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Tony Proud to Chalk Up 48 Years *Thriving Decades*

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AFTER 48 years and millions in property sales PRDnationwide Nucifora principal Tony Pascale has cemented his reputation as one of Liverpool's most experienced industry veterans.

Mr Pascale this month celebrates 48 years in real estate in Liverpool, marketing an array of notable Liverpool properties to both local and interstate buyers over the past 5 decades.

The managing director of PRDnationwide Nucifora is arguably one of the most well-known in the local real estate business today.

It was 1962 when he joined with a local real estate office which went on to become PRDnationwide.

He celebrated the 48-year milestone with staff at a special dinner.

"I like Liverpool, it gave me the opportunity to grow to where I am today, which I never would have got the chance to do in Sydney," he said.

His secret to success?

"I built my business from managing 30 properties to over 1400 properties. Over the years, I never bought any management - it was built up through my work. I look after customers I enjoy doing it."

And while Mr Pascale has been in the real estate industry for a staggering half a century – he admits he's not about to slow down – working five days a week starting at 7.15am every day.

"I'll be here for quite some time yet," he said.

Mr Pascale prides himself on building a reputation from the ground up having immigrated to Australia with no English language skills and few contacts.

Tony was one of the thousands of Europeans who came to Australia in the 1950s in search of a better life.

From those humble beginnings Mr Pascale carved out a career that has seen him win countless industry awards and the respect of his clients.

The success of his business has been built on a commitment to working loyally and honestly.

“Every day I have respected and looked after my customers,” he said.
“If you are loyal and tell the truth – they come back to you.”

The 79-year-old delved into the world of real estate in 1958 and twenty years later was the sole owner of one of the region’s most successful agencies.

Under his leadership the business grew and today boasts more than 1400 properties on its books and 20 employees including his Manager and Son Frank.

Mr Pascale credits his working class Italian upbringing for many of the attributes he has instilled into his employees at his real estate agency.

A stint in local politics in late 1987 and serving on Liverpool City Council for 17 years secured Pascale’s position as one of Liverpool’s most popular and trusted residents.

In 2004 Tony was also recognised by the previous Prime Minister, The Hon John Howard MP for his services to Liverpool.

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About PRDnationwide

PRDnationwide was founded on Queensland’s Gold Coast in 1975. The company has specialised in residential project marketing for more than three decades and it has a strong commercial presence in both the Gold Coast and Brisbane markets. It has a total of 139 franchise offices and corporate offices in Melbourne, Sydney, Brisbane and the Gold Coast. For further information about PRDnationwide visit www.prdnationwide.com.au.

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