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Real Estate

Digital Video Service Welcomes Home Buyers

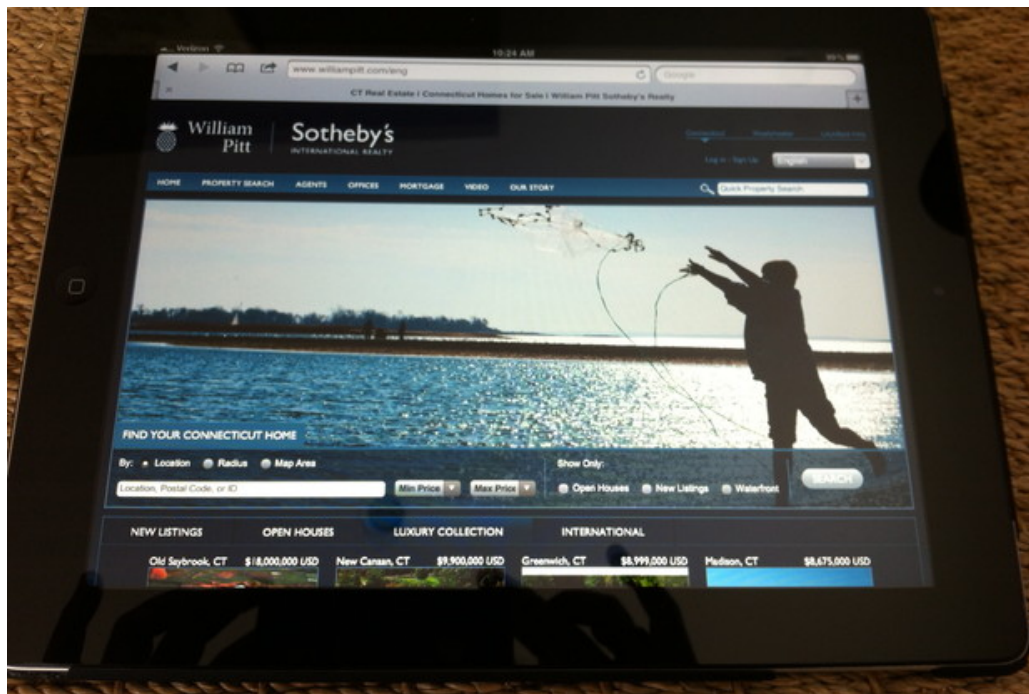
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WellcomeMat, a digital video platform service, is now offered by William Pitt Sotheby's International Realty.

Photo credit: Contributed

As mobile technology grows as a tool in marketing and searching for homes for sale, William Pitt Sotheby's International Realty has announced a partnership with WellcomeMat, a video publishing platform for the real estate industry. And just as a welcome mat serves as a threshold to a home, it seems a virtual one offers the same function – with added benefits.

The company can now optimize the benefits of video, as well as meet a growing consumer demand for enhanced digital content and convenience. "Finding a place to call home is an extremely significant and emotional process," says Christian Sterner, founder of WellcomeMat. "William Pitt Sotheby's International Realty is attuned to the competitive edge of local expertise in the global real estate marketplace. Now the firm, the largest Sotheby's International Realty affiliate

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globally, will be leveraging the advantages of video to tell their local stories.”

The partnership makes WellcomeMat the platform for 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, which serve residential markets of Connecticut and Westchester County, N.Y. The agreement positions all three firms’ [websites](#) – [williampitt.com](#), [juliabfee.com](#) and [litchfieldhillssir.com](#) – as mobile-compatible video broadcasting destinations.

“Instantly accessible from our newly re-engineered websites, the video channels provide an invaluable resource for the consumer,” says 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.”

“Prospective home buyers crave engaging and impactful content that will help them see, feel and decide where they want to live,” says Rudy Bachraty of WellcomeMat.

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.

More: [Real Estate](#), [Julia B. Fee Sotheby’s International Realty](#), [Litchfield Hills Sotheby’s International Realty](#), [WellcomeMat](#), [William Pitt Sotheby’s International Realty](#)

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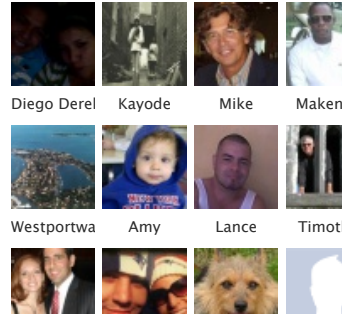
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