

Tony Pulla

— SINCE 1970 —

BROKER

**A SUMMARY OF
PROFESSIONAL EXPERIENCE**

January 1, 2014

Tony Pulla

SINCE 1970

BROKER

AN OVERVIEW OF

44 YEARS OF “HANDS-ON” REAL ESTATE EXPERIENCE

PRESENT

BROKER

RE/MAX LAKESHORE REALTY INC., COBOURG, ONTARIO

I continue to be associated with RE/MAX, one of the most recognized and professional real estate organizations in the world. I bring with me the knowledge and expertise acquired during my lengthy involvement with the many facets of real estate development, management, sales and marketing.

This year, I will again invest a considerable amount of resources into the development and implementation of innovative, tailor-made real estate marketing plans and strategies designed to benefit my clients and customers. As always, my primary professional goal is to provide them with unparalleled, quality, professional service while assisting them with all their real estate needs.

2002-2013

BROKER

RE/MAX LAKESHORE REALTY INC., COBOURG, ONTARIO

Sensing that sooner or later the new millennium would present all of us with monumental, game changing events, on January 2002, my team and I associated ourselves with the RE/MAX real estate organization. The main reason for making the move was for us to be in a better position to provide our clients with access to a premier referral network, innovative and effective result-oriented service and a global, state-of-the-art technological real estate infrastructure.

In the past 12 years, we have seen the real estate market achieve extraordinary, positive growth in all areas of the industry. This period was also a time of unprecedented personal achievements: I was recognized as the N° 1 Broker* of the Cobourg-Port Hope Real Estate Board/Northumberland Hills Association of Realtors® for 12 consecutive years (2002-2013); in 2005 I was inducted in the RE/MAX Hall of Fame and in 2009 I was the recipient of the prestigious RE/MAX Lifetime Achievement Award, making this one of the most productive segments of my real estate career.

1995-2001

ASSOCIATE BROKER

CHOICE OF SERVICE® PREMIER REALTY LTD., COBOURG, ONTARIO

This period was a very successful segment in my real estate career. I was recognized as the N° 1 Broker* of the Cobourg-Port Hope Real Estate Board for 7 years in a row (1995-2001), and was personally involved in the successful marketing of 1297 properties; that's an average of one property every 48 hours. But more importantly, I was able to provide my clients with top notch real estate service. Also, as one of the Directors of Choice of Service® Premier Realty Ltd., I am pleased to report that these past 7 years saw us consistently set the pace as one of the leading real estate companies in Northumberland County.

1994

ASSOCIATE BROKER

CHOICE OF SERVICE® PREMIER REALTY LTD., COBOURG, ONTARIO

Aware that the consumer was undergoing a paradigm shift, vis-a-vis the service industry; I associated myself with Choice of Service® Premier Realty Ltd. and was instrumental in introducing a whole new real estate marketing concept to Northumberland County. Our main goal was to establish ourselves as the N° 1 real estate office† on the Cobourg-Port Hope Real Estate Board by the end of 1994 . . . and so we did!

1993

ASSOCIATE BROKER

CENTURY 21 ALL-PRO REALTY LTD., COBOURG, ONTARIO

After a careful reassessment of the marketplace I decided to return to Real Estate Sales, and was again recognized as the N° 1 Salesperson♦ of the Cobourg-Port Hope Real Estate Board and N° 16 in the Century 21 organization for Canada which at the time employed approximately 6,000 agents.

1989-1992

ASSOCIATE BROKER

CENTURY 21 ALL-PRO REALTY LTD.
COBOURG, ONTARIO

During this period my primary focus was again on the training and motivation of sales staff, image enhancement of company and monthly analysis of the “marketplace” to evaluate the company’s performance and comparative status.

1985-1989

ASSOCIATE BROKER

CENTURY 21 ALL-PRO REALTY LTD.
COBOURG, ONTARIO

Assisted in the successful marketing of several residential projects in Cobourg, Port Hope and Hamilton Township.

