

# Real Estate is in our family

**P**atricia Saraceno, a chartered real estate broker for Re/Max for the past 16 years, truly has a passion for her job.

*Stewart Nulman*  
Special  
Times

"I love real estate. I love everything about it, from staging open houses, to dealing with people, to negotiations, to real estate law. This is more than just a job ... it's a lifestyle," she said in an interview at her Pointe Claire office.

Involved in the real estate industry for 30 years (she started out as an administrator before becoming a broker), Ms. Saraceno's passion focuses on her strong abilities to help out her customers, looking out for their best interests and making sure that they get the best deal possible when they're buying a house. In fact, she goes to great lengths to make sure that they get all the necessary information about a prospective house, so that they can make an in-

formed decision.

"I put together packages for buyers and sellers, so that they can look at all the information at their leisure," she said. "It tells them what process is involved when it comes to buying or selling a house, and all the costs that are associated with it. It's all up front for them, so they know

what to expect without any surprises. That way, they will be comfortable with buying a house for a price that will be in their budget range." She also does a great deal of marketing through her website (in which she uses a professional photographer to take pictures of the houses she has up for sale), handing out flyers and the open houses she organizes.

It's Ms. Saraceno's attention to looking out for the customer's best interests that has contributed to her success as a real estate broker. For the past eight years,



Patricia Saraceno



Christopher Saraceno

she has been the top agent at her Re/Max office. She has also been given a CRES (Certified Real Estate Specialist) designation, which is given out only to a handful of brokers. And in a few weeks, she will find out if she will be awarded with a Fellow Real Estate Institute (FRI) designation, which is the highest designation a real estate broker can receive in Canada. "Getting an FRI designation means that you believe in the industry, you believe in continuing education and that you have a high

throughout the island of Montreal), and believes the West Island is an ideal location to buy a house. "Although the prices have doubled over the past 10 years in the greater Montreal area, they are still affordable and you can buy a detached house in the West Island for under \$300,000; it's still an excellent investment," she said. "And the West Island is a great place to live. It's affordable. There are plenty of services, schools, parks, family activities, shopping centres, and it's not difficult to get into

sense of ethics in the real estate industry," she added.

Ms. Saraceno deals primarily with residential real estate throughout the West Island (she also has listings

the city; it can take 20-25 minutes by car, and you don't have to worry about crossing any bridges."

However, her passion for real estate also runs in her family. Her son Christopher is himself a certified real estate broker with Re/Max for the past five years. And like his mom, Christopher has strong people-oriented skills when he sells a house to a prospective customer (which he developed when he worked in customer service for an insurance company). "Christopher is also a big soccer fan, and plays in five soccer leagues, which is where he got introduced to many of his clients," she said. "In fact, his motto is 'Let me score all your real estate goals!'"

Patricia and Christopher Saraceno are based at Re/Max's Pointe Claire office, located at 315 Brunswick Blvd., suite 333. To contact Patricia, call 514-824-8088 or go to her website at [www.patriciasaraceno.com](http://www.patriciasaraceno.com). To contact Christopher, call 514-297-1788 or go to [www.homestriker.com](http://www.homestriker.com).