

Tony Pulla

SINCE 1970
BROKER

**What has 4 heads, 8 eyes, 16 limbs,
a multiple personality, is techno-savvy and
sells real estate 7 days a week?**



THE PULLA TEAM

NORTHUMBERLAND COUNTY'S LEADING REAL ESTATE SALES TEAM*

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

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

JUST SO YOU KNOW HOW THE “PULLA TEAM” WORKS.

INTERNET & MARKETING TOOLS

Being committed to service excellence, we “spotlight” your home via an easily accessible, state-of-the-art internet site, a constant print media advertising program, colour brochure and a host of marketing tools.

PICTURES

The interior and exterior pictures of your home are taken by myself or one of my personal assistants, these pictures will be used for M.L.S./Internet purpose, print media advertising and to showcase your home in a personalized colour brochure.

BROCHURE

A colour brochure of your home will be produced by my staff. This marketing tool will contain all pertinent information about your home and will be available to “bona fide” prospects. If there is special information that you would like us to include in the brochure, please notify us A.S.A.P. The brochure will be completed as soon as satisfactory pictures are produced.

FEEDBACK

Feedback on in-house showings will be done as quickly as possible. Our goal is to keep you informed. Feedback on showings carried by non Re/Max Lakeshore Realty Inc. agents might take longer ... some agents are very slow in providing us with information about the outcome of their showings.

UPDATES

Verbal updates will be done by one of my assistants.

ADVERTISING

It is my belief that no other agent in our area offers an advertising plan which is as extensive and comprehensive as ours.

We are here to provide the finest service available.

Please feel free to ask any questions you may have about your listing or your sale.



T OGETHER **E** VERYONE **A** CCOMPLISHES **M** ORE

If your property is currently listed with a real estate broker, please disregard this offer. It is not our intention to solicit the offerings of other real estate brokers.

We are happy to work with them and cooperate fully. – Tony Pulla, Broker, RE/MAX Lakeshore Realty Inc. 2014

NOTICE: The comments and information contained in this brochure are for basic information purposes only. Buyers and Sellers are advised to do their due diligence.

Thank you for the opportunity to let us market your home. In order for us to make our mutual goal a reality, we must work together. The following outlines how I and my sales team work.

STAGING

Take time to “Stage” your property.

Please allow us to suggest some do’s and don’ts that create a good first impression (see “Small Improvements ... That Go a Long Way”). Also, start packing now!!! Unnecessary objects around the home can make the home look cluttered and smaller.

UTILITIES

On vacant properties, electricity must not be turned off.

Home viewing is often done in the evening and agents, appraisers & home inspectors need electricity left on to do their job. (During the winter season make sure the property is professionally winterized.)

SHOWINGS

Showings are for your benefit (if a buyer can’t view the property he/she won’t buy it!)

Please ensure that your home is ready and available to show at all REASONABLE times.

We strongly recommend the placing of a lock box on your door, this facilitates the showings.

(Agents won’t have to waste time picking up and returning keys.)

OFFERS

In all cases we try to present all offers at my office, here we have all the tools such as fax, photocopier, computer, teleconferencing and forms that may facilitate the negotiating process.

INSPECTION

After the contract is finalized, it might be necessary that the home be inspected by an appraiser for financing purpose and/or a home inspector to make sure there are no major deficiencies or defects. The appraiser usually needs about 30-45 minutes, a home inspector however might take up to 3 hours and is usually accompanied by the buyer.

My assistants and I are here to help you.



T O G E T H E R **E** V E R Y O N E **A** C C O M P L I S H E S **M** O R E

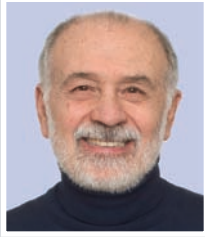
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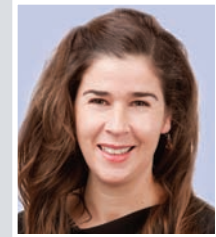
Tony Pulla*



Jan Rosamond**



Jill Williams**



Nikki Pulla***

OUR MISSION

We believe in old fashion values:

Honesty, hard work, education & service with enthusiasm. People are our business – real estate is our product.
Our goal is to help you accomplish your real estate goals!

OUR VISION

To provide outstanding real estate service based on strong teamwork and exceptional information systems, technology and specialization designed to benefit our clients.

To be leaders as real estate professionals and help our clients achieve their real estate goals.

To commit ourselves to professional development and to share our expertise with our clients and cohorts.

OUR VALUES

Integrity – To treat each other and those we serve with respect, honesty and trust.

Care – We dedicate ourselves to meeting our client's individual real estate needs.

Quality – To exceed our client's expectations and explore new & better ways to serve them.

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

*Broker **Sales Representative ***Administrative Assistant

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