

Searching for a Realtor?

Here are some factors, and important questions, to consider when hiring a real estate broker:

Reputation

You want to hire a real estate broker who has a proven track record for:

- a) Consistently selling a lot of properties.
- b) Providing constant top-notch service.
- c) Innovative, effective and result oriented marketing.

Ask around, do your homework and **look for factual, measurable results.**

A pro-active game plan to market your home

Today's housing market demands that the professional realtor knows how to reach your best prospects as soon as they start looking (if not sooner), as well as the skills to convert "lookers" into buyers so your home gets sold! If all your broker does is put a yard sign up and hope that it sells because "the market is hot", you're hiring the wrong person.

In-depth knowledge of your market area

Real estate is a dynamic marketplace constantly re-inventing itself and always in flux. Pricing, appeal, demand, and availability can vary dramatically within a single neighbourhood or just across town. To be effective a broker needs to be intimately acquainted with variables such as **Financial Options, Provincial Ordinances, Municipal By-Laws, Employment Statistics, Development Potential and Demographic Trends** just to name a few. This will enable him/her to help you anticipate, avoid and solve problems before they occur.

A real estate broker that's in the game

Someone once said that, "If you need something done, hire the busiest person available. He/she will do it right, quickly and without hassles, and time won't be wasted on inconsequential tasks." Some people worry that if a broker is busy selling real estate he/she won't have time to give customers the attention they deserve. Well, who would you trust to operate on you, the surgeon who is in high demand or the one who's sitting on his/her hands? Don't hire a part-time medical technician when you need delicate heart surgery.

Someone you feel good about

Selling one's home is serious business, after all, for most of us, it is the most important investment we possess. So it's important that you trust the individual you're about to hire and have the utmost confidence in his/her ability to create the results that meet your real estate needs.

It's likely that no other single factor will have a greater impact on the successful marketing and sale of your home as your choice of a real estate broker. The right broker can make the process seem smooth and hassle-free, even if it isn't. The wrong choice, on the other hand, could result in no end of frustration, delays, and disappointment. So don't take this decision lightly!

Here is an interesting fact: On average, in the competitive Northumberland County real estate market of the past 10 years (2004-2013), only 60% of residences listed for sale actually sold. (See "[Real Estate Market Trends](#)" brochure.) As you can see, even during a 'booming' cycle such as the one we've experienced in the past decade, there are typically far more homes available than there are qualified buyers. If you want to sell your home within a reasonable time frame and at a respectable price, you need a broker who will work the market and do whatever it takes to find a buyer for it, not just list the property and hope it sells itself.

You may opt to sell your home yourself, provided you have the time and patience to do so. However, a professional real estate broker brings several important assets to the 'kitchen table'.

Here are a few of them:

1. Knowledge of the marketplace, which helps determine price and negotiate the sale.
2. Contact with qualified buyers; rather than 'tire-kickers'.
3. Marketing clout.

Consider the following questions...

The top ten questions for sellers to ask before hiring a realtor

To hire the right real estate agent . . . ask the right questions.

1

How long have you been selling real estate?

TONY PULLA - 44 years

Sales Representative # 2 _____

Sales Representative # 3 _____

2

May I have a copy of your résumé?

TONY PULLA - Yes, click to see "[Pulla's Professional Experience](#)".*

Sales Representative # 2 _____

Sales Representative # 3 _____

3

In the past 19 years (1995-2013) how did your sales production stack up against your peers?

TONY PULLA - #1 MLS** Broker 19 yrs in a row. Click to see my "[Leading the Way](#)" brochure.

Sales Representative # 2 _____

Sales Representative # 3 _____

**Based on MLS statistics of the Cobourg-Port Hope District Real Estate Board/ Northumberland Hills Association of Realtors® (1995-2013).

4

How many properties did you, as a broker/sales representative successfully market in the past 19 years (1995-2013)?

TONY PULLA - 2,795 Properties (1 every 2.5 days). Click to see my "[Real Estate Marketing Fit for Royalty](#)" brochure.

