

ALASKA

REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.



TOP PRODUCER:

ANITA
RAUBESON

KELLER WILLIAMS REALTY
ALASKA GROUP

AGENTS ON THE RISE:

TIFFANY HOLLY &
SHELBY HOLLY

**THE HIGH CALLING
OF SALES:**

LESSONS FROM
A TEENAGE RITE
OF PASSAGE

RISING STARS:

STEVE & JENNIFER
BOHANNON

COACHING CORNER:

HERO NATION
COACHING

PARTNER SPOTLIGHT:

LOAN DEPOT
Chris Chisholm
& Misty Massie

DECEMBER 2024

AMPED MORTGAGE

AMP UP YOUR PRODUCTION
Your Leads + Our Hustle = More Closings!

Stop sending your leads into a Black Hole,
our meticulous follow up system
makes sure no opportunity is missed.



Ryan Berry
Mortgage Loan Originator



Lynn Berry
Loan Originating Assistant



Aubrey Clark
Contract Processor

#brokersarebetter 907-519-7000 www.AmpedMtg.com



Visit Us Online

ALASKA'S NEWEST ELECTRIC POWERHOUSE

DEDICATED TO LIGHTING UP
YOUR HOMES & BUSINESS WITH
RELIABILITY AND INNOVATION



NEED HELP WITH POWER OUTAGES
OR GENERATOR INSTALLATIONS?

LOOK NO FURTHER THAN
PRIMARY ELECTRIC!

(907) 290-3475

POWER OUTAGES • GENERATOR INSTALLATION • SERVICE CALLS • ELECTRICAL SERVICE UPGRADES • ELECTRIC CAR POWER SOURCE • FREE CONSULTATIONS



Tax Preparation
Tax Strategy
Payroll
Bookkeeping

Do you feel like you are paying too much in taxes?
Are you confident in your tax strategy?

Kelly Ward CPA, CTC, CGMA

Using a relationship based approach to understand
your unique needs and to take the overwhelm out of the numbers.

(907) 474-4576 www.rwcpaak.com kelly@rwcpaak.com f @kellywardcpa

It's no surprise...

Clean Homes Sell Faster!

Move out/in

Pre-listing Deep Clean

Regular Service



Let us help sellers get market-ready! **Call now**
Find Us on Facebook



907.232.9841

TABLE OF CONTENTS



08

Alaska Real Producers Preferred Partner List



12

Partner Spotlight: Loan Depot - Chris Chisholm & Misty Massie



26

Agents on Fire: Tiffany & Shelby Holly



32

Rising Stars: Steve & Jennifer Bohannon - EXP Realty



38

The High Calling of Sales: Lessons from a Teenage Rite of Passage



42

Top Producer: Anita Raubeson



REAL ESTATE MEDIA

www.dmdrealestatephotography.com

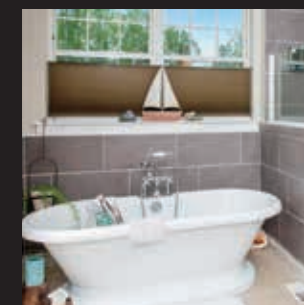
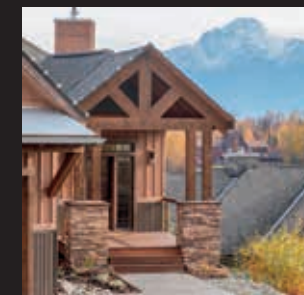
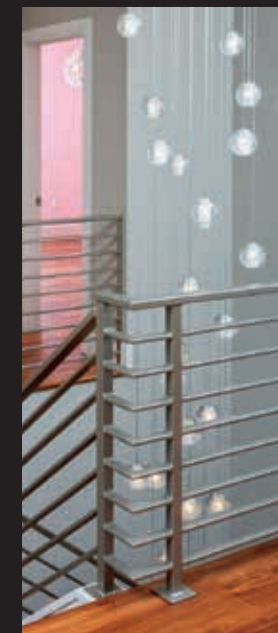


The DMD Difference

With over 20 years experience creating photography and video content in Alaska, the DMD Team will surely show your home in it's best light!

Services

- ✓ Photography
- ✓ Videography
- ✓ 3D Tours
- ✓ Drone
- ✓ Floor Plans
- ✓ Social Media



DMD Real Estate Photography
(907) 268-7701



View our website to learn more

"Bringing More Loan Options to Alaska"

COMMERCIAL - RESIDENTIAL - INVESTMENTS

- Office Buildings ✓
- Self Storage ✓
- Restaurants ✓
- 5+ Multi-Family ✓



- Day Care Center ✓
- AirBNB ✓
- Small Business Loans ✓
- and More..... ✓



Tactical Capital Advisory Team

Shawn Miller NMLS# 1989873

Nexa Mortgage NMLS#1660690



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**ACCOUNTING/
BOOKKEEPING**

Kelly's Office Essentials LLC
(907) 892-6657

**ASSOCIATION OF
REALTORS®**

**Alaska Association
of REALTORS®**
(907) 563-7133
4205 Minnesota Drive
Anchorage, AK 99503
www.alaskarealtors.com

AUTO SALES

BMW Anchorage
Phyllis Halverson,
BMW Client Advisor
(907) 646-7553
www.BMWofAnchorage.com

AUTOMOBILE DETAILING

**OCDetailing & Auto
Reconditioning**
(907) 357-6989
www.ocdetailak.com

**CARPET/UPHOLSTERY
CLEANING**

**Heaven's Best
Carpet Cleaning**
(907) 622-6840
www.anchorageak.
heavensbest.com

CLEANING SERVICES

Cleaning's A Breeze
Bre Tschilar
(907) 373-5100
www.cleaningsa
breezeak.com

Happy Home House

Cleaning
(907) 232-9841

**CONTRACTOR /
REMODELING**

Quality Builds Alaska
(907) 671-8687
www.qualitybuildsak.com

Susitna Home Services

Dakota Martin
(907) 795-0050
www.SusitnaHome
Services.com

Tru Built Construction LLC

Kaulen Pevan
(907) 331-7074
www.trubuiltak.com

CRM

BONZO
(614) 357-2367
www.getbonzo.com

ELECTRICAL CONTRACTOR

All Phase Electric, LLC
(907) 376-1200
www.allphaseelectricak.com

Primary Electric

(907) 863-8038
www.primaryelectric.com

Walker & Sons Services LLC

Jed Walker
(907) 980-6479

FINANCIAL PROFESSIONAL

NYLIFE Securities
Joy Fearn-Condon
(907) 357-4695
www.newyorklife.com/
agent/jfearncondon

