

Piatt Sotheby's International Realty Hires Marketing Director

260 Forbes Avenue, Pittsburgh PA 15222

Tuesday, July 25, 2017 (Pittsburgh, PA) – Today Piatt Sotheby's International Realty announced that Charleston native Bailey Sherrier will serve as the growing company's new Marketing Director. Bailey is the company's fifth new hire since launching in January 2017.

"In less than a year, our company has seen rapid growth and with plans to grow in the markets north and east of Pittsburgh, bringing on Bailey was the smart, next step," said Lucas Piatt President of Piatt Sotheby's International Realty. "We want to offer our agents the best resources and with Bailey's background in real estate marketing and visual design, we feel we found a true talent and a strong addition to our team."

Formerly the Marketing Director at Handsome Properties & Handsome Properties International in Charleston, South Carolina, Sherrier was responsible for the execution of branding, public relations and management of all commercial and residential real estate listing deliverables. She helped the company sell more than \$250 million during her tenure. Bailey Sherrier is a 2010 graduate of the College of Charleston with a Bachelor's degree in Arts, Communication and Studio Art with a concentration in photography.

"Pittsburgh is a beautiful city with so much to offer," said Bailey Sherrier. "I'm thrilled to join the team at Piatt Sotheby's International Realty and I look forward to promoting home ownership opportunities in the Pittsburgh area and helping our agents thrive in a competitive market."

Sherrier and her husband Matthew moved from Charleston, SC in early June and purchased a home in the Southside Slopes neighborhood of Pittsburgh. Matthew Sherrier is a medical resident at UPMC, specializing in Physical Medicine and Rehabilitation. Both Bailey and Matthew are originally from Charleston but moved to Pittsburgh with a desire to put down personal and professional roots.

"We are loving this new adventure and I'm grateful for the opportunity to help other homebuyers find their perfect Pittsburgh home," noted Sherrier.

Sherrier will also be responsible for strategic planning, resource allocation, branding and brand awareness with Piatt Sotheby's International Realty.

About Piatt Sotheby's International Realty

Piatt Sotheby's International Realty serves the residential real estate market in the Greater Pittsburgh area, offering high-level professional brokerage services and world-class

international marketing programs. Currently one of three Sotheby's International Realty® affiliates in Pennsylvania, the firm is the only office in Western Pennsylvania. Piatt Sotheby's International Realty is led by the Piatt family and their knowledgeable team, who have over 60 years of real estate experience. Piatt Sotheby's International Realty strives to be a driving force in the luxury real estate market, locally and beyond. Contact the office at 412-471-4900.

###