

REAL ESTATE NEWS

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

William Pitt and Julia B. Fee Sotheby's International Realty recently participated in the 2017 Sotheby's International Realty Global Networking Event. The event, which took place from Sept. 25-27 in Las Vegas, brought together approximately 2,400 members of the Sotheby's International Realty network with more than 155 of the brand's companies represented from 34 countries and territories worldwide.

"The Sotheby's International Realty Global Networking Event is an extraordinary experience and provides 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. "It is a captivating three-day event that allows us the opportunity to learn more about the real estate industry worldwide, global residential real estate markets and the advantages offered by the Sotheby's International Realty brand as well as its vision for the future. The Global Networking Event is a wonderful

opportunity to connect with our talented real estate colleagues from around the world while also generating a global referral business and forming lasting friendships."

Held at the Wynn Las Vegas, the Sotheby's International Realty Global Networking Event was a dynamic three-day immersion into the brand, offering two general sessions and a selection of 25 breakout sessions. More than 85 Sotheby's International Realty affiliate members volunteered to play an integral part in the sessions, which ranged in topic from sales and negotiation tactics to marketing and more, serving as breakout hosts, guest speakers and expert panelists to share advice, best practices and personal experiences with their peers.

Martha Stewart, founder of Martha Stewart Living Omnimedia, was the headlining keynote speaker and addressed members of the Sotheby's International Realty network discussing the journey of creating a global lifestyle brand, which includes a focus on authenticity, constant

evolution and a keen understanding of the consumer. In addition, Jeff Hargett, senior corporate director of culture transformation at The Ritz-Carlton Leadership Center, gave an engaging and dynamic speech about the power of excellence in customer service and creating unique client experiences. The crowd was also addressed by:

- ▶▶ John Peyton, chief executive officer of Realogy Franchise Group
 - ▶▶ Maarten ten Holder, executive vice president and global managing director of Sotheby's Luxury & Lifestyle Division
 - ▶▶ Brett Hagler, chief executive officer and co-founder of New Story, the Sotheby's International Realty brand's charitable partner
- The Sotheby's International Realty Affiliates LLC senior leadership team including:
- ▶▶ Philip White, president and chief executive officer
 - ▶▶ Julie Leonhardt LaTorre, chief operating officer
 - ▶▶ Kevin Thompson, chief marketing officer
 - ▶▶ Francis X. Santangelo, senior

vice president of global operations

"The strength of the Sotheby's International Realty brand resonates around the world and our global footprint is unrivaled; the Global Networking Event is a testament to that," White said. "This year's conference was attended by members of our network from 34 countries and it is inspiring to see transcontinental business connections and friendships unfold as our affiliates continue to grow their business and strengthen the power of our brand."

In addition to learning and networking opportunities, this year, the Sotheby's International Realty brand's charitable partner, New Story, attended the event. New Story, which builds communities of homes for those in need for \$6,000 per home, challenged attendees to pledge 100 homes for a new community in Mexico. At the end of the event, attendees surpassed the goal by pledging more than 150 New Story homes.

In a sizable presence of 43 brokers, managers and executives

from William Pitt and Julia B. Fee Sotheby's International Realty, the Northeast was well represented during the much-anticipated event. There were more than 20 unique 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. William Pitt Sotheby's Washington Depot agent Rick Distel led one of these breakout sessions where he discussed five critical talking points designed to ensure agents perform well in a listing presentation.

As a Sotheby's International Realty affiliate, the firm and its clients benefit from an association with the Sotheby's auction house, allowing the firm's sales associates the opportunity for real estate referrals with auction house clientele as well as the unique ability to refer real estate clientele for appraisal services for jewelry, art, antique furniture and collectibles.

The Sotheby's International Realty network currently has approximately 21,000 affiliated independent sales associates located in more than 900 offices in 68 countries and territories worldwide. Each office is independently owned and operated.