

## REAL ESTATE NEWS

# William Pitt, Julia B. Fee Sotheby's opens training center in Stamford

**W**illiam Pitt and Julia B. Fee Sotheby's International Realty recently announced a new facility devoted exclusively to elite real estate training, combining state-of-the-art technology with client-based hospitality education.

Known as The Imagine Lab, the unique 3,000-square-foot training site is the first of its kind among all real estate firms in the market areas the company serves. The lab recently opened in the Harbor Point area of Stamford.

The Imagine Lab's primary purpose is to help real estate agents become exceptional professionals in the industry by learning the critical fundamentals of the business in a revolutionary new

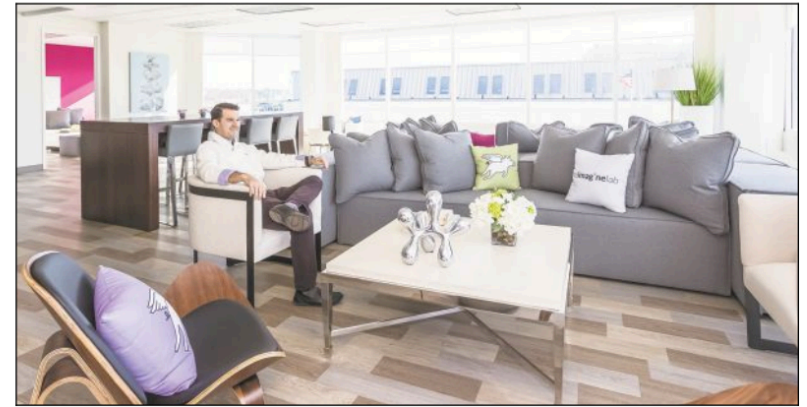
way. Designed by Beth Krupa, a three-time nationally awarded interior designer, the lab is crafted as an "office of the future" according to Chief Innovation Officer Lance Pendleton, presenting a home-like atmosphere with dynamic communal environments for creativity, focus and connection.

Spearheaded by Pendleton, the program is a comprehensive and intensive 90-day immersion with real estate training courses available both on-site and remotely. Classes were developed to ensure an in-depth understanding of real estate sales skills, marketing, social media, customer service and sales psychology for new to business sales professionals. Agents work

from the center while covering their respective communities for the duration of the program.

The Imagine Lab will host nationally renowned speakers and experts as part of the program, providing students with the opportunity to learn from and network with top experts and trendsetters in the industry.

Through partnerships with smart home companies like Nest, Sonos, Amazon and more, agents will also have access to learning new technologies to better meet their clients' needs. Additionally, The Imagine Lab will offer education on interior design, home valuations and green home technology, and will even hold seminars open to the public to educate members



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of the community on trends in real estate.

"We are currently at a crossroads in the real estate industry, where agent and client needs have shifted," Pendleton said. "Our new facility offers a place where clients and agents alike can imagine what real estate should be, taking it far

beyond the traditional models. Our goals with this innovative project are to service our sales professionals and the community to educate them and empower them to make better real estate decisions."

For more information on The Imagine Lab, visit the program's website at [www.theimaginelab.net](http://www.theimaginelab.net).