



Listing Presentation

————— Piatt | Sotheby's —————
INTERNATIONAL REALTY



Who We Are

Meet Your Advisor
Local Roots, Global Reach
The Value Of Your Representation

Telling Your Story

Photography
Property Staging
Videography
Immersive Walkthroughs
Print Marketing
Print Advertising
Branding
Digital Marketing
Analytics
Property Distribution



Who We Are



Elissa Moore

Real Estate Advisor
412.427.2087
emoore@piattsir.com

Elissa Moore has been immersed in the real estate industry since 2018, bringing both experience and genuine passion to every client she serves. Her love for real estate began early, growing up in a charming Victorian home in Squirrel Hill, where she developed a deep appreciation for architecture, character, and the stories homes can tell.

Before becoming a REALTOR®, Elissa built a strong foundation working on the title side of the business, gaining valuable insight into contracts and the inner workings of real estate transactions. At just 22, she purchased her first home—an experience that quickly evolved into her first investment property and sparked a lasting interest in real estate as a wealth-building tool.

Today, Elissa combines her market knowledge, negotiation skills, and creative eye to deliver a seamless and elevated experience for her clients. She is known for her thoughtful approach to both buying and selling, from helping buyers find the right fit for their lifestyle to strategically positioning homes with intentional marketing and design.

Beyond traditional real estate, Elissa is passionate about guiding clients in building long-term wealth through real estate, whether that's a first home, a move-up purchase, or an investment opportunity.

Above all, Elissa is committed to providing a level of service that is both professional and personal—ensuring her clients feel confident, informed, and supported every step of the way.

Local Roots, Global Reach

Where We Came From

Founded in 1957 by Jack B. Piatt, Millcraft began as a recognized leader in industrial fabrication and steel manufacturing. In the 1970's, the company parted from the steel industry and began focusing 100% of its efforts towards commercial real estate. Millcraft, now Piatt Companies, has since become a recognized leader throughout Western Pennsylvania for its development and redevelopment of properties.

Following the success of its residential developments, Millcraft began looking at residential brokerages to align its services with. In 2017, Lucas Piatt, President and COO of Millcraft, launched Piatt Sotheby's International Realty with the goal of bringing top-notch service, unparalleled marketing, and global reach to both Pittsburgh and the surrounding areas — providing our clients with luxury service at every price point.



An Iconic Brand

The Sotheby's International Realty® brand harnesses the worldwide recognition and prestige of the Sotheby's name. The collaboration between realty and auction utilizes a combination of unique and exclusive marketing efforts that provide targeted exposure to a coveted and influential audience. In the global markets we serve, this relationship meaningfully distinguishes our brand.

Recognized worldwide, the prestige of the Sotheby's brand is unparalleled. Yet, while Sotheby's is recognized as a luxury brand, at Piatt Sotheby's International Realty, the "luxury" is about the level of service we provide to every client and for every home at every price point. We believe that everyone deserves the world's best marketing, service, and professionalism. The Sotheby's International Realty brand provides our listings with an increased perception of value.

We don't just list homes, we brand them.



A Culture of Collaboration

The staff and management of Piatt Sotheby's International Realty are a unique team of talented, diverse individuals. They have combined their efforts in the goal of delivering the most effective real estate services and marketing to our clients.

With a 6-to-1 sales associate to employee ratio, our clients have the daily support of in-house marketing, transaction coordination, legal, operations, relocation and referrals, property management, development, photography, and videography departments.

Brand Performance

\$182B in Global Sales
Volume in 2025

\$7B in Annual
Global Referrals

#1 Most Profiled Luxury
Real Estate Brand in the News

1,100 Offices in **86** Countries &
Territories

26,000 Sales
Associates

1.38M Social Media Followers
Most Followed Luxury Real Estate Brand

42M Visits to
sothebysrealty.com

46M Videos Played in 2025

The Value of Your Representation

Advocacy

- Trust is the foundation of my client relationships.
- I prioritize and protect your interests at all times.
- I serve as your voice, standing up for your wants and needs throughout the transaction.
- I am committed to work with honesty, integrity, and confidentiality.

Guidance

- I provide guidance throughout the process, helping you understand your objective choices along the way.
- Consistent and open communication plays an integral part in arming you with the transparent information you need to make the best decisions.
- I offer in-depth understanding of the selling process, market conditions, and pricing strategy.

