



**Roe Franchina  
Your Real Estate  
Professional**

*From List To Close  
Right By Your Side*

*Roe Franchina*

203-249-5952

RoeFranchina@gmail.com





I'm Roe Franchina, a dedicated Realtor with Realty Exchange here in Palm Coast.

I've helped numerous families buy, sell, and invest in Flagler County properties—from beautiful single-family homes in established neighborhoods to new construction opportunities that showcase modern Florida living.

Palm Coast offers pristine beaches, Intracoastal waterways, golf courses, nature preserves, and a relaxed lifestyle that's attracting buyers from across the country.

My goal today is to show you how we can position your property to stand out, sell quickly, and net you the most proceeds possible.

# Why Choose Roe Franchina?

In a market like Palm Coast—where inventory can shift quickly and buyers have plenty of options—working with the right agent makes all the difference. Here's why sellers choose me:

## Local Expertise in Palm Coast & Flagler County

- I live and work right here, so I know every neighborhood—from the W Section and Seminole Woods to gated communities like Palm Coast Plantation and waterfront gems. I stay on top of local trends, school zones, amenities, and what buyers are searching for right now.

## Proven Track Record

- I've successfully closed transactions in Palm Coast, including single-family homes, condos, and lots. My clients appreciate straightforward communication, attention to detail, and results—whether it's navigating new construction perks or helping first-time Florida buyers.

## Full-Service Support for Sellers

- From professional staging advice and high-quality photography to targeted marketing (MLS, Zillow, Realtor.com, social media, Facebook and Instagram, and local networks), I handle it all. I also guide you through repairs, inspections, negotiations, appraisals and closing—always keeping your best interests first.

## Personalized, Responsive Service

- You'll get direct access to me—no hand-offs to assistants. My background includes years of consistent production, in CT and FL for the last 28 yrs . Call me anytime—I'm here to make the process smooth and stress-free.

## Buyer Connections & Marketing Reach

- I actively work with buyers (including relocators and first-timers), and I leverage grants, low-rate loan programs, and incentives to bring qualified offers to your door faster.



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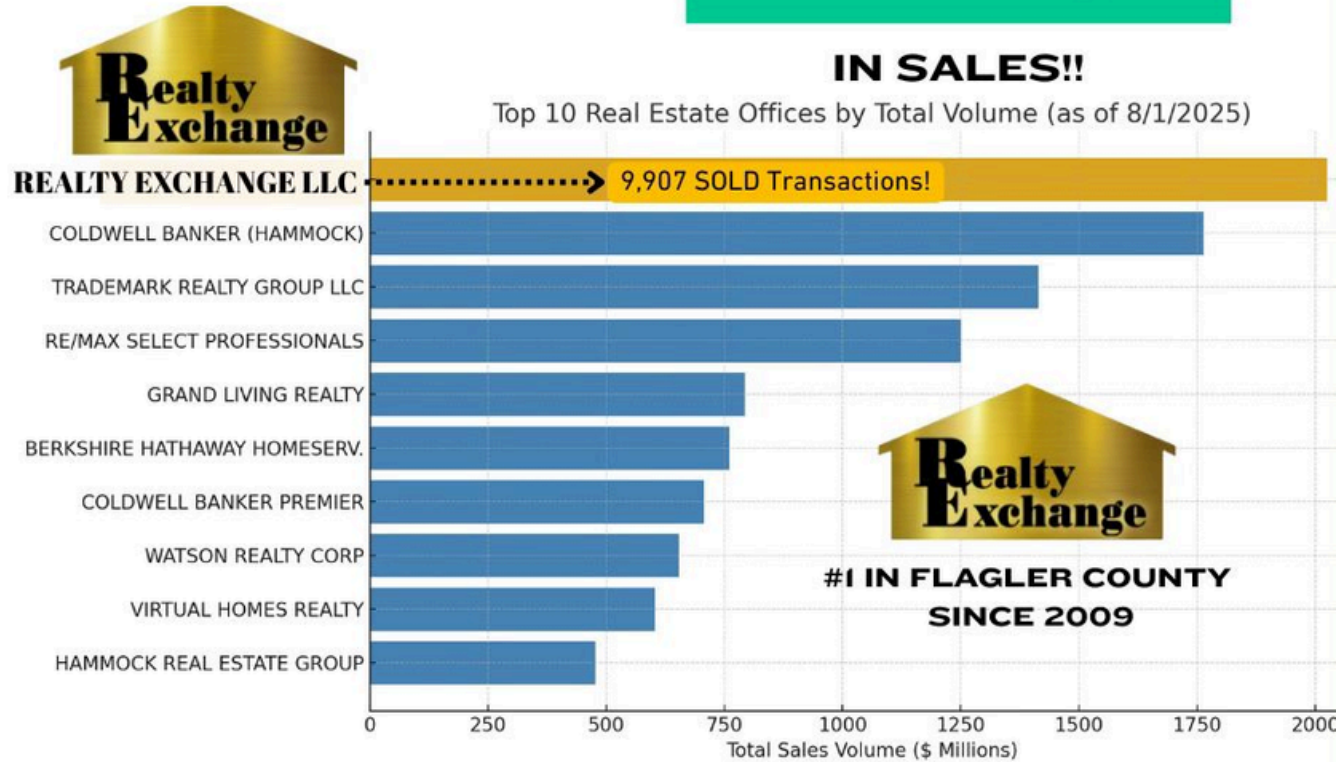