**FITNESS/GYM/PERSONAL
TRAINING/NUTRITION**

Impakt Athletics
(907) 315-6046
www.impactgym.com

HOME BUILDER

Hall Quality Homes
(907) 312-7900
www.hallhomes.com

Precision Homes LLC

(907) 841-3426
www.PrecisionHomesAK.com

**Cutting Edge Homes
& Cabins**

(907) 354-1841
www.cuttingedgehomes
cabins.com

HOME INSPECTION

A-1 Inspection Services LLC
Steven Amidon
(907) 892-4444
www.a1inspections907.com

**Discovery Home
Inspection Services, LLC**

(907) 243-4476
www.discoveryinspect.com

**Pillar to Post Home
Inspectors - The
Frontier Team**

(907) 521-7776
www.frontierteam.pillar
topost.com

INSURANCE AGENCY

Allie Hewitt - State Farm
(907) 357-0727
www.allieinthevalley.com

**Chailla Tyner - GEICO
Insurance Agent**

Chailla Turner
(907) 344-4411
www.geico.com/
insurance-agents/alaska/
anchorage/chailla-tyner/

COUNTRY Financial

Tearsa Nelson
(907) 726-3906
agents.countryfinancial.com/
usa/ak/anchorage/
tearsa-nelson

LOCK & KEY

**Shadow Mountain
Locksmith**
Ryan Butcher
(907) 306-7878
www.shadowmtn
locksmith.com

MEAL PREPARATION

Karma Kafe
(907) 841-5005
www.karmakafeak.com

MORTGAGE LENDER

Amped Mortgage
Ryan Berry NMLS #2160725
(907) 519-7000
www.AmpedMtg.com

First Rate Financial

Eva Archuleta
NMLS #911099
(907) 232-8018
www.alaskamortgage
momma.com

First Rate Financial

Amanda Jensen
NMLS #1251279
(907) 441-6223
www.amanda-ak
homeloans.com

Global Home Loans

(907) 921-2514
www.gcuhomewasilla.com

Loan Depot

Chris Chisholm
NMLS #190271
(907) 561-5949
www.loandepot.com/
loan-officers/cchisholm

Loan Depot

Misty Massie
NMLS#515022
(907) 561-8028
www.loandepot.com/
loan-officers/mmassie

Movement Mortgage

**Katie Sindorf NMLS
#1205737**
(907) 242-3191
www.ksindorfhomeloans.com

Nexa Mortgage

**Shawn Miller NMLS
#1989873**
(213) 259-5950
www.mytacat.com

Residential Mortgage

Adam Mee NMLS #906292
(907) 707-8821
www.AdamMeeHomeLoans.com

Six Pillar Lending LLC

Mathieu Frohlich
NMLS# 2416155
(907) 887-4245
www.sixpillarlending.com

NOTARY/CLOSING SERVICES

Mana Signings & Co.
Vaosa Leifi
(907) 312-9357
www.manasignsco.com

PAINTING CONTRACTOR

True Colors Painting LLC
(907) 354-6593
www.truecolorspaintingak.com

PEST CONTROL SERVICES

APEX Pest Control Solutions
(661) 331-9354
www.apexpcsak.com

PROFESSIONAL ORGANIZER

Harmony At Home
(907) 317-1825

**PROFESSIONAL
PHOTOGRAPHER**

DMD Real Estate Marketing
(907) 268-7701
www.dmdrealestate
marketing.com

**PROFESSIONAL
PHOTOGRAPHY**

Ambience Photography
(907) 354-3460
www.ambienceak.com

PROPERTY MANAGEMENT

Alaska Property Managers LLC
(907) 764-2193
www.AKPropertyManagers.com

**SEPTIC SERVICE, REPAIR
& MAINTENANCE**

A-Two Septic
Brenden Strom
(907) 315-1477
www.A2Septic.com

SNOW PLOWING / REMOVAL

GPS Plowing & Sanding
(907) 232-0799
www.GPSAlaska.net

TAX PROFESSIONAL/C.P.A.

Robinson & Ward, P.C.
Kelly Ward
(907) 474-4576
www.rwcpaak.com

TITLE COMPANY

Mat-Su Title
(907) 376-1841
www.matsutitle.com

Stewart Title

(907) 274-2562
www.stewart.com/Anchorage

**WATER, FIRE, MOLD
RESTORATION**

TCM Restoration & Cleaning
(907) 373-7410
www.tcmrestoration.com/

WELL / SEPTIC INSPECTIONS

Pioneer Engineering
Bill Klebesadel
(907) 863-2455
www.akpioneerllc.com



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at devon.doran@RealProducersMag.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

**DISCOVERY
INSPECTION SERVICES**
www.discoveryinspect.com
907-243-4476

- ~ASHI & ICC CERTIFIED
- ~CONVENIENT SCHEDULING
- ~RADON TESTING
- ~REPORTS WITHIN 24 HRS
- ~LEVEL 1 THERMOGRAPHER
- ~SENTRI-LOCK PROPERTY ACCESS
- ~OVER 20 YEARS INSPECTION EXPERIENCE
- ~30 YEARS OF BUILDING EXPERIENCE



Dane Zipperian did an excellent job concerning the inspection of our potential new house! Very thorough and friendly. Answered all questions, Knowledgeable. Provided a timely detailed report on his findings and recommendations for corrections. Walked through the house with Dane and explained what he was doing and looking for. GREAT SERVICE! Highly recommend!