Marketing

- Armed with some of the finest marketing resources available, I will customize a plan that will best tell the story of your home and provide it with the highest level of exposure possible.
- I will offer direction on preparing your home for sale, including potential improvements, and staging to maximize its marketability and value.
- I will coordinate the execution of all media and marketing assets using our in-house marketing department and company approved photographers and videographers.

Choosing me means choosing a partner committed to your success, guiding you with expertise every step of the way.

Skilled Negotiation

- I am a skilled negotiator with a proven track record of helping my clients achieve the most favorable terms and price.

Knowledge & Expertise

- As a full-time professional with years of experience, I offer profound knowledge and expertise of the selling process, providing you with a comprehensive understanding of the intricacies of our local market and anticipated trends.
- We have access to the latest tools, technologies, and databases for comprehensive property evaluation data.
- In representing one of the finest brands in the world, I operate with standards ensuring that you are represented on the most professional level.





Telling
Your Story





Our curated team of professional photographers go beyond the ordinary, capturing the essence of each space with a keen eye for detail. Each one has gone through a meticulous selection process, guaranteeing a roster of professionals who not only meet, but exceed Sotheby's International Realty standards.

Interiors, exteriors, aerials and artful close-ups will create a beautiful portfolio of your property. We can further elevate that visual narrative by transforming these high-quality photos into captivating visual marketing pieces, sure to leave a lasting impression on potential buyers. Excellence is not just a standard, but a commitment to our clients.



Property Staging

By strategically arranging furniture and decor, staging can highlight the property's best features and help buyers envision themselves living there. We achieve this goal by recommending and using the best home stagers in the area. Ultimately, staging can result in higher offers and a faster sales process, making it a valuable investment for sellers in the competitive real estate market. Virtual staging can also be less expensive and offers a buyer ideas of how the home could be remodeled.



Videography

Every property has its own unique selling points, whether it's a stunning waterfront view, expansive outdoor living space, or architectural masterpiece. Professional videography, including the use of drone technology, allows you to highlight these features. By showcasing the property with video walk-throughs, drone fly-throughs and lifestyle videos, we can provide potential buyers with a plenty of content to view its most compelling features.



Immersive Walkthroughs

We use industry-leading technology to visually set your home apart, offering an immersive, online 3D experience for buyers to tour your property.

This technology is the only all-in-one reality capture system that gives you realistic, interactive 3D and VR experiences that feel as real as being there.



POWERED BY
 **matterport®**

Print Marketing

Printed marketing pieces will be created using the custom branding and visualization assets. The printed assets will be used to create custom marketing materials that offer a tangible takeaway for a potential buyer. Together, the visual and printed elements create a compelling and comprehensive marketing package, setting the property apart in a competitive market.

201 Cornell Avenue

Pittsburgh, PA 15229 • MLS #: 1732416

3
Beds

2
F. Baths

2,024
Sq. Ft.

Welcome to 201 Cornell Avenue — a charming home that blends everyday comfort with classic character. This inviting three-bedroom residence offers a thoughtful layout suited for modern living. The light-filled main level features a large living room with an attached den, an open kitchen/dining area ideal for entertaining, and a full bath.

A private deck off the first floor overlooks the wooded backyard, providing a peaceful outdoor retreat. The second floor includes a primary bedroom with a walk-in closet and convenient in-suite laundry, along with two additional bedrooms and a full bath. A finished attic adds flexible space perfect for a home office, guest room, or hobby area.

Additional highlights include a brand-new sewer line and a whole-house generator, offering peace of mind for years to come. This home delivers comfort, convenience, and versatile living in a warm, welcoming setting.

Elissa Moore
Real Estate Advisor
412.427.2087
emoore@piattsir.com

Platt Sotheby's International Realty

201 Cornell Avenue
West View

Platt Sotheby's International Realty

115 Norman Drive

Moon Township

Scan Here for Highlights, Media, Disclosure Information & More!

Elissa Moore • 412.427.2087 • emoore@piattsir.com

514 Justabout Road

Venetia, PA 15137 • MLS #: 1678466

6
Beds

7
F. Baths

2
P. Bath

16,238
Sq. Ft.

Spectacular and one-of-a-kind estate located in Venetia's most exclusive neighborhood. This luxurious home features a grand entrance, a large open floor plan, and a fully finished basement. The property is surrounded by a lush landscape with a large swimming pool and a tennis court. The home is a true masterpiece of architecture and design.

