

# Business acumen helps agent

**R**obert McCullough left the world of corporate sales where he worked 26 years because of the “boredom factor” to enter real estate, where it’s never dull.

“I was doing it for too long and it was just time for a change,” said McCullough, a Realtor for 17 years, including the last 10 with William Pitt Sotheby’s International Realty. “Real estate can be incredibly frustrating, especially when you work on something for six months and watch it fall apart. But the job is never boring.”

McCullough’s job at William Pitt was made easier and less complicated in 2014 when he teamed up with Laurie Mortensen.

“You are getting two full-time professional Realtors for the price of one,” said McCullough of his working relationship with Mortensen, formerly a musical artist. “She has an artist’s temperament. She is very down-to-earth and people love her.”

Mortensen, McCullough said, “is our pricing guru. She is on her computer early every morning seven days a week checking out new listings in every town we work in. It’s amazing how she does it. She also does most of the comparative market analysis.”

For his part, McCullough said, his business acumen comes into play.

“It helps me in going out and finding prospects and then doing the closing,” he said. “The negotiation piece is critical and something I am experienced in.”

McCullough said he chose to work with William Pitt for several reasons, chief amongst them being the brand.

“It’s a true international brand. There are Sotheby affiliates all over the world,” he said. “Our homes go on websites of William



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

**Lives:** Wilton

**Works:** Wilton and Stamford

**Experience:** Runs the gamut from renters to high-end

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Pitt in the U.K., in Poland and Saudi Arabia, all over the world.”

McCullough said he and Mortensen cover Stamford, Norwalk, Wilton, Weston, Redding and Ridgefield.

Stamford, he said, has become the “in city.”

“It’s an extremely dynamic small city,” McCullough said. “It has a lot going on, from the University of Connecticut campus here to the restaurants. It’s also a great geographic location. You can catch an express train and be in Manhattan in less than an hour or you can drive three hours and be in Boston or the slope in Vermont.”