~Daniel

MEET THE
ALASKA
REAL PRODUCERS TEAM



Devon Doran
Owner/Publisher



Katrina Holder
Social Media/
Communication Concierge



Maddie Fuller
Writer



Lindsey Hardman
Writer



Zachary Cohen
Writer



Heather Dunn
Photographer



Shannon Strawn
Photographer

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at devon.doran@RealProducersMag.com

MOVE MENT *No Down Payment?*
we can help with
Movement Boost



Katie Sindorf
Sr. Mortgage Loan Officer | NMLS ID #39179
katie.sindorfmovement.com
907.242.3191

MOVEMENT MORTGAGE
MORTGAGES THAT MEAN MORE

1325 E. Palmer-Wasilla Highway Ste. 108 Wasilla, AK 99654 | AK-1205737, LA, TX, WA-MLO-420415 | Movement Mortgage LLC. All rights reserved. NMLS ID #39179 (For licensing information, go to: <http://www.nmlsconsumeraccess.org>). Additional information available at movement.com/legal. Interest rates and products are subject to change without notice and may or may not be available at the time of loan commitment or lock-in. Borrowers must qualify at closing for all benefits. Equal Housing Lender.

The Ultimate Home Inspection Partner for Realtors



Standard with every Home Inspection:

PTP360*

Interactive 360° Visual Inspection Summary



PTPEstimates

Powered by BOSSCAT

Cost estimate for Inspection Summary items



Also included with Premium and Prestige Packages:

PTPFloorPlan

A measured floor plan of the entire home



PTPHomeManual

Powered by Centriq

The digital owner's manual for the home



The Frontier Team
907-521-7776
frontierteam@pillartopost.com
frontierteam.pillartopost.com



Serving Alaska

*Where available. Not all services are offered by every office.

Lic. #125802. Each office is independently owned and operated.



Repairs & Remodels
Upgrades & Installs
Commercial & Residential



Exceptional Service
Picture Perfect Results

Call to get
started today!

907.795.0050

SusitnaHomeServices.com

@Susitna.Home.Services

THE NATURAL CHOICE IN CLEANING



- ✓ Freshness on Repeat
- ✓ Week by Week, Month by Month
- ✓ Certified professional house cleaners
- ✓ Fully insured for your protection
- ✓ Customizable cleaning services
- ✓ 24-hour satisfaction guarantee

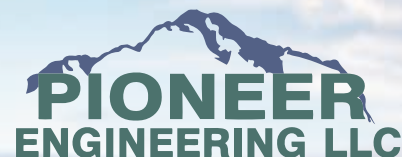
Recurring services that help you focus on
what matters, call us today!

907.373.5100 • CleaningsABreezeAK.com

NO RUSH FEES, NO DELAYS -

Pioneer Your Home Sale Today!

WELL FLOW AND WATER TEST • SEPTIC ADEQUACY TESTING
SEPTIC DESIGN • PERCOLATION TESTS



For fast reliable septic
inspections, email today.

pioneerLLC@hotmail.com

907.863.2455



Fall in love with options

That chill in the air means one thing—homebuyers are anxious to say 'yes' before the first snow falls. When opportunity knocks, give us a call. We've got loan options to help you close the deal, no matter how unique the situation seems.

VA | FHA | Conventional | AHFC | HUD Section 184
Jumbo Loans | Lot and Recreational Property Loans
Zero Down Portfolio | And more

Rebecca Scott

NMLS #1216459

907-232-0173

Mandi Stone-Mercer

NMLS #1676665

907-715-9579

Tammy Hull

NMLS #203533

907-841-2354

Kirsten Forbess

NMLS #203706

907-841-5951

➔ Let's work together. Call today!



NMLS #157293

Global Credit Union Home Loans' operations, products and/or services do not originate from, and are not endorsed by the Veterans Administration (VA), United States Department of Agriculture (USDA), Department of Housing and Urban Development (HUD) or Federal Housing Administration (FHA).

**GLOBAL
CREDIT UNION**

Home Loans

Loan Depot



CHRIS CHISHOLM & MISTY MASSIE

LOCAL TOUCH. GLOBAL REACH.

Story by Zachary Cohen • Photography by Shannon Strawn, DMD Real Estate Photography

Misty Massie and Chris Chisholm of LoanDepot have a lot in common: they have shared careers as loan officers, both enjoy hiking and spending time outdoors, and they even both have Labrador Retrievers. So when they crossed paths five years ago, they immediately hit it off.

Misty and Chris first met at Prime Lending in 2019 and later brought LoanDepot to Alaska together. Today, Chris is the producing sales manager, and Misty is a loan officer. Both have a tremendous wealth of experience in the mortgage lending business and have spent time at various mortgage lending organizations. The choice to join LoanDepot was carefully considered.

“Why LoanDepot? It’s a nationwide company with all the marketing, technology, and loan products we need,” Misty explains. “It’s high tech with a local, hometown feeling. We support the community, we stay involved, and we have the power of a large

organization at our backs. Our company offers a lot of products. I can do just about any type of loan. We have competitive rates and offer all the local Alaska housing programs.”

“We knew the LoanDepot platform was really nice,” Chris adds. “It gave us the chance to have a brick and mortar. When you look at LoanDepot’s platform, we are the second largest retail lender in the United States, which Alaska needs for all sorts of different loans, whether conventional loans or more unique loans like VA, construction loans, and other out-of-the-box programs.”

▶ partner spotlight



“Why LoanDepot? It’s a nationwide company with all the marketing, technology, and loan products we need,” Misty explains. “It’s high tech with a local, hometown feeling. We support the community, we stay involved, and we have the power of a large organization at our backs.”

Getting to Know Misty Massie

Misty is a lifelong Alaskan with nearly two decades of experience in mortgage lending. She’s been passionate about math since she was a kid, went to school for accounting, and worked in several accounting jobs before starting her mortgage lending career in 2005.

