

## BARBARA FOX

Licensed Real Estate Broker, President

### WHAT DISTINGUISHES YOU FROM OTHER SUCCESSFUL WOMEN IN RESIDENTIAL REAL ESTATE?

Almost all the others are either first-class transactional brokers or top executives involved in firm management. What distinguishes me, I think, is that I try to excel at both of these pursuits. The firm I founded 27 years ago and actively manage today, Fox Residential Group, has grown from four to over 50 brokers, and I like to think of it as a successful extension of myself. So I'd prefer if your questions were directed at the firm, rather than at me personally.

### HOW DOES FOX RESIDENTIAL DIFFER FROM OTHER BROKERAGE COMPANIES?

It's what I call our premium customized service. Don't get me wrong—I'm not saying that other firms don't treat their clients and customers well. It's just that with us, it's a passion. Right from the start, I knew this was what we needed to set us apart from the larger, more corporate firms. I've instilled in our brokers the determination to provide our buyers and sellers with solutions—tailored to their individual needs—to whatever problem they might encounter throughout their transaction.

*"The firm I founded 27 years ago and actively manage today, Fox Residential Group, has grown from four to over 50 brokers, and I like to think of it as a successful extension of myself."*



### SO, HOW DOES THIS PLAY OUT FOR SELLERS?

The Fox Team takes over the management of the sale and marketing of properties, beginning with accurate pricing, preparing the property for the process - utilizing the "Fox Fix-Up Team" to present their home in its best light-and providing solid advice throughout the transaction. Every deal in our office is overseen by someone who has been in residential real estate for over 30 years and the showings are done by seasoned, knowledgeable brokers - not mere "show-ers" or assistants. And we pride ourselves on our negotiating ability - finding favorable common ground and overcoming obstacles that might cause doable deals to fall apart.

### SOME PEOPLE SEEM TO THINK THEY NEED TO USE A BIG FIRM WITH MORE LISTINGS AND CUSTOMER OUTREACH, RATHER THAN A BOUTIQUE LIKE YOURS. ARE THEY RIGHT?

Of course not! Fox agents have access to each and every listing that's for sale in New York City, and the listings of our sellers are immediately available to the entire industry. A buyer can view any property through our expanded team of knowledgeable sales associates, who will be representing the buyer's interest only throughout the process. On the sale side, one clear advantage to our clients is that, unlike many firms, we have no budgets or plans to which our agents must adhere - so we can keep advertising and marketing the property until there's a closing.

### OKAY, ENOUGH ABOUT YOUR FIRM. TELL ME SOMETHING ABOUT YOU. HOW DO YOU SPEND YOUR TIME OUTSIDE THE FIRM?

Ten years ago, I started a rescue group called WOOF! which saves dogs and cats that are in the NYC shelters on "death row". We place them in foster homes, provide needed medical attention, warmth, care, and socialization, and find each one a loving new home. This is very much my passion outside real estate - in fact, I have five rescued dogs and one cat of my own!

### FOX RESIDENTIAL GROUP

14 East 60th Street  
Suite 500  
New York, NY 10022  
212.639.9711

E: [bfox@foxresidential.com](mailto:bfox@foxresidential.com)  
W: [foxresidential.com](http://foxresidential.com)