

REAL ESTATE NEWS

## William Pitt and Julia B. Fee Sotheby's International Realty launches new website, wins award

William Pitt and Julia B. Fee Sotheby's International Realty has just launched a redesigned, feature-rich website, and was almost immediately honored with several awards for the new site by the trusted real estate news source REAL Trends.

Describing the site as one of its "personal favorite websites with amazing integration of live listings on the homepage," REAL Trends recognized williampitt.com

as the No. 1 real estate site nationally in the category of best design, No. 3 in best mobile experience, No. 3 in best neighborhood pages and No. 5 in best overall real estate website.

REAL Trends analyzed nearly 750 real estate websites to arrive at the results for its first annual Real Estate Website Rankings. The judging panel included real estate chief technology and marketing officers across the U.S.

"The REAL Trends recog-

nition is an incredible accomplishment for our firm and a testament to all of the hard work we have put into our new web platform," said Paul Irevnich, president and CEO of William Pitt and Julia B. Fee Sotheby's International Realty. "The new design was 18 months in development, and the end result is a powerful and improved website that marks a bold, fresh look for our firm."

The site's new features include property video clips



WILLIAM PITT

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on the home page, robust content on every listing page, large high-resolution photographs, site customization according to the user's location, the ability to customize the site with personal preferences, stronger search capabilities with suggestive keyword searches and options to search by lifestyle and

detailed community information and local knowledge, such as accessibility to area schools and precise travel times to Grand Central in New York City.

The responsive web design allows the screen to perfectly fit whichever device a user happens to be using. Visitors can delve into the site's in-

ternational side, choosing from 19 languages and dialects, converting prices into more than 100 currencies updated daily with the latest exchange rates, and searching for properties in key markets all over the world.

Property updates from the MLS occur more frequently than the sites of competitors, with 10 MLSs supplying information on more than 160,000 regional listings and nearly 1 million sold property records to the site.

"The list of exciting new features is nearly endless, offering tremendous advantages to both sellers who work with us and buyers searching for that perfect home," said Vin Succi, chief operating officer of William Pitt and Julia B. Fee Sotheby International Realty.