

# 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) Successfully assisting many buyers with their real estate needs on a consistent basis;
- b) Providing constant top-notch home buying service;
- c) Innovative, effective and result oriented home buying strategies;

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

## A pro-active game plan to find your "dream home"

Finding your "dream home" is not an easy task. The process can be facilitated by hiring a professional realtor that provides you with:

- a) Access to a multitude of properties to choose from;
- b) Guidance in establishing your financial parameters;
- c) Assistance in creating a "shopping list" of features you want and need in your new home;
- d) A thorough insight into the buying process, thus avoiding surprises and help you assess your needs and how they differentiate from your wants.

## In-depth knowledge of your marketplace

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 is sitting on his/her hands? Don't hire a part-time medical technician when you need delicate heart surgery.

## Someone you feel good about

Buying a new home is serious business, after all, for most of us, it is the most important investment decision we'll ever make. 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 purchase of your new 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!

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**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. So, if you patiently approach the home buying process logically and methodically, you will, with the assistance and guidance of a professional broker, find the whole experience to be pleasant and rewarding.

**You may opt to buy your new home on your own, provided you have the time, patience and expertise 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 purchase.
2. Access to a multitude of properties through the renowned "MLS" system.
3. Guidance as you review the wide array of financing choices available to home buyers.

# The Top 10 Crucial Questions 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.\* Please click to see "[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 "[Real Estate Marketing Fit for Royalty](#)" brochure.\*

Sales Representative # 2 \_\_\_\_\_

Sales Representative # 3 \_\_\_\_\_

It doesn't help if your real estate sales representative sells real estate part-time or views the profession as a hobby. You want a professional real estate broker with a proven track record for creating positive results and who has been able to successfully assist many buyers with their real estate needs on a consistent 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 "[Noteworthy](#)" brochure.\*

Sales Representative # 2 \_\_\_\_\_

Sales Representative # 3 \_\_\_\_\_

## 6 Do you have a written plan of action that describes the level and extent of professional service I can expect throughout the buying process?

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

Sales Representative # 2 \_\_\_\_\_

Sales Representative # 3 \_\_\_\_\_

It is important to find a real estate sales representative who will use a tailor made home buying plan that addresses your housing needs and facilitates your search for your "dream home". Having the right realtor on your side can make the difference between a successful, hassle free transaction and gigantic headache.

## 7 Can you provide me with an outline of your home buying methodology?

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

Sales Representative # 2 \_\_\_\_\_

Sales Representative # 3 \_\_\_\_\_

## 8 How extensive is your listing inventory and are all your listings easily accessed on the internet?

TONY PULLA - We're currently marketing the most extensive single inventory of new and resale homes in Northumberland County on my state-of-the-art website at [www.pulla.ca](http://www.pulla.ca). Click to see "[NET SEARCH](#)" brochure.\*

Sales Representative # 2 \_\_\_\_\_

Sales Representative # 3 \_\_\_\_\_

I believe that great business breakthroughs occur at the intersection where technology and the needs of the clients meet. With this in mind, I've invested in a new state-of-the-art computer network and the development of what is probably the most comprehensive user-friendly real estate website in Northumberland County. Through this exclusive searching tool, the details of a wide variety of listed properties will be made available to you and thus save you a tremendous amount of time and effort as you search for that special place to call home.

**More questions on next page >>**

\*The enclosed brochure will give you an idea of the level of expertise and professionalism you can expect.

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.

## 9

**Do you have full-time personal assistants, so your time is devoted to assisting me with the purchase of my new home?**

**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 prospecting on your behalf for the home that meets your needs. 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 daily real estate tasks, they are not directly related to the home search/buying process. 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: Finding the "right home" and assist you with its purchase at a fair price, 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: 1. Yes, see "[The 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 shows you a couple of properties 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, finding your "dream home" is not an easy task and your sales representative should respond quickly to your calls, and keep you informed on a regular basis, throughout the buying process. Sales representatives with teams of full-time assistants dedicated to the buyer's needs, 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 a new home 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 house buying plans and strategies that create the momentum necessary for a successful transaction.

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

# Tony Pulla

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**www.pulla.ca**

\*The enclosed brochure will give you an idea of the level of expertise and professionalism you can expect.

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