“I was in my late 20s when I decided I was bored with my current job, wanted more interaction with people, and wanted to make a difference,” Misty reflects. “When I was burnt out on accounting and wanted to do something more meaningful with my number-oriented mind, I applied for a mortgage loan originator position at Kelstar Financial. The owner of the business, Chris Skinner, hired me and took a chance on me with zero experience. She was a great mentor and taught me the mortgage process and how to operate my mortgage business, including all of the aspects of

“

**I ALWAYS
WANT TO DO THE
RIGHT THING.**

”

marketing, budgeting, and being an entrepreneur. I still use the knowledge and experience that came from this opportunity.”

Misty’s career has had several stops. After working at Kelstar Financial, she spent eight years at First National Bank Alaska, two years at Prime Lending, and moved to LoanDepot in 2022. At each stop, Misty has stayed dedicated to serving the client, sharpening her expertise, and taking an educational approach to the business.

“I listen and care about what my customers want and need. I do not have a pushy sales approach. I am solution-oriented and do what is best for my customer,” she says. “I’m local to Alaska and have lived here my whole life. I know the lending programs. And I always do what’s right for the person. If it is better to go somewhere else, I’ll send them there. I always want to do the right thing.”

Volunteerism is another pillar of Misty’s life and business. Over the years, she’s been involved with countless boards, associations, and committees that strengthen the community and the mortgage lending industry. She was even recently named the 2023 Mat-Su Home Builders Associate of the Year for her excellence in volunteerism and community involvement.

Misty has served on the board of the Mat-Su Homebuilders Association for the past six years and on the board of the Mat-Su Amateur Hockey



THE WORD 'NO' DOESN'T HAVE TO EXIST.

Association for four years. She's supported the Alaska State Hockey Association through the Women's Council for the last three years and has been involved with the Valley Board of REALTORS® for over fifteen years. Two years ago, she and her husband started an event called Mat-Su Guns and Hoses; they host an annual hockey game for police officers versus firefighters to support local girls' hockey.

"I also own a bar and grill, and we provide a kid's Christmas every year. We raise funds to buy Christmas gifts for kids in need. We buy gifts from a list provided by parents and wrap them. We have Santa come across the lake on a sled pulled by dogs and deliver the gifts to the kids after we provide lunch," Misty explains. "I love the satisfaction of bringing joy to a child that may not have received anything on their wish list without the program we provide through community involvement."

Misty has been married to her husband, Doug, for 17 years. She has a son, Dallas, a daughter, Hallie, a stepson, Gavin, three chocolate labs, and a cat. Misty and her family enjoy traveling together—especially to Kona, Hawaii.

"Spending time in Hawaii with family and friends at the beach is my happy place," Misty shares. "I love hiking, camp, fishing, paddling board, and watching my daughter play hockey, volleyball, and soccer. I also love live music and crime movies. I love the outdoors and fishing and hunting with my family... I also believe that you need to surround yourself with people you look up to and enjoy being around in order to be happy."

Getting to Know Chris Chisholm

Chris and her family moved from Canada to Alaska when Chris was five. Her father, who owned a construction company, was awarded the contract to construct part of the Trans-Alaska Pipeline System. His company also built schools and housing throughout the state.

"From the time I was 14, I was sent to work in many of the small communities to work for the summers and after school," Chris reflects. "[I am grateful for] a dad who taught me to take care of myself and taught me how to drive with a hammer, run equipment, be tough, and stand up for what is right.

Chris went on to work in finance and quality control for Alaska's numerous radar sites. In 1999, her husband had a life-altering stroke, and two years later, he committed suicide. With three children under 11 years old, Chris had to find a career that offered a more flexible schedule.

"I ended up going to work for a friend who owned Northern Pacific Mortgage. I already had a finance background, and she suggested I come give it a try. In 2000, my husband passed away, and I had to make it work. I had three children to raise," Chris explains.

Chris has been in mortgage lending for an impressive 25 years. What began as a career change out of need has turned into a genuine passion. She spent time at Denali Federal Credit Union (now called Nuvision Credit Union) and Residential Mortgage/Home State, became a branch manager with Prime Lending, and is now LoanDepot's sales manager.

Chris understands the importance and value of owning a home. That's why she's so willing to go the extra mile for her clients.

Chris is now blessed to be a grandmother of seven. Her three kids all live locally, and her family remains tight-knit. She has four dogs and enjoys hiking, fishing, and spending time at her two recreational properties—one on Big Lake and another on the Kenai River. She and her fiancé, Shannon, have been together for seven years. Chris also gives back, whether to suicide prevention organizations and outreach or through the seventh annual Salvation Army Annual Pumpkin Patch & Coat Drive, which she helps host.

"I go above and beyond for people. I care," Chris says. "I would hope that people realize that everything is obtainable if you try hard enough. The word 'no' doesn't have to exist. You have to believe anything is possible."



For more information, visit www.loanDepot.com/mmassie and www.loanDepot.com/cchisholm.



Chris understands the importance and value of owning a home. That's why she's so willing to go the extra mile for her clients.



Volunteerism is another pillar of Misty's life and business. Over the years, she's been involved with countless boards, associations, and committees that strengthen the community and the mortgage lending industry.

YOU HAVE TO BELIEVE ANYTHING IS POSSIBLE.



Misty is a lifelong Alaskan with nearly two decades of experience in mortgage lending.



Chris has been in mortgage lending for an impressive 25 years. What began as a career change out of need has turned into a genuine passion.



Your Unique Needs,
Our Specialized Solutions

Your Local Real Estate Partner!

ALLIE HEWITT
Insurance Agent

The right insurance for your clients
and your family, call Allie today!

907.357.0727
Allie@AllieInTheValley.com



**Trust 30+ Years
of Property
Management
Excellence**

FROM GIRDWOOD
TO THE VALLEY!