The elegant continues with copper accents and alabaster surfaces throughout the estate. Handcrafted from glass, copper, and stone, the main level features a large open floor plan with a custom built kitchen showcasing very glossy wood mode cabinetry. The kitchen includes granite waterfall, custom built-in two dual dishwashers, warming drawer, built-in breakfast bar, and a large island with a custom built-in breakfast bar. The kitchen opens up to a large outdoor patio with a custom built-in barbecue and a large outdoor fireplace. The kitchen leads to a large outdoor patio with a custom built-in barbecue and a large outdoor fireplace.

The second floor has two wings. The right wing is an entire floor four room suite. Enjoy a large fireplace in the bedroom, and a custom built-in wardrobe. The left wing features a custom built-in wardrobe, a custom built-in wardrobe, and a custom built-in wardrobe. The kitchen includes granite waterfall, custom built-in two dual dishwashers, warming drawer, built-in breakfast bar, and a large island with a custom built-in breakfast bar. The kitchen opens up to a large outdoor patio with a custom built-in barbecue and a large outdoor fireplace. The kitchen leads to a large outdoor patio with a custom built-in barbecue and a large outdoor fireplace.

Additional high and amenities: custom wet bar, indoor golf simulator, media room, piano bar, designer staircases, dual sided stone fireplace, six car heated garage and the indoor pool displays entire glass wall doors encompass the indoor pool to the outdoor pool effect that leads into a large stone outdoor patio for entertaining. A hot tub and stone waterfall provide relaxation. A six car heated garage with custom cabinetry combining luxury living with the peace of country life.

Platt Sotheby's International Realty

514 Justabout Road

Venetia

Print Advertising

Printed advertising pieces can be created in partnership with various magazines, publications, etc. in order to highlight your property. This ensures you are gaining traction from a wide range of potential buyers from different communities.

New to Market



109 Rock Run Road

McMurray, PA 15317

\$725,000 • 4 Beds • 4 Baths

Piatt

Sotheby's

INTERNATIONAL REALTY

Tagline Here

Tem et omolestiam, que ipsa nobitaes rehendit, nobit autem volupta spiciis rehenimus, aute consequiae eritatur, con pa natur, officis volorerunt aut veliati quid moditatas maion estore volut ea vendem quostibus es enis atists inveli quiatissunto maiorehenis dolor modio.

Erecto quam facearum dolorro vid est, cusda quibus exped modi qui commien ihilles dero quis moluptate de nissirvel int evenducitia cum, officia ent arumquatus quae nos cumenit parchitis andam, offictu sdandisti doloribus, que distius illandent. Pitate vident es conet quiam fuga. Itaqis ium fugit reius.

Equi nimaximo volenescimus ea dolest faccati stiae. Itaessecatur sim quae sintur? Sequamen dellor sum et harum ut aribusam, ut magnim quia andi ulla vent et ipid quasit, quossimusdae cus susapiciet quid. Int exes ut aut quas exeribusam nulpia consequi quam, nestibus.

Piatt | Sotheby's

INTERNATIONAL REALTY
260 Forbes Avenue, Suite 1525, Pittsburgh, PA 15222
412.608.5331 (o)
www.piattsir.com

Sotheby's International Realty and the Sotheby's International Realty logo are service marks licensed to Sotheby's International Realty Affiliates LLC and used with permission. Sotheby's International Realty Affiliates LLC fully supports the principles of the Fair Housing and Equal Opportunity Act. Each office is independently owned and operated. The services or products provided by independently owned and operated franchisees are not provided by, affiliated with or related to Sotheby's International Realty Affiliates LLC for any of its affiliated companies. If your property is listed with a real estate broker please designate it as not our intention to solicit the offerings of other real estate brokers.