**CONGRATULATIONS!**

**2 BILLION**

**IN SALES!!**

Top 10 Real Estate Offices by Total Volume (as of 8/1/2025)



**#1 IN FLAGLER COUNTY  
SINCE 2009**

[www.RealtyExchangeFL.com](http://www.RealtyExchangeFL.com)



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FLAGLER COUNTY  
ASSOCIATION OF REALTORS®, INC.

# Top 5 Brokerages 2025

500

400

300

200

100

0

## Realty Exchange LLC Dominating the market!



**REALTY EXCHANGE LLC**  
has sold more than  
#2 and #3 combined!

- BUYERS
- SELLERS
- TOTAL #  
TRANSACTIONS



**StellarMLS®**  
Stellar MLS Data  
01/01/2025-09/24/2025

[www.RealtyExchangeFL.com](http://www.RealtyExchangeFL.com)



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# October Top 10 Listing Agents



300 Palm Cost Pkwy NE  
Palm Coast FL 32137  
(386) 446-0017



**Peter Larsson**  
\$1,099,000



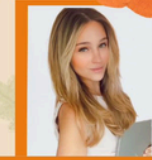
**Carol Grau**  
\$904,750



**Brittany Licari**  
\$710,000



**Deidre Vlassis**  
\$696,000



**Natalie Bullis**  
\$678,000



**Bernard Short**  
\$650,000



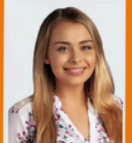
**Carol Anelli**  
\$550,000



**Roe Franchina**  
\$499,999



**Chase Sabine**  
\$469,900



**Sydney Mariano**  
\$449,900



Thank you to the OVER 350  
Customers, Agents and Friends  
that attended our Fall Festival!



[www.RealtyExchangeFL.com](http://www.RealtyExchangeFL.com)



Thank You For Choosing Me  
To Be Your Trusted  
Real Estate Professional



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# Market Update

Flagler County's real estate market closed 2025 on a high note, with December showing exceptional strength despite seasonal slowdowns.

Single-family home sales surged, defying historical patterns, driven by lower interest rates and steady buyer interest from in-migrants. The market remains balanced but leans toward sellers in key segments, with inventory tightening.

As we enter 2026, expect continued momentum, particularly in spring, as affordability improves and more listings emerge. Areas like Palm Coast, Flagler Beach, and Bunnell saw stable activity, offering opportunities for buyers and sellers alike.



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# Market Update



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# Professional Marketing and Social Media Presence



Moving To Palm Coast, Florida?