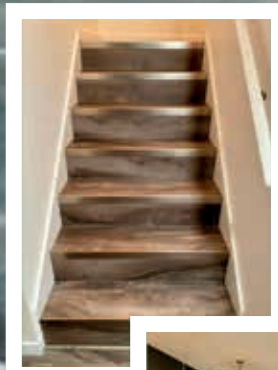


Partner with a Team full
of Experts! Call now.

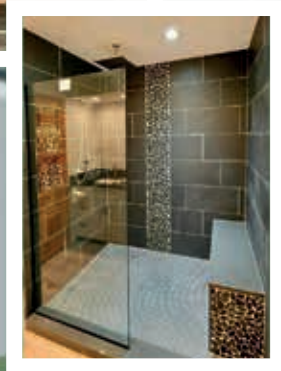
907.743.2576
AKPropertyManagers.com



RESOLVE • ADOPTION • EDUCATION • TRAINING
Connect with us to help fundraise or donate
to Alaskan Animal Rescue Friends!



Flooring
Bathroom Remodels
Kitchen Remodels
Painting



qualitybuildsalaska.com
907-671-8687
qualitybuildsak@gmail.com



TOP CHOICE FOR QUALITY
**QUALITY
BUILDS
ALASKA**



DISCOVER THE
FUTURE
of Driving



New Inventory | Certified Pre-Owned
Electric & Hybrid | The My BMW App



PHYLLIS HALVERSON
BMW Client Advisor

ASK ABOUT TAX ADVANTAGES FOR REALTORS! 907.227.4147 | PHalverson@BMW of Anchorage.com

Hero Nation Coaching

How to Be the Agent Who Changes the Game for Veterans: A Guide to Making a Lasting Impact



As a real estate agent, you have an incredible opportunity to serve those who've served our country—veterans. These men and women have given so much for our freedoms, and they deserve more than just a transaction. They need someone who understands their unique challenges and can guide them to take full advantage of the benefits they've earned.

Veterans are out there, often unaware of the powerful home-buying resources available to them. As a real estate professional, you have the chance to not only educate them but to simplify the process, offering them the stability and security they deserve. The question is: Are you ready to step up and be the agent they can rely on?

WHY FOCUS ON VETERANS?

- Working with veterans isn't just about growing your business—it's about making a meaningful difference. Many veterans don't know the full range of homeownership benefits available to them. These are benefits they've earned through their service, and your role is to ensure they capitalize on them.
- Helping veterans buy a home means giving them more than just a place to live—it's about providing stability after years of sacrifice. Your support can change lives, and that's an impact you can be proud of.

MASTER THE VA LOAN PROCESS

The VA loan is one of the most valuable tools veterans have for buying a home. But here's the reality: not every veteran knows how it works or how to access it. That's where your expertise comes in.

Some of the key benefits of VA loans include:

- **No Down Payment Required.** This is huge. Veterans can buy a home without having to save for a massive down payment.
- **No PMI (Private Mortgage Insurance).** Unlike conventional loans, veterans don't have to pay this additional cost, which can save them hundreds of dollars a month.
- **Lower Interest Rates.** VA loans often come with better interest rates than conventional loans, making homeownership more affordable in the long run.
- **Funding Fee Exemption.** Veterans with service-connected disabilities may be exempt from the VA funding fee, reducing upfront costs even further.

Your job is to know these benefits thoroughly and be able to explain them clearly. Veterans need someone who can show them how to leverage these benefits to secure a home that sets them up for long-term success.

GUIDING VETERANS THROUGH THE CERTIFICATE OF ELIGIBILITY (COE)

The first step in using a VA loan is obtaining a **Certificate of Eligibility (COE)**, which proves a veteran meets the service requirements for the loan. For many veterans, this step can be confusing. As their agent, you can help simplify the process by walking them through the necessary steps, whether it's applying online, through a lender, or by mail.

When you make this process easy for them, you show that you're more than just an agent—you're someone they can trust to guide them through the complexities of homeownership.

EDUCATING VETERANS ON PROPERTY TAX EXEMPTIONS

Another critical benefit veterans may not know about is **property tax exemptions**. Depending on their state and disability rating, veterans can save thousands of dollars annually on property taxes. But many aren't aware of these savings. Here are some examples of state-specific benefits:

- **Texas:** Veterans with a 100% disability rating are exempt from all property taxes.
- **Florida:** Veterans who are 100% permanently and totally disabled, or those with a 10%+ combat-related disability, may qualify for partial or full property tax exemptions.
- **Alaska:** Veterans who are 50% or more disabled can receive a property tax exemption on the first \$150,000 of the home's value.

As an agent, your role is to help veterans navigate these benefits and guide them through the application process. By doing so, you demonstrate a commitment to serving them beyond the transaction and into long-term financial stability.

PARTNERING WITH VETERAN-FRIENDLY LENDERS

Working with lenders who understand the VA loan process is critical. Not every lender is familiar with the nuances of VA loans, and as an agent, you want to ensure your veteran clients are connected to professionals who know how to help them succeed.

When you partner with veteran-friendly lenders, you streamline the process for your clients, reducing stress and ensuring they get the best possible deal. This kind of coordination sets you apart as an agent who truly understands and values veterans' needs.

BE A TRUSTED ADVOCATE, NOT JUST AN AGENT

Veterans deserve more than just a real estate agent—they deserve someone who advocates for their best interests every step of the way. Veterans value loyalty, trust, and commitment. By taking the time to explain their benefits, connect them to resources, and make their experience as smooth as possible, you build relationships that go beyond the sale.

When you go the extra mile—whether by connecting them with local veteran support groups, helping them apply for tax exemptions, or offering guidance on using their benefits—you'll become an agent veterans trust and recommend.

CONSIDER HIRING VETERANS FOR YOUR TEAM

Another impactful way to support veterans is by hiring them within your real estate business. Veterans bring leadership, discipline, and a results-oriented mindset that can enhance

any team. Whether you're looking for new agents, marketing staff, or administrative support, veterans have the skills and dedication to help your business thrive.