GALLERY OF LUXURY HOMES



309 PINK HOUSE ROAD | SEWICKLEY HEIGHTS | \$3,000,000

This meticulously renovated home features an open floor plan that blends modern design and architectural detail. The rich hardwood floors complement the high ceilings and windows. The living and dining rooms are ideal for entertaining. French doors lead to a limestone patio overlooking nine acres of natural beauty. Spend a quiet evening with a crackling fire or enjoy meals made in a chef-grade kitchen with quartz countertops, custom cabinetry, Wolfe & Sub-Zero appliances and butler's pantry. Four bedrooms are at your disposal, the primary suite is a personal delight. They say you can't have it all, but this home is proof that you can. **Listed by Sarah Driskwater.**



215 25TH STREET, RESIDENCE 4 | DOWNTOWN | \$1,998,000

This move-in-ready residence is one of the highly desired 2500 Smallman townhomes with 4300 square feet of stunning luxury design by Koch Construction. Discreet two-bedroom, two-and-a-half-bath with heated floors, a glass-encased wine room and private outdoor patio space. The finest finishes include a custom double-sided gas fireplace, crystal chandelier feature, spacious terrace level entertainment lounge, a large screen TV and custom bar, floor-to-ceiling windows and exquisite bathrooms crafted in spa design. A spacious master suite with marble spa lounge, a lavish free-standing deep soaking tub, walk-in glass shower, dual vanity, heated floors. The primary closet has exceptional ladder 12-foot ceilings. **Listed by Mark Jennings.**



320 FORT DUQUESNE BOULEVARD, RESIDENCE 26 FGJ | DOWNTOWN | \$1,950,000

This spectacular Gateway Towers Penthouse is truly one of Pittsburgh's finest residences with 270-degree views and designer-curated finishes. This home boasts an open floor plan that combines living, kitchen and dining rooms: every entertainer's dream! A wall of 11 windows creates a breathtaking backdrop in the great room which features a fireplace, game table and wet bar. A private home office, extraordinary wine cellar and an Emerald glass curved island graces the Sub-Zero and Dacor kitchen. The bedroom suites feature custom walk-in closets, spa-style baths, ample storage and beautiful views. **Listed by Mark Jennings.**



400 RYAN LANE | WASHINGTON | \$1,699,000

A sophisticated home, situated on 4.36 acres, on a private lane with a governor's driveway and two entrances. With over 10,000 square feet of living space this home is truly designed for entertaining inside and out. This home features four bedrooms, five full and four half bathrooms, nine fireplaces and four kitchens. There's also a three-car attached garage as well as a four-car detached garage and barn, creating ample space inside and out for entertaining, hobbies and more. The property also includes a gated entrance, exquisite grounds, 42072 attached building, completely finished with a stone fireplace. Enchanting gardens, walkways and places to sit surround this spectacular home. **Listed by Lisa McLaughlin.**

Piatt
Sotheby's
INTERNATIONAL REALTY

Branding

Our talented marketing team will work with you to develop custom branding that best reflects your unique property. This tailored branding and logo design create a unique identity for a project, setting it apart in a competitive market and leaving a lasting impression on potential buyers.



Digital Marketing

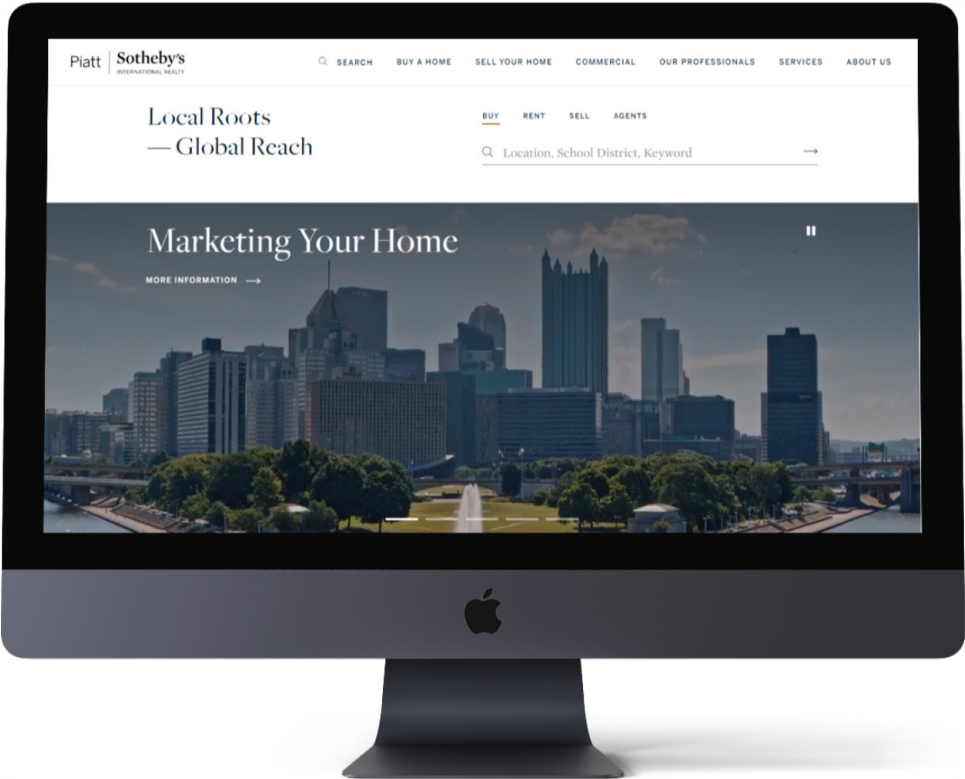
In today's digital age, a robust online presence is paramount in the marketing of a home. With the majority of homebuyers starting their search online, a strong digital footprint ensures visibility and accessibility to a wide audience. We use a variety of digital marketing resources to ensure that your home is reaching as many potential buyers as possible.

