

## REAL ESTATE NEWS

# William Pitt, Julia B. Fee Sotheby's names new Chief Innovation Officer

**W**illiam Pitt and Julia B. Fee Sotheby's International Realty recently announced that Lance Pendleton will now serve as Chief Innovation Officer, a new role created to strengthen the firm's focus on innovation.

Pendleton initially joined the firm in 2015 as Director of Education and Training, and was promoted to Vice President of Sales Development and Education in 2016.

As CIO, Pendleton will lead the company's efforts to meet the needs of agents, buyers and sellers by staying ahead of the curve in all facets of real estate, from communications to brick-and-mortar spaces to developing and implementing the next generation of technological tools for the company.

"My objective is to culti-

vate an environment where clients, as well as the best talent in our field, clearly see our competitive edge and how we can offer them the most exceptional experience," Pendleton said. "I look forward to helping create more revolutionary programs and services, and developing exemplary agents who are committed to keeping their attention on what our clients expect of a real estate professional."

Pendleton has been responsible for exploring partnerships with companies that offer forward-thinking real estate products and then instituting those products, such as a new online training platform on the company's intranet site that consists of more than 100 courses for both new and experienced agents.

Pendleton will continue to hold a training and education role with the firm as well, helping sales associates increase their facility with the company's exclusive offerings while optimizing their own skills to best meet the needs of today's real estate consumers.

"The Chief Innovation Officer's core responsibility is to ensure we continue to stay on the cutting edge in an industry that is evolving faster than ever," said Paul Breunich, president and CEO of William Pitt and Julia B. Fee Sotheby's International Realty. "The ultimate goal is to deliver the type of service our agents and clients deserve, exceeding expectations in the process. I am excited for Lance to continue building on the momentum of our recent advancements."