

William Pitt, Julia B. Fee Sotheby's participates in global luxury real estate conference

William Pitt and Julia B. Fee Sotheby's International Realty recently participated in the 2016 Sotheby's International Realty Global Networking Event. The event, which took place from May 16 to 18 in Las Vegas, brought together approximately 2,300 members of the global Sotheby's International Realty network, which is comprised of approximately 19,000 sales associates located in about 845 offices throughout 63 countries and territories.

"The Sotheby's International Realty Global Networking Event offers an extraordinary experience, providing great value to our firm, and in turn, our clients," said Paul Breunich, president and CEO of William Pitt and Julia B. Fee Sotheby's International Realty, in a press release. "Attending allowed us the opportunity to connect with

the world's most talented real estate professionals. All participants gained knowledge on the industry, both on a global level and as a whole, and experienced the advantages offered through the Sotheby's International Realty network, as well as the brand's vision for the future, all while creating lasting friendships and a valuable, global referral business."

Held at the Wynn Las Vegas, the Sotheby's International Realty Global Networking Event was a dynamic three-day immersion into the brand, offering network members the unique opportunity to collaborate, share ideas and best practices, generate referrals and create lasting business connections around the world. The general sessions featured inspiring, emotional and motivational speeches from Sotheby's International Realty Affiliates LLC's

Philip White, president and chief executive officer; Wendy Purvey, chief marketing officer; and Francis X.

The event included Santangelo, senior vice president, global operations, as well as keynote speaker Daniel Lamarre, president and CEO of Cirque du Soleil, and closing speaker Joe Castillo, the world's premier "SandStory" performer.

"Our Global Networking Event celebrates the strength of the Sotheby's International Realty network," White said. "This year's conference was our most attended ever, and it is incredible to see how members of our network continue to utilize the resources we provide, take the reins and develop their own new opportunities and continue to grow their business."

There were more than 35 different breakout sessions, ranging in topics from sales and negotiation tactics, to the changing landscape and

demographics of homeownership, to the power of branding and marketing, and more. Four representatives from William Pitt and Julia B. Fee Sotheby's International Realty took part in the sessions.

The first focused on the brand's digital listing presentation app Anthology, where Scarsdale and Larchmont brokerage managers Jason Wilson and Carolyn Fugere, respectively, participated in a panel discussing the power of the app. Southport brokerage manager Brad Kimmelman was featured in a session on marriage equality and the resulting changing landscape in homeownership, discussing ways to connect with the LGBT community. Finally, Old Lyme agent Byron Lazine was part of the panel of guests interviewed for a session on the effective use of public relations and social media in the industry.