

TOP PRODUCER

MARK GULLA

The Balance of Real Estate

WRITTEN BY KENDRA WOODWARD
PHOTOGRAPHY BY MAINLINE PHOTOGRAPHY
PHOTOGRAPHED AT THE COURTYARDS AT LEGENDS
MILANO MODEL - SCARMAZZI HOMES



Mark Gulla's mornings usually start with a baby in one arm and a cup of coffee in the other. It's a rhythm he loves and looks forward to, one that calms the chaos of his work life and perfectly prepares him for what is yet to come with each new day.

After more than a decade of experience in the real estate industry, Mark has learned to lean into each new market cycle with a unique perspective. One where he places his mental health and life work balance as a priority, in turn, allowing him to bring an unrelenting amount of energy and dedication to each new day.

Having been featured not too long ago as a Rising Star, he implements changes

and new processes just as often as the frequency with which the market tends to shift. That ability to adapt has not only served to propel his career, it's also brought about a new clientele and shift in business.

And while he's still practicing as a solo agent, Mark brought on a transaction manager last year which gave him more room to focus on what he loves most... connecting with people and doing right

by them. Because for Mark, "Going Above and Beyond" isn't just a catchy slogan, it's the mindset lives by.

That outlook became especially important in 2020 when Mark decided to reinvest in his business for the benefit of his clients, despite the chaotic COVID market. He started implementing better quality listing videos with the help of Connor Zarefoss and his team at Property Vids Productions, upgraded his photography capabilities, and leaned

into social media in a more intentional way. "That has really helped me get to the next level," he admits.

Suddenly, it seemed like his listings weren't just being seen...they were being experienced. The decision created new momentum for Mark, and he was constantly shocked by the amount of clients that would reference specific listings from his posts and videos. And while Mark admits creating a video isn't the right fit for every property,

he's learned that listing presentations can greatly impact how people connect to a property emotionally, and that connection is what opens doors!

Around the same time, with the increase of new clientele and first time homebuyers, Mark implemented buyer/seller guidebooks, something he continues to utilize and update annually. It brought clarity to the process, providing his clients with insight for the journey ahead. It also supported one of



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his favorite parts of the process as well, introducing younger generations to the homebuying process, helping them prepare, and walking by their side every step of the way.

The guides also proved especially helpful during the following two years, when quick decisions and fall through deals became the norm. "I told clients to buckle their seatbelts," he admits with a laugh. These days, however, Mark is grateful the market has returned to a much calmer pace. Clients no longer have to forgo inspections, have more time to discuss details, and can better process negotiations and decisions that suit their family's needs.

As businesses opened back up and face-to-face meetings were allowed once more, Mark leaned into buyer meetings, setting aside time to get to understand their expectations thoroughly before stepping foot into a single listing. From there, he educates clients on what to look for, the good and the bad, and helps them understand that while the process can take time, it's worth slowing down to find the right fit.

With sellers, Mark takes great pride in helping them realize the value of their property and assisting them in getting the most return on their investment. "I'm always looking to make sellers the most amount of money as possible," he admits. "You can't just throw their property up on the multilist and hope

it sells." Instead, he dives into comps, social media campaigns, open houses, and anything else that gets more eyes on the property.

When asked what advice he'd give his younger self, Mark doesn't hesitate, responding, "Everybody wants to go from zero to one hundred at the snap of a finger, and that's not how it works." The steady climb, the learning curves, and confidence you learn in your craft that can only come from firsthand experience are all milestones an agent must lean into. "You just have to be patient."

Throughout that process, he's learned to protect his time and mental space as well, which has made a tremendous impact on his career in recent years. Most mornings start early, helping his two little girls get ready for the day with a coffee in hand, the occasional stroller walk, maybe a few calls, and a quiet kind of joy that sets the tone for what the day might bring.

On Thursdays, Mark hits the reset button with a round of golf with friends, where the only rule is that no phones are allowed. And at home, he continues to end his day with a calm demeanor by relaxing and recharging with his wife while watching one of their shows. When holidays and big events come around, Mark loves hosting parties and has begun quite a few traditions with his family and friends, including the much-anticipated annual vacation which

garners a growing guests list with each passing year.

Looking ahead, Mark has big goals but continues to carry the same grounded energy he started his career with. By the end of 2026, he aims to expand his designation as the Top REALTOR® in Beaver County, hoping to make this year his fifth in a row, while aiming to also become the top agent at his brokerage. He laughs that if someone had told him he would reach these designations when he first started, he never would have believed it.

Mark is also looking forward to relaunching his YouTube series, *Around Town With MG*, where he visits local businesses, meets the owners and showcases their stories to bring awareness to the amazing locally-owned businesses in the area. The casual yet approachable episodes feature cooking segments with restaurant owners while chatting about life and business, or popping into a coffee shop to spotlight their unique recipes.

Through it all, whether he's helping first time buyers unlock their first front door, guiding sellers toward better than expected outcomes, or hosting a house full of friends and family, Mark keeps coming back to the same idea: real estate, like life, works best when you show up as your full self, stay patient, and go above and beyond expectations... even when no one's watching.

