

## REDEFINING LUXURY

As Utah's leading real estate team, **Summit Sotheby's International Realty** sets a new standard for world-class service.



“**To us, luxury isn't defined by a price point or a location; it's about an experience. Our luxury experience is full service and customized to every client's needs. We're proactive in everything from marketing to transparent communication and are fully trained to handle even the most challenging negotiations. We roll out the red carpet for every client who hires us.**”

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**Thomas Wright**  
President and Principal Broker

It's no surprise that Utah is one of America's fastest-growing states. With its snow-capped mountains, manicured golf courses, and sunny bike trails—not to mention a favorable business climate—the state is constantly summoning newcomers from all over the globe.

And no one offers a warmer welcome than Thomas Wright, president and principal broker of Summit Sotheby's International Realty.

“I'm an unabashed advocate of Utah, and I love welcoming people into this state. As soon as you move here, we consider you a Utahan,” says Wright, a state native. “From our lifestyle and natural wonders to our diversity and political leadership, we call this ‘The Utah Way.’ It's special and it's unique.”

### Pathway to Success

In 2008, Wright partnered with a modest real estate company and rebranded the firm under the esteemed Sotheby's International Realty name. Thirteen years later, that modest company has become Utah's real estate front-runner, executing more than \$4 billion

in real estate transactions in 2020.

Wright credits the firm's success to an indefatigable team of passionate leaders and knowledgeable advisors, as well as a revolutionary definition of the luxury experience. “To us, luxury isn't defined by a price point or a location; it's about an experience,” he says. “Our luxury experience is full service and customized to every client's needs. We're proactive in everything from marketing to transparent communication and are fully trained to handle even the most challenging negotiations. We roll out the red carpet for every client who hires us.”

Though the prestigious Sotheby's International Realty name might have an intimidating reputation, Wright assures that people at all price points are personally invited to discover Utah's real estate market by partnering with Summit Sotheby's International Realty.

### The Team That Cares

When asked his secret to recruiting and cultivating a world-class workforce, Wright's answer is simple: It's all about trust.

“Trust is earned in drops but lost in buckets,” he says. “Building trust is about showing up every day and doing what you say you're going to do. We're collaborative and supportive. We challenge each other to keep getting better, and we trust each other to do our jobs to the fullest.”

Summit Sotheby's International Realty members are encouraged to give back to their community with their time and talents, as well as their finances. Wright, leading by example, has championed many local charities and is particularly involved in tackling the affordable housing crisis.

Though the real estate landscape has evolved in recent years, Wright isn't deterred by the rise of DIY home buying trends and robo-advisors offering deeply discounted real estate services. On the contrary, he welcomes the competition, insisting it makes every professional rise to their highest potential.

That said, there's no substitution for the personal touch. “Real estate is a very technical business,” Wright concludes. “In a competitive market like Utah, the human component of a trusted, well-trained, and hardworking advisor cannot be replaced.”

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