



## Two real estate veterans launch new company

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Bill Facendini, president and co-founder and Heidi Rickerd-Rizzo, vice president and co-founder, announce the opening of Terra Firma Global Partners, a real estate company that will serve Napa, Marin and Sonoma counties.

Facendini and Rickerd-Rizzo, both lifelong North Bay residents, have owned, managed and led major real estate organizations throughout the greater San Francisco Bay Area.

Most recently, Facendini served as COO for Pacific Union Real Estate, which included offices in San Francisco, Marin, Napa, Sonoma and the East Bay with about 500 agent.

Rickerd-Rizzo was SVP/Regional Manager Wine Country for Pacific Union Real Estate. She was responsible for all regional operations and growing the company to nearly 60 associates in Napa and Sonoma.

The primary focus of Terra Firma Global Partners will be real estate brokerage.

“Our goal is to be the destination brokerage for the most respected associates in their respective market place who want to work with others of like mind, are passionate about what they do, and want to work in a team environment where we all support each other to succeed” said Rickerd-Rizzo.

Facendini added, “We understand the ebb and flow of the real estate market, we recognize that business is built on long-standing relationships and we also know now is the best time to roll out a new company, with new ideas and new approaches to real estate brokerage services.”