

Staying up on marketing trends

While living in Sarasota, Fla., local Realtor Tina Rao Witthoeft worked for a premier, custom home builder as the director of marketing.

While working there, she felt compassion for each client's journey as they bought or sold what could be their largest investment. She also found it key to have properties beautifully represented online and print advertising through professional photography to appeal to buyers and to utilize as many marketing tools as possible to enhance exposure both in the U.S. and internationally.

Today, one of her best skills is educating clients on those market conditions and industry movement to ensure their ability to make informed decisions.

The most rewarding part of her career is working with clients through a typically challenging process, whether buying or selling, and keeping lenders, attorneys, agents and clients all informed while ensuring a less stressful process.

It is also very rewarding to have a past client to refer her to a future buyer or seller, Witthoeft said.

She has been licensed since 2004 and joined William Pitt Sotheby's International Realty in 2009, where she is consistently a top producer. She has worked as a team with her real estate partner Lisa DeVellis since 2009. They serve Northern Fairfield, Southern Litchfield and Western New Haven counties.

Witthoeft brings to the table a set of developed skills from past industries, including marketing, home building and design and hospitality. These experiences



Business: William Pitt Sotheby's International Realty

Lives: Newtown

Office: Danbury

Expertise: Relocation, first-time home buyers, 55-plus active adult, home building and design, foreclosures, short sales

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give her a good understanding of how to better service their clients and market their properties.

Although her hometown is Armonk, NY, Witthoeft has lived in Newtown for eight years and has also lived in Ridgefield, New Fairfield and Milford.

In her spare time, she enjoys running and golf, and has three children, ages 17, 21 and 24.

She has a bachelor's degree in marketing from the Fashion Institute of Technology in New York City.