

REAL ESTATE NEWS

William Pitt, Julia B. Fee Sotheby's launches new leads platform

William Pitt and Julia B. Fee Sotheby's International Realty announced today that the company has partnered with Buyside, a company specializing in turning buyer data into leads, listings and profits, to launch a powerful new platform for significantly increasing buyer and seller leads.

The program works by consuming thousands of buyer leads and buyer-related activities from multiple sources around the web from Zillow to Trulia to The New York Times, as well as open house showings and many other resources. These are then aggregated in real time into Buyside's robust proprietary system, allowing William Pitt and Julia B. Fee Sotheby's International Realty to cultivate these potential buyers and intelligently match them to both company listings and agents within the

company.

As part of the program, the company has incorporated a client-facing "What is Your Home Worth?" section on the homepage of williampitt.com, providing potential sellers with the capability of instantly receiving a valuation of their home. The site's quick search tool has also been outfitted with a "Sell Your Home" tab that directs users to a new Instant Home Valuation website, sellyourhome.williampitt.com. This landing page combines multiple automated valuation models with visualizations of real-time buyer activity, equipping agents with insights on buyer demand to help them generate seller leads, and illustrating for sellers the number of actual buyers looking for a home just like theirs.

"This partnership enables William Pitt and Julia B. Fee Sotheby's International Real-

ty sales associates to remain a step ahead of the competition," said Charles Williams IV, founder and CEO of Buyside. "Our technology is easily deployed and highly adopted as many of our existing partners have discovered. We're confident the company is going to experience a considerable advantage in its markets by leveraging our powerful platform."

"Buyside unlocks the power of buyer data for our agents so they can win more listings, become more profitable and command greater control over their inventory," said Paul Breunich, President and Chief Executive Officer of William Pitt and Julia B. Fee Sotheby's International Realty. "We are excited to make this technology available to our agents in our continuing efforts to provide them with new and cutting-edge ways to generate more business."