject and scope, similar to the subject and scope of the public procurement:

<i>Brief description</i>	<i>Beneficiary</i>	<i>Period of implementation</i>	<i>Value (CDN)</i>
<p>1. 280 Thorold Road Rockcliffe Park</p> <p>Marilyn represented the Seller in this transaction</p> <p>SOLD FULL PRICE</p>	Individual	<p>6 Days</p> <p>Sold: Oct. 4, 2019</p>	\$3,200,000
<p>2. 125 Willingdon Road Rockcliffe Park</p> <p>Marilyn represented the Buyer in this transaction</p>	Individual	<p>201 Days</p> <p>Sold: Sept. 28, 2019</p>	\$2,200,000
<p>3. 125 Willingdon Road Rockcliffe Park</p> <p>Marilyn ALSO represented the Buyer in this transaction</p>	Individual	<p>201 Days</p> <p>Sold: Sept. 28, 2019</p>	\$2,200,000
<p>4. 229 Soper Place Rockcliffe Park</p> <p>Marilyn represented the Seller in this transaction</p>	Individual	<p>379 Days</p> <p>Sold: June 7, 2019</p>	\$3,015,000
<p>5. 66 Glebe Avenue Glebe</p> <p>Marilyn represented the Seller in this transaction</p>	Individual	<p>25 Days</p> <p>Sold: May 29, 2019</p>	\$1,920,000