Sales Representative # 2 _____

Sales Representative # 3 _____

It doesn't help if your sales representative sells real estate part-time, views the profession as a hobby or is just someone who gathers listings and does nothing else for you. You want a professional real estate sales representative with a proven track record for creating positive results and who has been able to successfully market a lot of properties in the local marketplace on a consistent continuous basis.

5

Can you provide me with written references from some of your past clients whose home you have successfully marketed?

TONY PULLA - Yes, click to see my "[Noteworthy](#)" brochure.

Sales Representative # 2 _____

Sales Representative # 3 _____

6

Do you have a written plan of action that describes:

a. The marketing tools you will provide me with?

b. The marketing strategy that you will use to promote my property?

TONY PULLA - Yes, click to see my "[Real Estate Marketing Fit for Royalty](#)" brochure.

Sales Representative # 2 _____

Sales Representative # 3 _____

It's important to find a real estate sales representative who will use a tailor made marketing strategy to sell your home, which may be different from a strategy needed to sell your neighbour's home. There are many marketing tools available. Your sales representative should be familiar with all of them and be ready to use them as required by current market trends. Also, it's paramount that you know up-front what commission rate you're expected to pay and what services you are being provided with. Remember, commissions are negotiable and not set by law.

7

Do you have the personal means to give my home the promotion required to 'Spotlight' it in the marketplace?

TONY PULLA - Yes, see copies of print media advertising, marketing brochures, and highlight leaflets on my website.

Sales Representative # 2 _____

Sales Representative # 3 _____

8

Do you have your own personal website (exclusive of MLS® & Company) and will my property be easily accessed via the internet?

TONY PULLA - Yes, I invite you to visit my state-of-the-art website at www.pulla.ca.

Sales Representative # 2 _____

Sales Representative # 3 _____

Before signing a listing it's vital that you get a real estate sales representative to commit to an advertising program that will give your property maximum marketing exposure. Just putting up a yard sign, placing your property on the conventional (MLS®) Multiple Listing Service and running a few sporadic ads isn't enough in the current market climate. Present reality demands that a home be constantly 'spotlighted' via an easily accessible internet site, constant newspaper ads, colour brochures, floor plans and a host of marketing tools readily available to the full time professional real estate sales representative committed to service excellence.



9

Do you have full-time personal assistants, so your time is devoted to promoting and selling my house?

TONY PULLA - Yes, click to see "[The Pulla Team](#)" brochure.

Sales Representative # 2 _____

Sales Representative # 3 _____

The real estate sales representative you want to hire is one who devotes his/her time to prospecting for buyers who are ready, willing and able to buy your house. You don't want one who spends most of his/her time putting up signs, cutting keys, delivering papers and running errands. Although these activities are necessary functions of the selling process, they are not buyer/sale producing. The most effective sales representative is one who has a team to assist him so his focus is invested on what really matters to you: Selling your house at the price you want, with the least amount of hassles and within a time frame that is convenient for you.

10

Are you and your team fully automated with mobile phones, pagers, voice mail, e-mail and fax so we can stay in touch and are you committed to being available?

TONY PULLA - Yes, click to see my "[24-7 Real Estate Connection](#)" brochure.

Sales Representative # 2 _____

Sales Representative # 3 _____

It is crucial for your real estate sales representative to be available. The last person you want is someone who lists your property and then disappears. Nothing is more frustrating than having a vital question you need answered now, and not being able to reach your sales representative. As mentioned earlier, selling one's home is serious business and your sales representative should respond quickly to your calls, and keep you informed on a regular basis throughout the selling process. Sales representatives with teams of full-time assistants dedicated to the sellers' needs and are far more capable of maintaining open lines of communication and attending to your needs.

Remember, you want a realtor who expertly addresses your current real estate needs and makes the process of buying and selling real estate a pleasant and rewarding experience. You need a real estate broker who is a proven and capable negotiator and facilitator. You require a professional with the knowledge, ability and personal resources to formulate and implement tailor-made marketing plans and strategies that create the momentum necessary for a successful transaction.

Tony Pulla

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