

BC FINANCIAL SERVICES AUTHORITY

**IN THE MATTER OF THE *REAL ESTATE SERVICES ACT*,
SBC 2004, c 42 as amended**

AND

IN THE MATTER OF

HEE KIM

(166287)

and

ROSE KIM PERSONAL REAL ESTATE CORPORATION

NOTICE OF ADMINISTRATIVE PENALTY

[This Notice has been redacted before publication.]

The Superintendent of Real Estate (the "Superintendent") of the BC Financial Services Authority ("BCFSA") issues this Notice of Administrative Penalty (the "Notice") pursuant to sections 57(1) and (3) of the *Real Estate Services Act*, SBC 2004, c 42 ("RESA").

TAKE NOTICE that the Superintendent is satisfied that you have contravened one or more rules designated as subject to administrative penalties under section 56(1)(a) of the RESA and section 26 of the *Real Estate Services Rules* (the "Rules"), collectively, the "Designated Rules".

TAKE NOTICE the Superintendent is imposing the following administrative penalties based on your having contravened the Designated Rules:

1. Rule: 40(2); First contravention: Yes; Penalty: \$1,000;

Details: You failed to identify your brokerage on your Facebook, "queenofpresale" Instagram, "rosekimrealty" Instagram, "rosekimrealor" Instagram and "rosekimrealty" TikTok account.

2. Rule: 40(3)(b); First contravention: Yes; Penalty: \$1,000;

Details: You failed to use your personal real estate corporation name on your signage in April 2024, bus stop advertisement in 2024, "queenofpresale" Instagram account, LinkedIn account, Twitter account, "rosekimrealor" YouTube account, REW profile, and website.

3. Rule: 40(4); First contravention: Yes; Penalty: \$1,000;

Details: You published an address that was not your brokerage's address on the "vancouverinsight71" YouTube account.

4. Rule: 41; First contravention: Yes; Penalty: \$1,000;

Details: You advertised unregistered team names on your 2024 bus stop advertisement, "Rose Kim Realty Group" Facebook page, "queenofpresale" Instagram account, "rosekimrealty" Instagram account, "rosekimrealty" TikTok account, "rosekimrealtor" YouTube account, "rosekimrealty" YouTube account, "vancouverinsight71" YouTube account, "Rose Kim Realty Group" Google business page, and website. Additionally, you stated "Vancouver Real Estate Team" in your "rosekimrealty" Instagram and "rosekimrealty" TikTok account description.

5. Rule: 41; First contravention: Yes; Penalty: \$1,000;

Details: You stated "Top 2% Realtors in Greater Vancouver" in your October 2021 bus stop advertisement, "award-winning queen of presale" in your 2024 bus stop advertisement, "Medallion Club Top 1% Realtor" on the "rosekimrealtor" and "rosekimrealty" Instagram accounts, "Pre-Sale No.1" on the "rosekimrealty" TikTok account, and "top producing agents in pre-sale and re-sale. Rose Kim has ambassador status with Pre-Sale projects, she is one of the top pre-sale realtors in Vancouver" in its description on the Google business page, "Rose KIM is one of the top performing agents in Vancouver. She's the top agent for pre-sale condos" on your REW profile, and that you received "Medallion Club Top 1%" and "Queen of Pre-Sale" accolades on your website without any explanatory statement or rationale.

(Collectively the "Contraventions").

Total administrative penalties: \$5,000

TAKE FURTHER NOTICE you may respond to this Notice by requesting an opportunity to be heard as follows (a "Reconsideration Request"):

- a. *Time limit:* You must deliver any Reconsideration Request so that BCFSA receives it within thirty (30) calendar days of the date you received this Notice (the "Response Deadline").
- b. *Format:* A Reconsideration Request Form must be completed.
- c. *Content:* A Reconsideration Request should explain how you exercised due diligence to prevent contravention of the Designated Rules. You may also provide any other information you believe the Superintendent should consider.
- d. *Delivery:* A Reconsideration Request may be delivered by email to apreconsiderations@bcfsa.ca and/or delivered to BCFSA's offices at 600 – 750 West Pender Street, Vancouver, BC V6C 2T8, Attention: Legal Services – Reconsiderations.

The date you received this Notice is the earliest date on which:

- the Superintendent personally served you with the Notice (s 57(3)(a) or (b) of the RESA);

- the Superintendent provided “substituted service” by a method provided for in a court order (s 12 of the RESA); or
- the Superintendent provided this Notice to Canada Post for delivery to your mailing address (ss 18 and 19 of the Rules). This will normally also be the day it was emailed to you.

If BCFSa receives your Reconsideration Request by the Response Deadline, the Superintendent will consider your Reconsideration Request and may cancel or confirm each of the administrative penalties. If BCFSa confirms an administrative penalty, payment is due immediately.

TAKE FURTHER NOTICE if you fail to deliver a Reconsideration Request by the Response Deadline, you are deemed to acknowledge your having contravened the specified Designated Rules (s 57(2)(d) of the RESA).

TAKE FURTHER NOTICE that unless you deliver a Reconsideration Request by the Response Deadline, you must pay the administrative penalties within thirty (30) calendar days of the date you received this Notice. The Reconsideration Request may be by email or otherwise in writing and should attach or include information respecting the due diligence exercised to avoid the contravention, any extenuating circumstances that prevented compliance, and any other information that you wish BCFSa to consider.

Dated this 2nd day of August, 2024 at the City of Vancouver, British Columbia.

Superintendent of the BC Financial Services Authority

“Original signed by Raheel Humayun”

Per: Raheel Humayun
Delegate of the Superintendent of Real Estate
Province of British Columbia