

## AGENT PROFILE *Tracy Compolattaro*

# Agent knows how to market

**A** former marketing expert who worked nearly 19 years for GE Asset Management, Tracy Compolattaro knows the importance of marketing, making photos look great and giving a great presentation.

Compolattaro, who is half of Team L&T at William Pitt Sotheby's International Realty with her longtime friend Lisa Nuzzo, is the marketing genius for the team. Having created — along with four others — GM Asset Management's digital marketing material for internal and external clients, Compolattaro knows more than a little bit about marketing and creativity.

"I work on the marketing part," said the Stamford native, who noted that William Pitt has the photos done professionally for sellers and then she can edit and alter them and put them in collages. "I can also shorten the video. That is where my marketing skills come in."

Compolattaro said she and Nuzzo have built their team on loyalty and trust.

"That is also how our friendship is," Compolattaro said. "We each have a different eye and we might see things differently. But we listen to our clients and treat them like family."

It's so important to have a partner, like Nuzzo, that you can trust, Compolattaro said.

"She is a great communicator. We collaborate well," Compolattaro said. "We are just ourselves and people seem to gravitate toward us."

She added: "Real estate can be very competitive, so when you have someone you can trust, like Lisa, it's invaluable. There is always someone there to have your back."

Manufactured homes, which are becoming



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

**Lives:** Stamford

**Works:** Wilton

**Experience:** From rentals to buyers and sellers

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more popular in Fairfield County, especially in Greenwich, is an area Compolattaro has some familiarity. Her husband, Chris, her brother and her father-in-law have all done setting for manufactured homes.

"I have learned a lot from my family and working with Lisa," Compolattaro said. "Lisa and I got together one day and said we needed to do something else. We are both go-getters and both of our families were in real estate."

Team L&T covers all of Fairfield County, especially Norwalk, Wilton, Stamford, Westport and Westport. More than 50 percent of the business is done in Norwalk, Compolattaro said.

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