

SOUND OFF:  
BY BARBARA DALY

## Leveraging tech helps Realtors navigate the pandemic and a dynamic market

The past 15 months have been an extraordinary period in the Greenwich real estate market. The COVID-19 pandemic created a booming market, while at the same time, limiting brokers in how they can show properties and complete deals. As vaccinations become more widespread and our understanding of how to operate within the constraints of the virus increase, what does it mean for the Greenwich real estate market, and how can buyers and sellers best take advantage of the current and future scenarios?

**The pandemic brought a tidal wave of motivated buyers to the Greenwich market, and that's motivated sellers who are capitalizing on the surge.**

Obviously, the greatest concern has been—and continues to be—the health and welfare of clients, brokers, and all others involved in the process of buying and selling a home. The technological advances of recent years came to their full maturity, as virtual tours, Zoom meetings, and other internet-based tools have been utilized to their greatest extent.

Now, thankfully, in person meetings and events, such as open houses, are returning to some degree of



ab@alishabrook.com photo

normalcy, but the comfort levels of some clients, as well as brokers, are still an enormous concern and are being addressed throughout the business.

Though the full impact of vaccinations and personal safety remain unclear, the opportunity to maintain this robust marketplace

remains strong.

The pandemic brought a tidal wave of motivated buyers to the Greenwich market, and that's motivated sellers who are capitalizing on the surge. Neighboring states' taxation policies may also help sustain growth here in Greenwich. But we must remain con-

stant and vigilant in protecting the health and welfare of all involved.

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AGENT PROFILE:  
DEBORAH FERENCE-GRAY

## Greenwich agent has background in real estate investment and development

Deborah Ference-Gray is keenly focused on providing her real estate clients with impeccable customer service and trusted discretion. She joined Sotheby's International Realty's Greenwich office in 2019.

Her real estate career began in 1990, when she joined David Ogilvy & Associates and was affiliated with the brokerage until joining the Sotheby's organization.

As a Realtor who helps her clients navigate the market, she is in tune with her clients' interests and objectives; their goals are paramount.

She is currently representing the seller of 9 Fairfield Avenue, Old Greenwich—a shingle-style three-bedroom colonial that was renovated in 2018. The property is currently listed for \$1.295 million.

Ference-Gray has personal experience with investment properties, which provides her with particular insight into residential property values. She has extensive experience in building and renovating homes, as well, and can provide her clients with sage guidance as they consider similar undertakings – from choosing architects, builders and designers to town regulations and permitting.



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As an undergraduate, Ference-Gray earned a Bachelor's degree in urban studies, which has been invaluable to her work in real estate; she understands how communities develop and thrive.

As a Greenwich resident since 1986, she has been an active member of the Greenwich community and numerous organizations. She's married, with two sons who attended both public and private schools in Greenwich.

**Business:** Sotheby's International Realty  
**Lives:** Greenwich  
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**Expertise:** Investment properties, new construction, and renovations  
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