Hiring veterans isn't just good for business—it's a tangible way to show your commitment to supporting those who have served.

THE BOTTOM LINE: SERVE WITH PURPOSE

Supporting veterans as a real estate agent isn't just about closing deals—it's about giving back to those who've served our country. By mastering the VA loan process, guiding them through property tax exemptions, partnering with the right lenders, and serving as a trusted advocate, you can make a real difference in veterans' lives.

This isn't just another transaction—it's a chance to be part of something bigger. By stepping up to serve veterans with purpose and care, you build a reputation as the agent veterans trust with their most important investment: their home.

FOR MORE INFO ON SUPPORTING VETERANS:

National Association of REALTORS® (NAR) - VA Home Loans Guide

<https://www.nar.realtor/va-home-loans>

Military Benefits - State Veteran Benefits

<https://militarybenefits.info/state-veterans-benefits/>

Military.com - Veteran Homebuyers Guide

<https://www.military.com/money/va-loans>

Wayne Salmans

World-Class Coach, Author, and Keynote Speaker

Hero Nation Coaching

Text 469-500-3642

@waynesalmans

In the past decade, he has coached and trained over 6,000 entrepreneurs, awarded 30 under 30 by Realtor Magazine, and ranked one of the top coaches in the world.

Wayne is the coach leader's call when they are done with one size fits all answers and know they deserve a custom tailor plan to help them get where they want to go faster and with fewer bruises.





True Colors
Painting
Best of the Valley!

Proudly Serving the Mat-Su Valley



TRUE COLORS PAINTING, LLC



Thank you for voting TCP
Best House Painter
in the Valley
5 years in a row!

(907) 841-5806
Truecolorspaintingak.com



HALL
quality homes

BUILT FOR LIFE

With an unwavering focus on quality, Hall Quality Homes has been helping clients achieve the dream of homeownership for over 45 years.
On your lot or ours, we have a plan for everyone!

To see all our plans, Quick Move In Homes, and Pricing - Get Our App! → 

907.312.7900 www.hallhomes.com sales@hallhomes.com





KARMA Kafe
WE SERVE WHAT YOU DESERVE




SIP
DINE
CONNECT
YOUR LOCAL MEETING SPOT

Coffee and Meeting Space!
Meal Plan/Prep | Grab & Go Meals | Drive Thru
@KarmaKafeAK | 3400 E Cottle Loop | Wasilla
Open 8 am-6 pm M-F | 10 am - 4 pm Sat | 12 pm - 4 pm Sun

Guiding You Through Every Financial Milestone

Protection Planning
Retirement Income
Investing for the Future



Joy Fearn-Condon
Registered Representative & Insurance Agent,
New York Life Insurance Co.
*Let's help create strategies for your financial goals - call now!
907.357.4695 • JFearnCondon@FT.NewYorkLife.com
190 E. Herning Ave. • Wasilla, Alaska 99654

*Registered Representative offering securities through NYLIFE Securities LLC (Member FINRA/SIPC), A Licensed Insurance Agency and a New York Life Co.. NEW YORK LIFE and the NEW YORK LIFE Box Logo are trademarks of New York Life Insurance Company.

REAL PRODUCERS PODCAST



Inspiring conversations with the nation's top real estate agents.

Same Brand, New Reach – Tune in for free today

Listen on Apple Podcasts

LISTEN ON Spotify

Listen on amazon music



podcast.realproducersmag.com



Snow Removal & Sanding
Commercial & Residential



www.gpsalaska.net
GPSolutionsAK@gmail.com
(907) 232-0799



Alaska Real Producers

Holiday Party!

REGISTER BY FRIDAY OCTOBER 25th
to be entered to win a VIP table!

scan to
rsup!



Agents and Preferred Partners are invited to attend

December 5 from 4:30 - 7 pm
Forty Ninth State Brewing
717 W 3rd Ave, Anchorage, AK 99501

YOUR LOCAL GEICO AGENT
MAKES BUNDLING SIMPLE.
HOME + AUTO = EASY



GEICO LOCAL OFFICE

Chaila Tyner | 907-344-4411

Limitations apply. See geico.com for more details. GEICO & affiliates. Washington, DC 20076. GEICO Gecko image © 1999-2024. © 2024 GEICO



Every DETAIL Matters!

SCAN TO LEARN MORE ABOUT OUR SERVICES!



907.357.6989

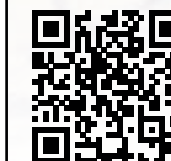
OCDetailAK.com
1201 N Lucille St, Wasilla

AVOID THE MESS, PREVENT THE STRESS



- Routine Pumping
- Emergency
- Camera Inspection
- Snaking/Drain Cleaning
- Repairs & Replacements

SCHEDULE NOW!



Wasilla: 907.376.7867
Palmer: 907.745.7867
A2Septic.com

2024

BY THE NUMBERS

HERE'S WHAT
ALASKA'S TOP 300
SOLD LAST YEAR

12,696



TOTAL TRANSACTIONS

\$3,700,000,000

SOLD VOLUME

96

NUMBER OF
BROKERAGES



42

AVERAGE
TRANSACTIONS
PER AGENT

Kelly's Office Essentials LLC
907-892-6657

QuickBooks Online
Tutoring & Set-up
Bookkeeping
(QuickBooks Online)

intuit quickbooks
ProAdvisor
PLATINUM

"I Want Every Client To Feel Like My Only Client"

YOUR CLIENTS DESERVE
THE BEST

*Elevating Home
Financing to New
Heights*

**RESIDENTIAL
MORTGAGE**

Adam Mee
Mortgage Loan Originator
NMLS#906292

Office: 907.865.9406 | Cell: 907.707.8821
850 E. USA Circle, Suite B
(Inside Northrim Bank)

**Covering You with Care This
Holiday Season and Beyond**

Tearsa Nelson, Agent
5431 E Mayflower Ln
Suite 2
Wasilla, AK 99654
www.countryfinancial.com/tearsa.nelson
tearsa.nelson@countryfinancial.com
(907) 205-3280

Commercial insurance policies issued by
COUNTRY Mutual Insurance Company®,
Bloomington, IL

1020-501HC_29169-11/21/2023

Tiffany & Shelby Holly

agents on fire

Story written by Zachary Cohen

Century 21 Realty Solutions

Paths Converge

When Tiffany Holly and Shelby Holly launched Holly Design Co. in 2018, they were still getting to know each other. Tiffany and Shelby already had a great deal in common—they were both born and raised on the Kenai Peninsula, married brothers, shared a passion for creativity, and had young, growing families. Yet, up until that point, they had lived somewhat separate lives.

