

REAL ESTATE NEWS

William Pitt, Julia B. Fee Sotheby's Chief Innovation Officer named as guest speaker for conference

William Pitt and Julia B. Fee Sotheby's International Realty recently announced the firm's Chief Innovation Officer Lance Pendleton served as a guest speaker for the upcoming Contactually "REAL 2018" virtual conference on Dec. 12. The event is held from noon to 6 p.m.

The conference was attended by several thousand agents, and it focused on how to better manage relationships to improve business and achieve greater success in 2018. Pendleton spoke on how training for sales associates can be a key asset and how it can impact a firm.

Pendleton was recently promoted to his current role with the firm after he first joined the company in 2015 as Director of Education and Training. This past fall, he played a key role in helping the company's corporate

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team launch a centralized system for generating and handling leads and client relationships, known as "Client Connect." The system includes Contactually, a powerful communications platform that helps agents stay in touch with new and existing connections.

Pendleton's experience includes 15 years as an educator of corporate employees, business development coach and speaker, with training roles at three For-

tune 500 companies including Apple.

"I am very excited to have the opportunity to share my knowledge on how training techniques can play a major factor in an agent's sales growth," Pendleton said. "There are many talented speakers from various industries at this year's conference, and each speaker will bring their own unique insights. It will be an informative day for all those in attendance."