

## AGENT PROFILE *Brian A. Clarke Jr.,*

# Agent offers first rate service

**W**hen Brian A. Clarke Jr. bought his first house at 21, his Realtor persuaded him to become a licensed agent. He finally made a career change from managing veterinary practices to becoming a Realtor. That was 14 years ago.

As an agent with William Pitt Sotheby's International Realty, what sets him apart from his peers is he has a broker's license. He also has excellent communication skills, a rapid response time, thinks outside the box and is up to date with social media marketing where he is currently nationally ranked.

As a Realtor affiliated with Sotheby's, Clarke said he is held to higher standard. "It is all about a level of service provided. I like to call it "White Glove" service. Not only should our clients expect that higher level of service; they should demand it."

Having such a strong network world-wide with the Sotheby's affiliation allows him to pick up the phone and call a colleague almost anywhere in the world. Additionally, there is no brand or company that can offer the marketing, worldwide exposure or level of service, according to Clarke.

"I take pride in being affiliated with Sotheby's International Realty and the network of professionals it brings."

Among his best purchasing or selling skills is learned negotiating skills while managing the vet practices. He has developed the if-you-don't-ask-you-will-never-receive concept.

To ensure his listings stand out and get noticed, among other things, Clarke ensures the home is featured on all the major



**Business:** William Pitt Sotheby's International Realty

**Lives:** East Norwalk

**Office:** Wilton

**Expertise:** Single-family residences

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real estate websites, williampitt.com and SIR.com. he also uses all social media avenues available and even asks his clients to share their listing on social media also.

"These are just some of the avenues I use to ensure the seller and I can achieve the highest level of exposure for their listing. It is important to remember it is a team effort between the seller and Realtor," he said.

Not surprisingly, Clarke finds the most rewarding part of his career to be the day of closing. "For the buyers the joy of a new home. For sellers the success of a completed transaction," he said. "(It's) basically seeing and making sure my clients are happy."

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