

# TOP AGENT MAGAZINE

## FRAN PAPAPIETRO



*"Buying or selling real estate is more than a financial transaction. Having an advisor and confidante who has your best interests at heart is priceless."*

Top Agent Fran Papapietro of the San Francisco Bay Area's Sereno Group grew up in a military family, and she and her family relocated multiple times. Now a relocation expert, she has put that experience to good use helping her many grateful clients find sure footing in new communities.

"When I was growing up," explains Fran, "my best friend's mom was a Realtor for brand new construction in Southern California. That's when I fell in love with real estate." Upon graduation from college, however, Fran joined her peers in selling software products in the Silicon Valley. "It was a wonderful experience," she says, "because I learned a lot about sales. I learned how to qualify. I learned how to make presentations. I learned how to ask open-ended questions. I learned many skills that ended up helping me in real estate."

Fran pursued a high-tech sales career for several years before deciding it simply wasn't fulfilling. She made the switch to real estate because "I needed something that would feed my soul," she explains.

Now fifteen years later, and Fran has established herself as one of the most dependable and conscientious Realtors working in the Bay Area today. One of her specialties that's in high demand is relocation. "I work closely with Fortune 100 companies here in the Silicon Valley," says Fran, "as well as startups. By working closely with these company's Human Resource Departments, I'm serve as an extension of their recruiting efforts. Relocating an executive is multifaceted. Their candidates are not only considering a new position but also moving their family to a new community. I'm essentially a matchmaker. By completing a

thorough assessment of their needs, I tailor our search to focus on the communities that best fit their criteria. Once the employee has been hired, I assist them with all aspects of settling in. It's not just about buying the home, it's about getting them integrated into their community."

Honesty and a direct manner are characteristics that set Fran apart from her competitors. She pulls no punches when working with her clients.







“I’m definitely a straight-shooter,” she says. “I tell my clients what’s wrong with a property often before I tell them what’s right with it. Showing them what’s wrong with a property is where I believe real estate agents have the most value. What’s right about a property is typically evident. The disadvantages aren’t always obvious.”

Clear and constant communication are also hallmarks of Fran’s approach to the real estate business. “I work full-time,” she says. “So I dedicate 100% of my focus to this business. I’m also a data-driven person. My clients appreciate the deep research I do on their behalf. By keeping them informed of what’s happening in

this premier real estate market, they can make the best decision for their family.” This, among her many other virtues, has resulted in a business that is based almost entirely on repeat and referred clients.

Despite the financial rewards, it’s the more personal side of the business that Fran finds most rewarding. “I think what I enjoy the most are the relationships I build with people,” she says, “and the fact I’m helping them create a new beginning, a new life. There’s an intimacy that comes with that, being part of the creation of somebody’s next chapter. And with that comes the responsibility of being upfront and honest from the very beginning of the process.”



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