

‘Move Up’ marketing campaign launched by William Pitt and Julia B. Fee Sotheby’s

William Pitt and Julia B. Fee Sotheby’s International Realty recently announced a brand-new marketing campaign nearly a year in the making, revolving around the mantra “Move Up.”

The new print and digital ads are designed to evoke the aspirational aspects of real estate, targeting everyone from buyers to sellers to agents seeking to work with the most exceptional company and brand in the industry. The firm started rolling out the ads in mid-January in all its markets including Westchester County, N.Y., Connecticut and the Berkshires, Mass.

The mantra “Move Up” was chosen for its power to convey the desire among consumers and sales professionals alike to achieve the finest experience in real estate possible, whether a seller wishing to list with a stronger company, a buyer

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Paul Breunich, President and CEO of William Pitt and Julia B. Fee Sotheby’s International Realty.

pursuing a better house or a more knowledgeable agent, or a sales expert searching for a more powerful brand.

“The nature of real estate is built upon aspiration, an idea that ‘Move Up’ perfectly encapsulates,” said Paul Breunich, President and CEO of William Pitt and Julia B. Fee Sotheby’s International Realty. “It captures the essence of who we are as a company and the experience we offer in our mission to

represent the mark of success and service for everyone — our agents, employees, community and clients. I am thrilled to introduce this exciting new marketing initiative and its intriguing mantra, which will quickly become a core part of our DNA.”

“Move Up” is additionally intended as an invitation to city dwellers to move up to the suburban market areas north of New York City, a

facet of the campaign that particularly comes to life in the first wave of ads. Depicting imagery of the enviable lifestyle obtainable beyond the city borders, the ads feature taglines such as “The sheer exhilaration that comes with having family over and giving them their own wing” and “The sheer exhilaration that comes with owning a slice of solitude 30 minutes from the greatest city on earth.”

Developed in partnership with the real estate marketing agency 1000watt, the marketing pieces are now appearing in both print and online media outlets, as well as across the company’s multiple social media platforms including Facebook and Instagram.

The company has developed a landing page and “Look Book” revealing the heart of the campaign at www.williampitt.com/our-company/moveup.