Tiffany has stayed in Alaska while Shelby followed her husband's military assignments to North Carolina and Okinawa, Japan. When Shelby returned home to Alaska, the pair realized how much they had in common.

"We did a lot of the same things," Tiffany reflects. "We both had kids at the same time, got into creative things around the same time, and we were even both working on fixer-upper homes."

As Tiffany and Shelby got to know each other better, they hit it off. They even considered starting a cake-making business together but, ultimately, let go of that idea in favor of a bigger dream. In 2018, they cofounded Holly Design Co., an interior design and staging business.



Three years later, Tiffany and Shelby took the next step in the evolution of their business, getting their real estate licenses and starting Holly Homes Real Estate.

Tiffany and Shelby are rising stars in the Alaska real estate scene. Driven by creativity, authenticity, and a commitment to community, they assist clients beyond completing a single transaction. Tiffany and Shelby help clients stage, design, buy, and sell homes across the state.

MEET THE HOLLY SISTERS

Growing up, Tiffany remembers her father encouraging her to be courageous and persevere through challenges. Athletics also helped shape Tiffany into the woman she has become, teaching her how to work as a team, strive to win, be reliable, and give 100% effort.

"Especially when others are counting on you, always be willing to learn and stay humble," Tiffany says.

After graduating from Kenai Peninsula College with a business degree, Tiffany knew she wanted to be an entrepreneur. She managed a lodge for three years before starting Tiffany's Unique Antique, a furniture refurbishing business.

Tiffany ran this business for a decade, foreshadowing her future success in real estate and design.

Meanwhile, Shelby was traveling a parallel path. Her mother was an entrepreneur and business owner, inspiring Shelby to one day follow in her footsteps.

"She showed me that whatever life throws at you, you can always move forward. You can always pivot and come up with a new plan," Shelby explains. "Watching her be resilient through life and still finding ways to chase her dreams and raise her kids [was inspiring]."

Shelby spent the first chapter of her adult life away from Alaska. Her husband's work in the Marine Corps brought her family to North Carolina and then



to Japan. Meanwhile, she got her cosmetology license and worked in that field for nearly a decade.

During this time, Shelby exercised her independence and creativity. Upon returning to Alaska in 2018, she and her family purchased a fixer-upper and got to work remodeling it.

PATHS COLLIDE

Back in Alaska, Tiffany and Shelby's paths converged. As they got to know each other better, they flushed out their vision for Holly Design Co.

"We started by just doing interior design," Shelby reflects. "Then an agent took us to lunch and suggested we start staging homes. It was part of our goal anyway. Our husbands joke that we are hoarders of home decor, and we were able to start our business with things we collected personally."

As the design business evolved, so did Tiffany and Shelby's dreams. Soon, they became curious about expanding into real estate sales.

"We would remodel homes, create a relationship with people over the course of a year, gain their trust, then hand them off to a real estate agent. And then we decided, why not help a client from start to finish?" Shelby shares.

"At one point, we helped a client remodel their condo," Tiffany adds. "They said, 'I wish you were REALTORS®. I would totally sell with you.' It was a sign from God—this is the direction we need to go."

Tiffany and Shelby started their real estate sales business in 2021. Today, they continue to run Holly Design Co. as they build Holly Homes Real Estate with Century 21 Realty Solutions Freedom Branch. In 2023, they closed 16 units for just under \$3 million.

THRIVING IN COMMUNITY

Authenticity and community involvement have been pillars of Tiffany and Shelby's business. They pride themselves on being relatable and going above and beyond for their clients.

"When we started our business, we wanted the core of it to be about family and helping them create their homes," Shelby shares. "We really dove into building our brand and our social media. The community got to know us really well by us being open and personal on our accounts. We thought it was important for people to feel comfortable with us and feel like they already know us before inviting us into their homes. That trust has brought us clients. They see the effort we put into marketing differently than other agents and how we set ourselves apart."

"We're very family oriented," Tiffany says. "Our favorite clients are first time homebuyers; that gives us the most joy. Being able to help them find their first house, walking them through the process, seeing their joy when they move in—that's what excites us."

Tiffany and Shelby stay involved in the broader community by hosting markets and supporting other small businesses. They even put on a market at Soldotna Creek Park, bringing 40 small businesses together to shop, enjoy good food, and listen to music.

"The future is all about helping people find that safe home and make it their own. That's what we're good at, and that's what we will continue to do," Tiffany closes.

BEYOND REAL ESTATE

Tiffany and her husband, Josh, have four kids: Hayden (8), Hazel (6), Harvey (4), and Harlowe (1). They also have a small farm, two dogs, a cat, and five goats. Tiffany also enjoys working out.

Shelby and her husband, Jordan, have three kids: Axton (8), Bodhi (6), and Crew (3). She also has a dog, a horse, and a pony. She enjoys riding horses and even aspires to compete in local rodeos next year.

PRINT IS STILL ALIVE.



Celebrating two decades of print excellence, now 800 niche magazines strong (and counting).



From Damage to Dream Home - We're Here to Help

MOLD REMOVAL | FIRE & WATER DAMAGE | CONTENT CLEANING | CONSTRUCTION



CALL FOR 24/7 EMERGENCY SERVICE!

Anchorage 907-331-3065 | Valley 907-331-3924 | TCMRestoration.com



loanDepot
NMLS#174457

**They served us,
we're here to serve them.**

Harmony at Home
HELPING YOU CREATE MORE HARMONY WITHIN!

