



William Pitt Sotheby's International Realty Partners with WellcomeMat, Launching Cutting-Edge Video Channel

William Pitt Sotheby's International Realty announces a strategic partnership with WellcomeMat, the leading publishing platform for the Real Estate Industry, and launches cutting-edge video channel.

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William Pitt Sotheby's International Realty, Connecticut's premier residential real estate firm, has announced a strategic partnership with WellcomeMat, the leading video publishing platform for the real estate industry.

This association makes WellcomeMat the exclusive video platform for the more than 1,000 real estate professionals of William Pitt Sotheby's International Realty and partner firms Julia B. Fee Sotheby's International Realty and Litchfield Hills Sotheby's International Realty, serving the residential markets of Connecticut and Westchester County, New York. The agreement also positions all three firm's websites – williampitt.com, juliabfee.com and litchfieldhillssir.com – as mobile-compatible video broadcasting destinations.

"Finding a place to call home is an extremely significant and emotional process," said Christian Sterner, founder of WellcomeMat. "William Pitt Sotheby's International Realty and Julia B. Fee Sotheby's International Realty are attuned to the competitive edge of local expertise in the global real estate marketplace. Now the firm, the largest Sotheby's International Realty affiliate globally, will be leveraging the advantages of video to tell their local stories."

"Instantly accessible from our newly re-engineered websites, our exclusive new custom video channels provide an invaluable resource for the consumer," said Vincent Socci, Director of Marketing for William Pitt Sotheby's International Realty. "Featuring community tours of area towns, luxury property tours, agent profiles and market trends, this comprehensive video outlet adds another dimension to our firm's innovative digital initiatives and marketing programs."

With video growing exponentially as a popular and powerful tool utilized in marketing and searching for homes for sale, William Pitt Sotheby's International Realty has optimized the compelling benefits of the medium, meeting consumer demand for enhanced digital content and time-saving conveniences.

"Prospective home-buyers crave engaging and impactful content that will help them see, feel and decide where they want to live," notes Rudy Bachraty, Chief Educator at WellcomeMat. "Video delivers that experience like no other. It's exciting to see a firm like William Pitt Sotheby's International Realty along with partner firms Julia B. Fee Sotheby's International Realty and Litchfield Hills Sotheby's International Realty execute a strategic long-term video plan to serve their markets."

William Pitt Sotheby's International Realty, along with its partner firms, is the third-fastest-growing real estate company nationally and the 23rd-largest real estate company by sales volume in the United States, offering unmatched marketing exposure with the global reach of the Sotheby's International Realty brand. Notes Vin Socci, "As the focus continues to shift toward the use of video content in real estate, our partnership with WellcomeMat puts us on the leading edge of this trending advance in the industry."

About William Pitt Sotheby's International Realty

Founded in 1949, William Pitt Sotheby's International Realty manages a \$2.5-billion-plus portfolio with more than 1,000 sales associates in over 30 brokerages spanning Connecticut and Westchester County, New York. William Pitt Sotheby's International Realty, combined with partner firms Julia B. Fee Sotheby's International Realty and Litchfield Hills Sotheby's International Realty, is now the largest Sotheby's International Realty® affiliate globally, the third-fastest-growing real estate company nationally, and the 23rd-largest real estate company by sales volume in the United States. Julia B. Fee Sotheby's International Realty serves the luxury home market throughout Westchester County, New York; and Litchfield Hills Sotheby's International Realty serves the luxury home market throughout Litchfield County, Connecticut. A full-service real estate firm headquartered in Stamford, Connecticut, William Pitt Sotheby's International Realty provides ancillary services including commercial services through its affiliation with Building and Land Technology, a second-generation development company based in Stamford, Connecticut; William Pitt Mortgage, a Wells Fargo mortgage affiliate; William Pitt Insurance Services; and an award-winning global relocation division. For more information, visit the website at williampitt.com.

Sotheby's International Realty's worldwide network includes more than 12,000 sales associates located in 585 offices throughout the United States and 46 other countries and territories.

About WellcomeMat

Founded in July of 2006, WellcomeMat is a profitable web and mobile video platform best known as the leader of real estate video. Relied upon by more than 15,000 real estate agents and many of the industry's leading brands nationwide, WellcomeMat connects video pros with its clients and answers all questions related to what to do with quality real estate video content.

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