

AGENT PROFILE *Judy Mitchell*

Expert marketer leads a team

Although she has only been a Realtor for two-and-a-half years, Judy Mitchell has a background in real estate and knows how to market properties.

Mitchell, a Realtor with William Pitt Sotheby's International Realty, has 20 years of experience as a landlord and a real estate investor. She also worked for 25 years as a marketing executive for CBS and Warner Brothers. It is that marketing experience that has helped her enormously as a Realtor.

"One of the most important things you can do when listing a home is come up with a marketing plan," she said. "We have experience. It is not just in getting the word out, but also in tracking the results."

Mitchell runs the The Judy Mitchell Luxury Group within William Pitt, and it includes Mitchell and Lisa Damp.

"With us, they get the combination of marketing experience and local expertise," Mitchell said. "Lisa is from the area and raised her family in Fairfield. She is truly a local expert and knows every possible vendor or anyone someone will need when purchasing a house whether that person be an attorney or a handyman."

Mitchell offers a free home evaluation for those who visit her website at www.fairfieldluxury.com. Mitchell follows up with an in-person home visit just with the seller.

"We tell them what we believe the home will sell for in today's market and how long it will take to sell it," she said.



Business: William Pitt Sotheby's International Realty

Lives: Fairfield

Works: Stamford, Southport

Experience: Listing agent, selling and marketing properties

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Mitchell emphasizes that luxury is the type of service she provides, but she does not only work with luxury homes.

"We work with people at any price point," she said. "Everyone deserves to get top dollar for their home regardless of price point."

Five years from now, Mitchell said, "I'd like to have a larger team to service more homes."

In her spare time, Mitchell enjoys boating and "eating in a wonderful Fairfield County restaurant. The more adventurous the food, the better."