Flagler County's Pristine Beach Waterfront Living Golf & Gated Community Luxury Estates Oceanfront Community Ideal Lifestyle & More



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Call Me For All Things & Your Moving

## Palm Harbor Pool Home

**Highlights:**

- 3 Beds / 2 Baths
- 2,022 SqFt
- Saltwater Pool
- Covered Lanai
- Gourmet Kitchen
- Solid Wood Cabinets
- Granite Countertops
- Tile & Hardwood Floors
- Crown Molding
- Coffered Ceilings
- Trey Ceilings
- Solar Hot Water
- NO HOA

**\$499,999**



Call Me Now For A Showing  
**203-249-5952**  
33 Fariston Pl  
Palm Coast, FL 32137



## PALM COAST

4 BED / 2 BATH | 1,899 SqFt

**NEW PRICE: \$319,999!**



- New Roof (2023)
- New A/C (2024)
- New GE Smart Appliances (2024)
- Huge Eat-In Kitchen
- Covered Patio
- Large Yard
- NO HOA



**Roe Franchina**  
Call Me Now For A Showing  
**203-249-5952**  
37 Lindsay Dr, Palm Coast, FL 32137  
RoeFranchina@gmail.com

## PALM COAST SIDE-BY-SIDE BUILDABLE LOTS - FRESH & EXCITING!

Pine Lakes Neighborhood

**9 PINELARK LANE**  
80' x 125' | NOW \$78,900  
FC314252

**11 PINELARK LANE**  
80' x 125' | NOW \$78,900  
FC314251

**\$2,400 PAID TOWARDS WATER AND SEWER ON BOTH LOTS!**

**BUILD YOUR DREAM HOME ON ONE, OR BOTH!**

**ROE FRANCHINA, REALTOR**  
**203-249-5952**



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# THE SOCIAL CIRCLE IMPACT ON HOME SALES by ROE FRANCHINA



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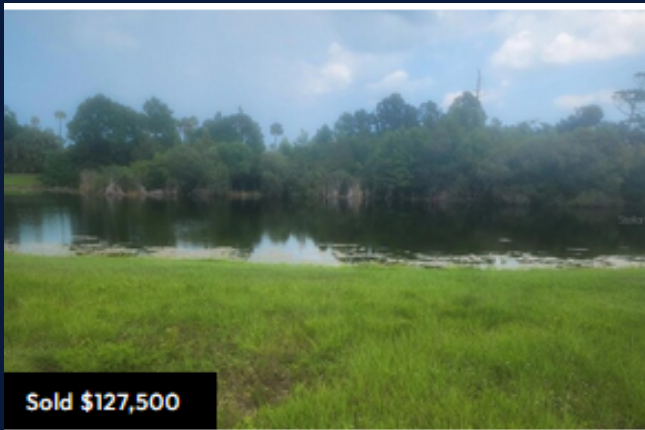


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# Recent Solds



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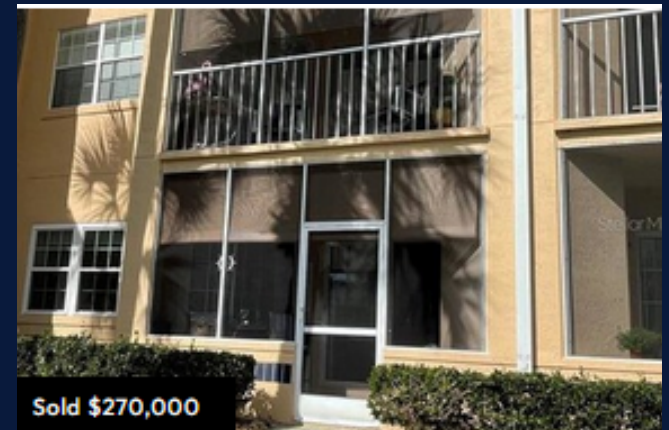


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## Pricing Strategy: Price It Competitively

Pricing Strategy: Price It Competitively One of the most critical decisions we make together is pricing your home right from day one. Here's why competitive pricing wins in today's Palm Coast market:

