

"The very first property I sold"  
Sarah Francis



## Sifex

Started by Sarah Francis in 1989, estate agency Sifex (Société Immobilière Française Extraordinaire) also celebrates its 25th anniversary this year.

"The best thing about the name was that it always caused the French estate agents to smile! I think it was around 1990 that we became aware of *French Property News* and how it was filling a very definite gap in a growing market. We decided we had to find the budget to advertise in it, and in due course to take stands at the exhibitions.

"Inevitably prices have been at the forefront of the changes over the years, from the bargain levels of the late 80s, when they later rose to dizzy heights from which they have fallen in recent years, recently arriving at levels that represent amazing value. As such, they are attracting a new wave of buyers.

"One particular highlight that stands out for me is when I was asked to find a property in the south-west of France for a British client and his French wife. Although I searched high and low I was unable to find a property matching the couple's specification in that area, but we kept in touch regularly during the following five years. Then one morning a beautiful chateau, situated just outside Pau, landed on my desk – they fell in love with it and bought it. Later on I visited them there, and it was so lovely to see how much pleasure they took in the beautiful home they had created in the chateau. That was one of the best experiences of my 25 years in this business."

**Sarah Francis**