

# Taking on a new challenge

Formerly in the advertising field, Joel Krawitz found his true joy in real estate in 2005. A year later, he partnered at William Pitt Sotheby's International Realty with Lori Fusco and the team, Joel & Lori Associates, became one of the region's go-to Realtors.

"I reached a point in advertising where I was no longer enjoying what I was doing," Krawitz said. "I was looking for a change." Krawitz spent 13 years in advertising at various companies in titles ranging from senior vice president to director.

Krawitz, who got his first taste in real estate renting properties to fellow Boston University students while at college, offers his clients top-shelf service. It's focused on the client from beginning to end.

"We are passionate about providing top-of-the-line service and believe this must always be the cornerstone of our efforts," said Krawitz, who was raised in Fairfield and is living in Wilton for the second time. "We cherish each and every client relationship and strive to forge a meaningful partnership built around their goals and objectives."

Krawitz said he had Fusco encourage clients, especially first-time home buyers, to meet first for a consultation, a get-to-know each other session.

"We take time to discuss those things most important to them, educate them on what they can and should expect each and every step of the way," he said.

Being accessible, Krawitz said, is first and foremost for the team.

"We always try to respond as close to real time as possible," he said. "In this day and age, people do not want to wait for



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

**Lives:** Wilton

**Works:** Wilton

**Experience:** Runs the gamut from first-time home buyers to downsizing, high-end and relocation

**Contact:** (203) 984-1227, joelandlori@wpsir.com

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their Realtor. We strive to give our clients the undivided attention they deserve. We are selling aspirations; we are not selling homes."

Working for a mega-company like William Pitt, Krawitz said, makes his job that much easier.

"William Pitt Sotheby's offers us sophisticated marketing tools and exclusive media partnerships and technology," Krawitz said. "Clients benefit from far-reaching platforms. It's more, for me, about that international portion of it. We are affiliated with a global brand and can achieve more of a broader reach for all of our listings."

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