

featuredagent

magazine

*Franzi
Rothe*





Franzi Rothe

Originally from Germany, Franzi Rothe first ventured to the United States as a high school exchange student. Staying with a host mother that happened to be a REALTOR®, Franzi got an early taste of the career possibilities the world of real estate could offer. When she returned to the U.S. permanently in 2005, she decided to pursue her own license, passionate about the prospect of serving others on the road to homeownership. Today, Franzi is thriving as a residential agent with Keller Williams Professional Partners, applying to her practice an effective balance of easygoing comradery and incisive industry expertise. In 2016, Franzi earned Keller Williams' KW Culture Award — a testament to her distinct talents and reputation as a client-centric agent.

Primarily serving Phoenix's West Valley area — from Buckeye to Glendale — Franzi works with buyers and sellers while prioritizing transparency, ongoing

education, and steady communication. "I always put my clients' interests first," she says. "I make myself available and communicate well, that way my clients can move quickly in today's hot market." What's more, Franzi is a firm believer in educating those she serves, empowering them through information and ensuring that they are capable in ascertaining the option that best suits their needs. "I'm as clear as possible with people on both sides of the transaction," she says. "I'm upfront, make wise recommendations, and ensure that buyers and sellers know and understand their options." With a striking 70% rate of repeat and referral clientele to date, Franzi's ability to act as effective counsel is made plain by the numbers and her sharp attention to detail and organization. "I'm always positive, but I like to be extra prepared in advance," she explains. "That way if any problems should arise, I'm able to come to my clients with a solution in hand."



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While her ability to deliver on her clients’ behalf is built into the fabric of her business and its steady growth, Franzi also inspires a calming effect amidst a transaction, acting as a confident, capable presence that clients can rely on long after close. “My clients come first,” she explains. “We spend a lot of time together during a transaction and I want them to think of me as a friend they can trust and connect with.” To market her listings, Franzi makes use of emerging technologies to ensure optimal exposure for each property. In addition to using professional photography and distribution across the leading online listing platforms, Franzi recently began incorporating 3D floorplan technology to provide potential buyers



with a memorably immersive experience. Considering her favorite parts of her work, Franzi cites each day’s new challenges and her work alongside clients as the most cherished aspects of her career. “Real estate is a really fun and rewarding profession,” she



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says. “I love the flexibility and it never gets boring, but I most enjoy meeting such a wide variety of people and learning their stories.”

To give back to her adoptive Arizona community, Franzl contributes to charities both at the office and at home. She is an avid volunteer with Arizona’s Humane Society and also serves as the Chairperson of the KW Cares Committee at her office, driving monthly fundraisers, raffles, and events to support colleagues experiencing hardship. In her free hours, Franzl enjoys running, hiking, practicing yoga, trying new restaurants around the Phoenix area, and spending quality time with her family and friends.

As for the future, Franzl has plans in place to continue the steady growth of her business, with hopes to incorporate new, service-oriented aspects to her work, such as health and wellness counseling and financial planning assistance. Today, with a decade of expertise at her fingertips and an authentic spirit of service in place, the future is teeming with continued promise for Franzl Rothe.



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