

Rick Edler, president, Vista Sotheby's International Realty

Pacific Sotheby's International Realty hosted more than 600 Sotheby's International Realty® agents for the 2019 Level Up West Coast networking event held October 6th through October 8th in Manhattan Beach, California. The event brought together top-producing independent sales associates, managers, and owners within the network from around the globe and provided insight to real estate trends, innovative technology offerings, impactful speakers, and key learnings.

The Level Up West Coast networking event is a regionally-sponsored gathering spearheaded and presented by Rick Edler, president of Vista Sotheby's International Realty in conjunction with Pacific Sotheby's International Realty and twenty Sotheby's International Realty affiliates who helped to craft the event. The event promotes forward-thinking, innovative technology, story-telling, and connecting with consumers, to educate agents, and encourage networking opportunities.

Sotheby's International Realty Affiliate Networking Panel

"Through the Sotheby's International Realty network, we can connect and share ideas with the best and brightest in the real estate industry," says Brian Arrington, chairman, Pacific Sotheby's International Realty. "The Level Up West Coast networking event provided the opportunity to gain knowledge on the current state of the real estate market and how we can best capitalize on the exclusive advantages available through our brand to help our agents and their clients succeed."

Andy Puddicombe, co-founder of Headspace

The three-day event featured a variety of breakouts and sessions, showcasing significant industry happenings, branded content, and best practices. Notable speakers included Andy Puddicombe, co-founder of Headspace, real estate trend visionary, Stefan Swanepoel, and inspirational speaker, Matthew Ferrara, among others.

Wendy Purvey, chief strategy officer, Pacific Sotheby's International Realty

Several Pacific Sotheby's International Realty representatives were part of the speaker panel, including Wendy Purvey, chief strategy officer for Pacific Sotheby's International Realty, and former chief marketing officer for Sotheby's International Realty and Broker Associates Amber Anderson and Eric Iantorno.

Amber Anderson, Pacific Sotheby's International Realty

Eric Iantorno, Pacific Sotheby's International Realty

Kevin Thompson, chief marketing officer, Julie Leonhardt LaTorre, chief operating officer, and John Passerini, global vice president of interactive marketing for Sotheby's International Realty Affiliates LLC, were also in attendance and led compelling sessions for attendees.

John Passerini, global vice president of interactive marketing for Sotheby's International Realty Affiliates LLC

During the event, the Sotheby's International Realty brand's latest marketing technology offerings were unveiled for attendees for the first time, which will be available for Sotheby's International Realty affiliates and agents in the network. John Peyton, president, and chief executive officer for Realogy, was also a speaker for the event.

To view images from the event, visit [here](#).

About Pacific Sotheby's International Realty Pacific Sotheby's International Realty was founded in 2010 by Brian Arrington, who joined forces with industry veterans Steve Games and Nyda Jones-Church in 2012. Together they have grown the company into the most dominant real estate firm in San Diego. In 2018, Pacific Sotheby's International Realty expanded its reach by acquiring Horn Sotheby's International Realty, bringing new leadership and opportunity into the Orange County and the Coachella Valley markets. Pacific Sotheby's International Realty supports over 1000 elite real estate professionals in 31 offices throughout Southern California, making the firm one of the largest Sotheby's International Realty franchises in the brand's global network. The firm's listings are marketed on [pacificsothebysrealty.com](#) and the [sothebysrealty.com](#) global website. In addition to the referral opportunities and expanded exposure generated from this source, both its brokers and clients benefit from an association with Sotheby's auction houses and worldwide Sotheby's International Realty marketing programs.