

# WHY HIRE PULLA?

## Want it sold?

Examine the following facts & hire PULLA:

	Tony Pulla	Traditional Sales Rep's Avg.
Properties successfully marketed in the past 19 years (1995-2013)	2795	182
Average transaction frequency in the past 19 years (1995-2013)	1 every 2.5 days	1 every 43 days

Over the past 19 years Pulla has outperformed the traditional agent by an average ratio of 15:1.

Past performance is no guarantee of future success, but what else can you go by?

## Want maximum marketing advantage?

PULLA'S unique marketing methodology incorporates:

**1**

An overview of the general financial trends and current interest rates status together with their impact on the local housing industry and property values

**2**

A review of the real estate trends and activity cycles in the local marketplace as per statistics compiled by the Cobourg-Port Hope District Real Estate Board/Northumberland Hills Association of Realtors®

**3**

A presentation of "comparable properties" including homes currently on the market and homes that have recently sold. You will also be provided with an estimated range of value for your property together with a definition of "Market Value"

**4**

A review of Pulla's Pro-Active Marketing Plan together with an assessment of its frame work and benefits

**5**

A review of "The Top 10 Crucial Questions to Ask Before Hiring a Realtor"

**Trust your housing needs to a professionally proven real estate broker.**

## REMEMBER . . .

It doesn't help if your real estate 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 broker with a proven track record for creating positive results and who has been able to successfully market a lot of properties in the local market on a consistent basis.

## Want quality service?

Hire PULLA to sell your property and he will provide:

- ✓ 44 years of real estate marketing experience
- ✓ 40 years serving the real estate needs of Northumberland County property owners
- ✓ A team of professionally trained and licensed assistants
- ✓ Maximum print media advertising to "Spotlight" your property to its best advantage
- ✓ A professionally designed internet presentation of your property which will be easily accessible via a state-of-the-art website at [www.pulla.ca](http://www.pulla.ca)
- ✓ A high-tech "virtual reality" tour of your home, if your home qualifies
- ✓ An introductory "Just Listed" brochure to kick start the marketing process if deemed necessary
- ✓ Exposure of the property through the worldwide RE/MAX referral network
- ✓ Promote your home at the company sales meetings
- ✓ A colour feature brochure "highlighting" details of the subject property
- ✓ The installation of the internationally recognized RE/MAX "For Sale" yard sign
- ✓ Convenient and easy contact for public at our very visible and modern office
- ✓ A returnable lock box to facilitate showings by other agents
- ✓ All the photography necessary for MLS listing service, media advertising, marketing brochures and internet presentation
- ✓ Full MLS service through the Cobourg-Port Hope District Real Estate Board/Northumberland Hills Association of Realtors®

- ✓ Additional internet exposure through the MLS website at [www.realtor.ca](http://www.realtor.ca)

- ✓ Timely feedback on all agents' showings of your property

**For an effective pro-active marketing strategy and topnotch unparalleled quality service . . . HIRE PULLA**

## REMEMBER . . .

It's important to find a real estate broker 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 real estate 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 how much advertising exposure your property is going to receive and what specific marketing program has been designed to enhance its saleability.



**RE/MAX**  
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