



Marketing and Sales

1. CLC MANDATE

The mandate of Canada Lands Company CLC Limited (CLC), a non-agent federal Crown corporation, is to ensure the commercially oriented, orderly disposition of surplus strategic real properties, optimizing financial and community value, and the holding of certain properties. It accomplishes this by purchasing strategic surplus properties from federal departments and agencies at fair market value, then improving, managing or selling them in order to produce the optimal benefits for the company's shareholder, the Government of Canada, and local communities.

2. POLICY OBJECTIVE

The objective of this policy is to ensure that CLC obtains the optimal value in the sale of its assets by balancing financial returns and community benefits.

3. POLICY PRINCIPLES

CLC's sales practices will follow accepted normal commercial practices and will be guided by the following principles:

- be equitable and transparent;
- encourage the use of competitive process;
- select reputable purchasers that are well-qualified in their respective areas of expertise;
- ensure that contracts achieve CLC approved financial and service delivery objectives;
- require that employees of CLC conduct their sales activities in a manner consistent with CLC's *Code of Conduct & Conflict of Interest Policy* and *Delegation of Authority*; and
- keep appropriate and adequate records of the selection process, and provide feedback to unsuccessful proponents upon request.

4. ACHIEVING OPTIMAL VALUE

CLC's acceptance of any offer shall be based on achieving optimal value. Price is not the sole determinant and is only one criterion in determining optimal value. In determining optimal value, CLC will take into consideration:



- the price and terms of the offer;
- the experience, reputation, financial capacity and credit worthiness of the purchaser, product quality, references or any other defined criteria related to the specific property; and
- any other direct or indirect benefits which could accrue to CLC and/or the community.

5. POLICY APPLICATION

The President & CEO and the operational/functional heads of CLC are accountable to the extent of their authorities and responsibilities to ensure that practices relating to sales respect this policy and that appropriate guidelines are followed by their staff in the conduct of CLC's business.

Administration of sales agreements under this policy shall be in accordance with the company's *Delegation of Authority* limits in effect at the time the sales agreement is signed.

Original Board Approval Date: June 14, 1996

**Revisions: October 18, 2001
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