

Title: This Sub Needs To Tread Lightly With The Emergence of Pulte.

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Disclaimer, I am not here to spread FUD, and I am also not accusing Pulte of anything specifically nefarious. I am simply here to point out a few red flags that I've seen come up in the last week.

First off, we are not dealing with one man, aka Pulte. We're dealing with a team of people who are highly organized and employed to run his social presence and push his brand. There is absolutely no way that one single person would be able to be on every social platform, this active, all day long...let alone a highly successful and wealthy businessman. The way they show up the moment their name is dropped is suspect as fuck. We really should stop addressing Pulte as a person and more the brand that they actually are. And this brand is talented...just look at how quickly they have taken over this sub and claimed the sworn unquestioned loyalty of apes. There's a deeper motive here.

Second, Ryan Cohen has never officially endorsed Pulte. They had an interaction and we completely ran with it off of what basis, that both Pulte and Cohen had a great relationship with their father/grandfather who taught them about business? Obviously, this is a great character aspect to have, but is that really enough for us to blindly trust him? Until Cohen comes out fully in support of the Pulte team I am keeping them at arm's length. ■

Where are the receipts? Since when are we a sub that believes someone has done anything without proof? We've heard that Pulte threw 6 figures at GME. We've heard he's being attacked for this move. We've read all of this firsthand through the Pulte team's Twitter but I have yet to see proof of any of this. Without proof, this whole thing feels like a masterfully done manipulation of passionate investors who are looking for confirmation bias. It worked too, for better or worse we swallowed that hook line and sinker. We can only hope these stories are true and not fabricated for personal gains. ■

At the end of the day, Pulte could be here both in support of our goals and to grow their own brand and loyal following. That is my personal hope. I've spent a lot of my life filming documentary-style commercials for non-profits in the third world and emerging markets. The one thing consistent across the board with these NGOs is that there's always an ulterior motive. You end up ignoring the motive because the good being done in these communities hugely outweighs the capitalistic ventures the companies were benefiting from. You're not going to shut down a non-profit that is literally saving children's lives by shipping nutrients into poverty-stricken countries simply because you know the NGOs main goal is to get emerging markets used to seeing their brand plastered across life saving assets. Yes, the community survives, but they're being groomed to see said "brand" as a necessary part of life. My question here is what are we being groomed to accept at the moment. ■

To wrap this up, I really hope whatever the Pulte team's motives are, they are in line with the apes. Of course, we're never going to all align on the same motives and an enemy of my enemy is my friend. That being said, can we try and take it just a little slower when it comes to organizations like Pulte? Can we take a step back and just question what someone or something has to gain by riling us up? Let's be smart with our endorsements, then move forward. ■

Love you all, stay safe out there!