Our digital marketing strategy also includes leveraging the Sotheby's International Realty brand to further that exposure – the #1 Most Profiled Luxury Real Estate Brand in the news.

Social Media Presence



Piatt Sotheby's Website

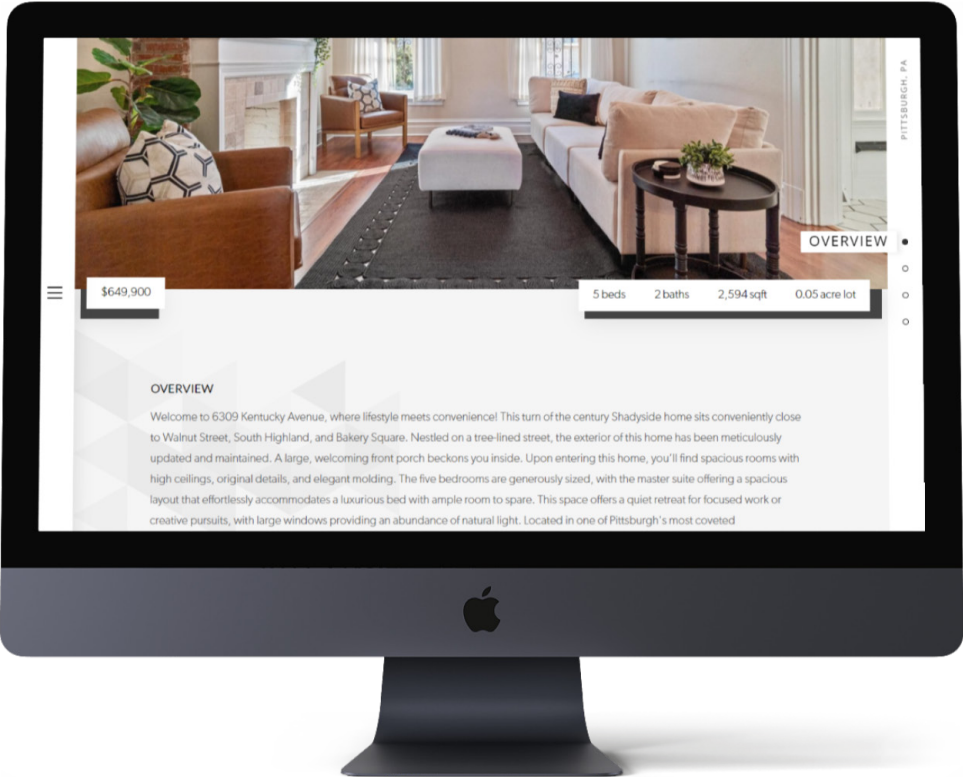


Youtube

The Sotheby’s International Realty YouTube Channel has over 100,000 subscribers, becoming the first and only, real estate company channel to have achieved that milestone. The Piatt Sotheby’s International Realty YouTube channel allows us to showcase all the exceptional video content we create for our properties.

