

## William Pitt-Julia B. Fee Sotheby's International Realty Launches Listing 360° Digital Marketing Suite

William Pitt-Julia B. Fee Sotheby's International Realty announced that the firm has launched a digital marketing suite branded Listing 360°, designed to drive consumers to new company-created interactive property brochures capable of highlighting virtually any listing-related element from photos to embedded 3D tours and videos, floor plans, property disclosures and more.

The product makes the comprehensive, one-stop brochure easily accessible to an agent's various spheres of influence through their social media, customer relationship management platform and email marketing service, as well as those indi-

viduals they meet during virtual open houses or showings.

Agents who participate in the program not only receive the interactive listing brochure, but also promotional social media pieces to share on Instagram, Facebook and LinkedIn, an email marketing template and a unique QR code powered by Flowcode, enabling consumers to immediately download the brochure simply by focusing their smart phone's camera on the image of the code.

The brochures can additionally feature homeowner interviews and top ten lists, property maps and surveys, extensive property details and special features, as

well as community guides, comprising information such as commute times, school information and interactive maps.

"Listing 360° introduces a beautiful, engaging design that showcases our listings to brokers and buyers worldwide," said Ashley Breunich, Director of Marketing with William Pitt-Julia B. Fee Sotheby's International Realty. "Not only does this innovative and holistic product elevate our properties and agents, but it has the added benefit of serving as an environmentally responsible, print-free solution while simultaneously prioritizing our clients' health and safety through a touch-free experience."