1982-1985

ASSOCIATE BROKER

CENTURY 21 ALL-PRO REALTY LTD.
COBOURG, ONTARIO

After 3 years of recruiting, training and motivating new sales staff, I found that I still missed “making deals”, so I returned to the marketplace and was subsequently recognized as the N° 1 Salesperson[♦] of the Cobourg-Port Hope Real Estate Board for three consecutive years, 1982 to 1984. In 1984 I had the distinction of being among the top 10 agents in the Century 21 system in Canada which, at the time, employed in excess of 4,000 agents.

1979-1982

ASSOCIATE BROKER

CENTURY 21 ALL-PRO REALTY LTD., PORT HOPE, ONTARIO

Century 21 All-Pro Realty was incorporated in the fall of 1979 and during this period I assisted my partners with the day-to-day management of the company while focusing on recruiting and training new sales staff.

1976-1979

BROKER - OWNER

KANATA REALTY INC., COBOURG, ONTARIO

This was a period of growth for the Town of Cobourg, allowing me to successfully negotiate a number of pre-owned real estate transactions. My primary energies, however, were directed in successfully marketing 128 new homes that were being built in the town of Cobourg by various building companies.

1975-1976

BROKER - OWNER

TONY PULLA REAL ESTATE, COBOURG, ONTARIO

Successfully marketed 43 new single family units in west-end Cobourg.

1973-1975

SALES ASSOCIATE

LANG REAL ESTATE LTD., OSHAWA, ONTARIO

While, peripherally engaged in the sale of real estate on the “Open Market”, my focus was on the successful marketing of various commercial and residential projects in Oshawa and Whitby.

1970-1973

SALES ASSOCIATE

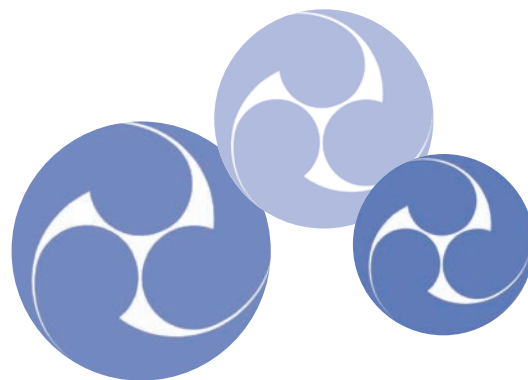
W. FRANK REAL ESTATE LTD., OSHAWA, ONTARIO

Apprenticeship period. Developed the skills, techniques and attitudes necessary to successfully market real estate.

♦ Based on MLS statistics of the Cobourg-Port Hope Real Estate Board (1982-1993).

† Based on MLS statistics of the Cobourg-Port Hope Real Estate Board (1994).

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





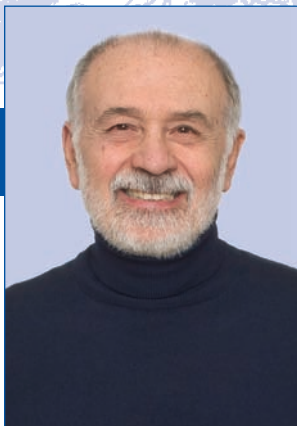
*“Going far beyond the call of duty,
doing more than others expect . . .
this is what excellence is all about.*

*And it comes from striving,
maintaining the highest standards,
looking after the smallest detail,
and going the extra mile.*

Excellence means doing your very best.

In everything.

In every way.”



Tony Pulla, Broker – Northumberland County’s Leading Realtor*

Expect Excellence ...

RE/MAX Lakeshore Realty Inc.

Brokerage – Each Office Independently Owned & Operated

1011 Elgin Street West, Cobourg

905.373.1980 Direct Line 24 Hr. Pager

905.373.7653 Office • www.pulla.ca • tony@pulla.ca