



## Bill LaFratta

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**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**

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**REAL ESTATE**

## Q & A

### ***What is your favorite thing about your community/city?***

I am from Richmond and have always enjoyed its rich history, unique areas, and neighborhoods. My father grew up in Church Hill. My mother grew up in the Fan. I was raised in the city along with my 7 siblings and I went to school in the city. My grandfather was in the old home salvage business specializing in selling old doors, mantles, banisters, hardware, and antiques. His salvage yard helped me appreciate the special features of an old home like the glass doorknobs. When I was a teenager, I would drive around on Sundays with my best friend to "discover" new places in Richmond. We would try to explore a new park, the James River, a historical site, or different neighborhood in town. Richmond is a special place for me which is why I never left. I love how the Richmond area continues to grow, change & evolve. Even today, I find myself rediscovering Richmond all over again. Richmond is a vibrant city and I'm still excited to learn more about her every day.

### ***What initially drew you to real estate?***

I was drawn to Real Estate by my mother & my aunts who were Realtors, my grandfather who was in the old home salvage business and my brother who had his own construction company. I initially started out in the corporate world but my desire to be in real estate won me over. After 26 years, I still love being a Realtor... maybe even more than when I first started.

### ***How does your background bring a unique perspective to your work?***

I have a marketing degree and background which combines nicely with the real estate and construction environment I grew up in. It gives me a solid foundation of knowledge which is very helpful in the real estate industry. The real estate market is constantly changing. I strive to continue to learn about our ever-changing real estate industry so I can provide the best information, the best marketing, and the best results for my clients. I have 26 years of valuable real estate experience and I would love the opportunity to work with you.

### ***What's most important to you in your business?***

The most important aspect about my business is the personal service I provide to my clients. I'm there every step of the way from helping prepare their home for the market, to providing names of good contractors to improve their home. I help my buyers make good sound buying decisions. I understand a home is not only a place to live but is also a huge financial investment.