- Current Market Snapshot
- Palm Coast continues to attract interest due to its affordability compared to St. Augustine or Daytona, plus proximity to beaches and Orlando. However, buyers are value-conscious—overpriced homes sit longer, leading to price reductions that signal issues and reduce final offers.
- The Cost of Overpricing
  - Homes priced too high often get fewer showings and offers.
  - Days on market increase, and buyers wonder "What's wrong with it?"
  - You may end up netting less after reductions, carrying costs (utilities, taxes, HOA), and missed opportunities.
- The Power of Competitive Pricing
  - A well-priced home (aligned with or slightly below comparable recent sales) generates immediate buzz.
  - It attracts multiple offers, often above asking in strong segments.
  - Faster sales mean lower stress, fewer contingencies, and more money in your pocket.
  - Data shows homes priced correctly sell for closer to (or above) list price and in far fewer days.



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# 10 Elegant Ways to Maximize Your Home's Value for Sale



## 1. Enhance Curb Appeal

Manicured landscaping, fresh door paint



## 2. Declutter & Depersonalize

Minimalist, neutral decor



## 3. Fresh Neutral Paint

Light, warm tones throughout



## 4. Upgrade Lighting

Modern fixtures, warm LED bulbs



## 5. Modernize Kitchen

New hardware, sparkling surfaces



## 6. Spa-Like Bathrooms

New towels, updated fixtures, spotless



## 7. Refinish Flooring

Polished hardwoods, deep cleaned carpets



## 8. Professional Staging

Highlight space, flow into the entry area



## 9. Minor Repairs

Fix leaks, patch walls, polished hardware



## 10. Impeccable Cleanliness

Windows, baseboards, deep clean



Realty  
Exchange

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# THE REAL ESTATE SALES PROCESS: FROM LIST TO CLOSE



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Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews

Justin Cerbone  
1 review · 1 photo

★★★★★ 17 hours ago NEW

Roe is amazing! We relocated from California to Florida. Our purchase cross country was life changing, as she found our dream home. Our sale process with Roe's network went very smoothly. She is very thorough with a remarkable attention to detail and high level of service. Her communications were meticulous, timely and on point where we knew exactly what was going on throughout the process without having to ask once. I believe her level of service should be a standard for all agents. I highly recommend that Roe is one of the agents you interview to represent your property or find your dream home like we did. This was the second time she represented us and she would definitely be my first call for any future transactions.

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews

Amelia Melchionno  
3 reviews

★★★★★ a week ago NEW

We had the pleasure of working with Roe during our home buying process. She was knowledgeable, professional and guided us in the right direction along the way. The companies she referred us to for inspection, mortgage broker, etc were wonderful and easy to work with. Roe kept on top of sending us listings and listened to our needs. We would highly recommend her to anyone looking to sell or buy a home!!

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews

Michelle Esposito  
3 reviews

★★★★★ a week ago NEW

We had a wonderful experience selling our first home with Roe. Managing the process with four small kids at the time could have been overwhelming, but she took the worry out of it. Her reassuring and supportive approach made the entire process smooth and stress-free. I highly recommend her for anyone looking to sell their home.



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 **David Sottini Sr** ▸ **Roe Cerbone Franchina**  
Mar 6, 2016 · 🌐

awwww Roe we love this picture and we LOVE you!! Besides being our dear friend, your warmth, personal and caring touch and professionalism makes purchasing a new home a total pleasure! Thank you so so much **Roe Cerbone Franchina!!** XOX

 **Roe Cerbone Franchina**  
Mar 1, 2016 · 👥  
Congrats to My friends in their new home I sold them ❤️ guess who it is??? Lol



Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ

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 Reply  






Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ

←  **Michele Bennett**  
3 reviews ⋮

★★★★★ a week ago **NEW**

As first time home buyers, my husband and I were intimidated by the process. Roe immediately made us feel at ease. Roe is very knowledgeable, professional, and fun to work with. She went above and beyond to make sure we got exactly what we were looking for.

Thanks for all your help, Roe! We could not be happier.   