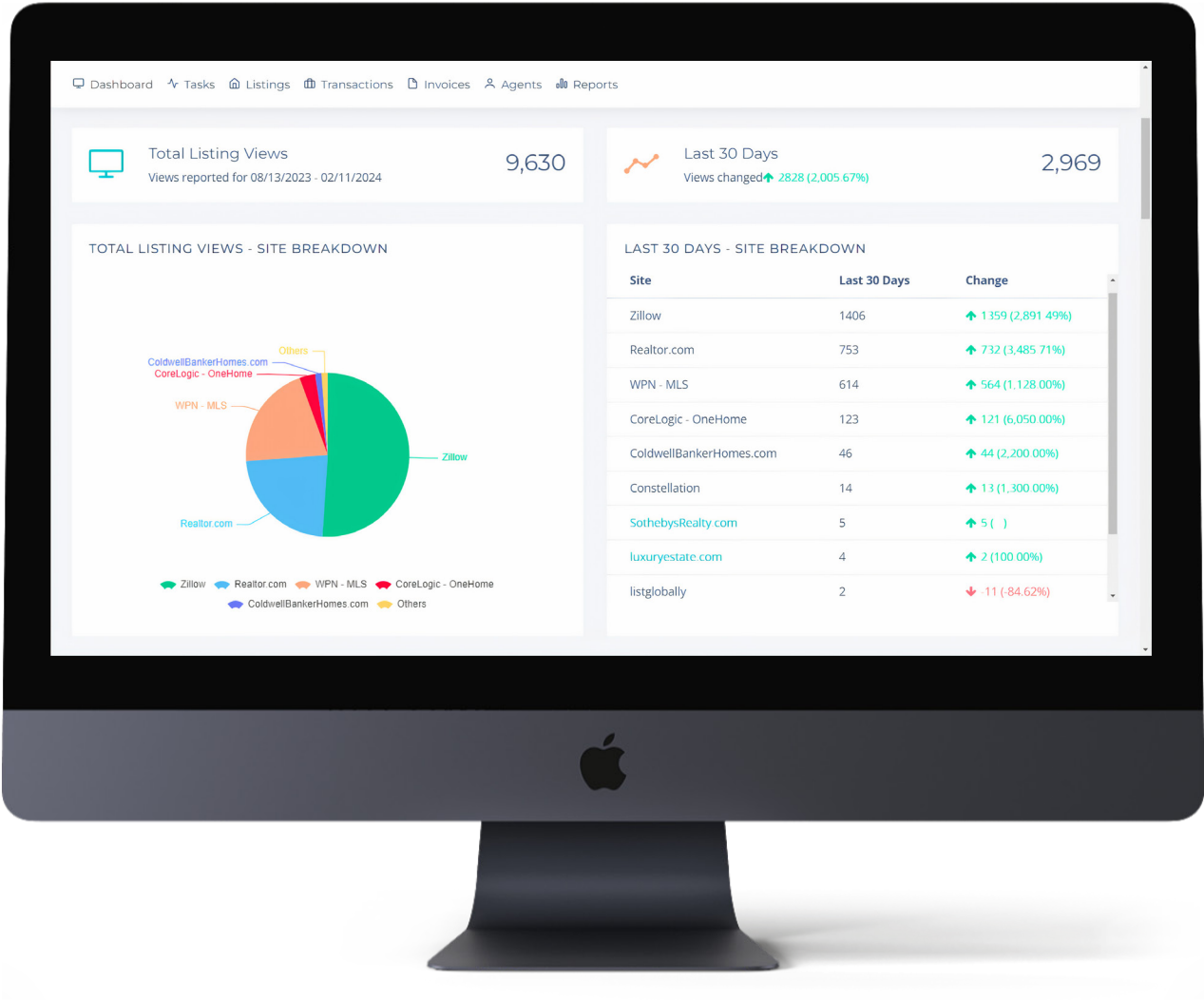


Property Website



Analytics

With quick home searches through online platforms becoming today's norm, it is important to track exactly where buyer's are seeing your property. Luckily, we have a wide array of resources that allow us to digitally track listing exposure. Monitoring critical data, like total view counts across multiple real estate platforms, lets us adjust our strategy to get you the results you deserve.



Property Distribution

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global media partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. Once a home is showcased on sothebysrealty.com, it is exclusively distributed to more than 100 Sotheby's International Realty affiliate websites around the world.

Global & National Partners





Piatt Sotheby's International Realty • 5513 Walnut Street, Pittsburgh, PA 15232 • 412.822.6800 (o) • piattsir.com • info@piattsir.com

Sotheby's International Realty and the Sotheby's International Realty logo are registered (or unregistered) service marks used with permission.
Sotheby's International Realty Affiliates LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is Independently Owned and Operated.

