



MATTHEW FUSCO

Residential Real Estate Sales Specialist



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ABOUT ME

Real estate professional with 13+ years of expertise in resale and pre-construction sales, new home transactions, and broker engagement. Skilled in leading sales workflows, coordinating marketing strategies, and guiding clients through complex purchase processes, including Tarion schedules. Proven success collaborating with co-operating brokers and builders such as Pemberton Group, Minto, and Norstar Group, driving sales through effective presentations, buyer incentives, and proactive communication. Known for market insight, relationship-building, and delivering results that exceed expectations.

EDUCATION & LICENSES

Ontario Real Estate Association Real Estate License

OREA College (2012)

- Fully Licensed, insured and in good standing with TREB, OREA, and CREA

High School Diploma

St Robert Catholic High School
2002-2006

SKILLS

Sales Leadership

Broker Relations

Pre-Construction Expertise

Market Analysis

Project Marketing

Client Management

Launch Coordination

PROFESSIONAL EXPERIENCE

2012

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Present

Residential Real Estate Salesperson

Real Broker Ontario LTD | Toronto ON

- Collaborated with leading builders, including Pemberton Group, Minto, and Norstar Group, to sell allocated inventory for new home and condo developments.
- Facilitated public presentations and buyer worksheet submissions, streamlining allocation processes and ensuring compliance with builder protocols.
- Guided clients through every stage of the pre-construction purchase process, ensuring a seamless experience while meeting builder requirements and deadlines.
- Acted as a liaison between buyers and builder sales teams, managing lot selection, agreement negotiation, and closing processes to drive successful transactions.
- Supported a Wasaga Beach builder with site acquisition, development planning, and pre-construction sales for a four-unit residential project.
- Developed and executed comprehensive marketing strategies, including direct mail campaigns, advertising, and online promotions, to maximize project visibility and engagement.
- Built and maintained strong relationships with Platinum and VIP brokers
- Converted leads and traffic into sales by maintaining proactive communication and personalized follow-up with buyers and brokers.
- Conducted competitive market analysis using tools like REALM, delivering actionable insights into market trends and competing developments.
- Successfully handled a significant volume of resale transactions, assisting clients in buying and selling homes across various property types, leveraging expertise in pricing strategies, market analysis, and negotiation to deliver exceptional outcomes.