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Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews

←  **Maria Rende**  
5 reviews

★★★★★ a week ago **NEW**

Five star service! Roe was with us every step of the way, from pre-approval, walk thru, contracts, and closing. She even surprised us with a beautiful housewarming gift to show her appreciation.

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews

←  **Lisa Stockwell**  
5 reviews · 1 photo

★★★★★ a week ago **NEW**

I was lucky enough to meet Roe almost 25 years ago and she's helped me with multiple real estate deals. She's excellent to work with and an expert in her field. I've had a couple of difficult deals that she managed with ease and kept my stress levels down. I highly recommend her for any of your real estate needs.

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews

←  **Nicole Juber**  
2 reviews

★★★★★ a week ago **NEW**

I have recommended Roe Franchina to my husband and I's BEST friend and my mother-in-law as they were looking to purchase homes in Palm Coast and Ormond Beach. Roe's professionalism, tact, and industry knowledge is truly unmatched. If you are in the market to buy or sell a home do yourself a favor and call Roe Franchina.



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Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ

←  **Debra Martin**  
5 reviews · 1 photo

★★★★★ a week ago **NEW**

Roe is a professional and highly respected realtor. My mom and I had a fantastic experience with Roe when she sold my mom's condominium quickly and successfully. I recommend you give her a call when you want to sell or buy!

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ

←  **Kelly Schmid**  
2 reviews

★★★★★ a week ago **NEW**

Roe sold our house in Palm Coast Fl in a matter of days! She made the process easy from start to finish. Not only a great realtor but now friends. She puts her heart and soul into every home and gets the job done. Thanks Roe!

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ

←  **Gwen Christensen**  
1 review

★★★★★ a week ago **NEW**

Roe is all about customer service. She spent lots of time helping us learn the area and understand the options. We are thrilled with our beautiful forever home on the canals. Would highly recommend Roe to anyone looking to sell or buy in this area.




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Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ

←  **Monica Bravo**  
1 review

★★★★★ 23 hours ago **NEW**

It was a real pleasure working with Roe Franchina. We weren't sure whether we really wanted to buy a new build or pre-existing home. We met with Roe and explained our reservations and from the get-go, she was extremely patient and eased our decision making process.

Roe, truly understands how the house market works. She made the process incredibly easy and her thorough knowledge, not only of general real estate, but of the local market made it a great pleasure throughout the whole process.

Thank you Roe!!!

Roe Franchina at Realty Exchange LLC

5.0 ★★★★★ 5 reviews ⓘ



**mic pavisic**

3 reviews

★★★★★ an hour ago

My son and I called Roe Franchina to sell our condo. She was very informative, professional, helpful through the whole process. She quickly sold it. We made the right choice having her as our realtor. Thank you Roe!

Less



*Roe Franchina*


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RoeFranchina@gmail.com

SL3408499



<  **Roe Cerbone Franchina** 31m ·  ...

 **Lorri Iamburro**

CONGRATS

 10m [Like](#) [Reply](#) 1 

 **Fran Farmer**  
Congrats Roe!!! Not surprised, you are the bomb!  
For anyone wanting the best selling or listing agent use Roe Franchina!!!  
She always has your back and best interest when representing you!!!  
Would highly recommend Roe for your Real Estate needs!!! ❤️❤️❤️

8m [Like](#) [Reply](#) 2 

 **Roe Cerbone Franchina**  
[Fran Farmer](#) Thank you so much Fran!!

Just now [Like](#) [Reply](#)

**"With over 25 years in real estate, I've come to understand that enduring client relationships are built on the pillars of market knowledge, honesty, diligence, and effective communication. Your satisfaction is not just a goal but my greatest reward. I am dedicated to personally guiding you with reliable advice to successfully achieve your real estate objectives. Whether you're a first-time homebuyer, seller, or investor. I am committed to ensuring that every step of the process is seamless, and you get the best outcome. Clients have entrusted me with their most valuable asset and that is a responsibility I approach with the utmost seriousness. Call me with any questions or inquiries, I'd love to collaborate!"**



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