

William Pitt and Julia B. Fee Sotheby's International Realty Opens First of Its Kind Training Center

William Pitt and Julia B. Fee Sotheby's International Realty 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, Conn. Camie Tobias will be one of the first agents to complete the program and will work out of the firm's Larchmont office once she graduates.

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 onsite and remotely. Classes were developed to ensure an in-depth understanding of real estate sales skills, marketing, social media, customer ser-



vice 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 op-

portunity 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 of the community on trends in real estate.

"I would say it's been an amazing experience so far,"

Tobias said. "It was the stepping stone I needed to start my career in real estate. The Imagine Lab has given me the confidence to serve my clients to the best of my ability, and has also provided me with the knowledge of the industry's cutting edge technological advancements."

"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."