

SOUND OFF

Q: Why is it important to hire a real estate professional when selling/buying a home?

A: There are many reasons to work with a sales professional with expertise in all the nuances of buying and selling real estate. For one thing, working with a trusted real estate agent will help ensure you aren't leaving money on the table. A good agent also brings deep knowledge of their local marketplaces and of the inventory available. For sellers, they work to get both the best exposure and the best price for a listing.

More important than working with a real estate professional when buying or selling is working with the right real estate professional. At William Pitt Sotheby's International Realty, we bring a number of advantages to our clients that are ours alone. These include a proven global referral network as well as a marketing strategy that achieves exposure through exclusive partnerships with the most respected global media outlets, such as The Wall Street Journal, The New York Times, Architectural Digest, Bloomberg and Dwell.

We also have an exclusive



relationship with the legendary Sotheby's auction house, bringing a centuries-old and world-renowned heritage of expertise in treasured possessions, and drawing buyers and sellers to our doors while providing further exposure through joint marketing efforts.

In addition, we have achieved a reputation in delivering the highest level of service, and our agents have a consistent track record in handling the sale of fine property at all price points.

These are just a few advantages prospective buyers and sellers won't find anywhere else, let alone if they choose not to work with a real estate professional at all.

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