- Professional Organizing
- ADHD Home Management Tools
- Food Prepping
- Postpartum Doula

Discover Harmony in your Home!
Call Shauna today 907.317.1825
HarmonyAtHomeAlaska@gmail.com

Your Best Face | FORWARD

Headshots
by Ambience
Photography
ambienceak.com

The VA Home Loan is a simple way to say 'thank you' for everything they do.

- No down payments
- Competitive rates
- No VA funding fee for Purple Heart recipients
- No monthly Private Mortgage Insurance payments

We're here to guide, support, and celebrate with your clients as they step into their new home.

CONTACT US!



Chris Chisholm
NMLS #190271 | Sales Manager
(907) 242-0531
cchisholm@loanDepot.com
www.loanDepot.com/cchisholm



Misty Massie
NMLS #515022 | Loan Consultant
(907) 232-1063
mmassie@loanDepot.com
www.loanDepot.com/mmassie



1174 N. Leatherleaf Loop Suite C, Wasilla, AK, 99654 | loanDepot.com, LLC is not acting on behalf of or at the direction of HUD/FHA or the federal government. This information is not intended to be an indication of loan qualification, loan approval or commitment to lend. Loans are subject to credit and property approval. Not all products available in all areas. Other limitations apply. Rates, terms and availability of programs are subject to change without notice. (043024 133871-1112b)

STEVE AND JENNIFER BOHANNON

EXP REALTY LLC

SERVING THEIR BROTHERS AND SISTERS

"I have been all over the world. I've been to Europe, Asia, and more. When you drive down the highway and into the valley and mountains here in Alaska, it's out of storybooks. For me, it was something I'd only seen in a few places. It's the majesty of the mountains. When you're driving down Seward Highway and looking up, it's like nothing else," Steve Bohannon begins.



Steve and Jennifer run The Bohannon Group with eXp Realty. They closed an impressive 26 homes in 2023, most of which were sold to military families and veterans.



From the moment Steve and Jennifer Bohannon stepped foot in Alaska, they were captivated by the land's wild beauty. So, although their first stop in The Last Frontier lasted only two years, they were determined to return. Four years later, when Steve was about to retire from the Air Force, they headed north again, this time to make Alaska home for good.

Settling into a new life has presented its challenges; reintegrating into civilian life, finding a career, and raising a young family was difficult. Yet, Steve and Jennifer

wouldn't trade it for anything. They've never been happier than they are today. They are thriving side by side in real estate, raising a wonderful family, and living the life they had long dreamed of.

THE PATH TO REAL ESTATE

Steve and Jennifer first came to Alaska in 2010 when Steve was still in the Air Force. After two years, Steve was reassigned to do a year-long tour in Afghanistan. That was followed by a trip to Vegas before Steve retired as a 30-year military veteran.



Jennifer left BMW Anchorage four years later to join Steve in real estate. Initially, Jennifer intended only to handle marketing, but Steve encouraged her to sell houses. For the past five years, they've been working side by side.

"I was working full time at BMW, and our little one started kindergarten," Jennifer recalls. "I felt like I wasn't able to spend any time with him. I'd drop him at school and put him to bed. So Steve and I talked about it and thought if we could sell more houses, it would make up my salary at BMW."

SERVING THEIR BROTHERS AND SISTERS

Today, Steve and Jennifer run The Bohannon Group with eXp Realty. They closed an impressive 26 homes in 2023, most of which were sold to military families and veterans. Steve works with most of the military and veteran clients, while Jennifer works by referral.

The discipline and perseverance Steve learned in the Air Force have been particularly helpful in real estate. That, combined with his ability to speak the military language, makes him the perfect match for many military families looking to buy or sell a home.

"Military and vet clients like working with me because I am one of them. I speak the lingo," Steve explains. "I learned early on that when I had clients who weren't military or vets, I felt like I was acting, trying to present myself in a way a civilian might want, and it wasn't authentic. But when I'm with military and veteran clients, I'm the authentic me. I'm not afraid to tell them the good, bad, and ugly. It's like a family, and we just click. More often than not, those people become friends."

"Military members come here and know nobody," Jennifer adds. "We can relate to that, moving thousands of miles from friends and family, not knowing the seasons, schools, or having friends and family. We can build that trust."

Today, The Bohannon Group is a team of two, but Steve and Jennifer hope to expand their team one day, first in Alaska and eventually into other states. Steve has two older children in North Carolina, both of whom recently married, so Steve and Jennifer have talked about starting a real estate business there, too.

"When I was here, I realized two years wasn't enough," Steve reflects. "So when I retired, we packed up the trailer and drove back up here. That was November 2014. We didn't have a place to live or a job, but we knew we wanted to be in Alaska."

"We moved here with no future job, no house, a 1.5-year-old, and two dogs," Jennifer adds. "We stayed in hotels for about two weeks while we found a rental house in Eagle River. From there, we started looking for work."

Jennifer landed a job in the medical field first before transitioning to become a sales associate at BMW Anchorage, where she spent four years. Steve had a more difficult time finding a new profession. He took a contract job flying back and forth to Africa for nine months. After returning home, he applied to various places, and they all gave him the same answer: with 30 years of military experience, he was overqualified.

Steve's difficulty finding a job turned out to be a blessing in disguise because it eventually led him to real estate. Realizing that he could build a business on his own terms and support other veterans and military families, Steve set out to build a real estate business in 2016.



A BIG REASON I DO THAT WORK IS THAT AFTER 30 YEARS IN THE MILITARY,
I'M ONE OF UNCLE SAM'S BROKEN TOYS.
HELPING OTHER VETERANS HELPS KEEP ME ON TRACK.

FAMILY AND COMMUNITY

Steve and Jennifer have two children, Kellan (11) and Caden (2) as well as two dogs at home. Steve's two adult children, Patrick and Caitlin, live in North Carolina with their spouses.

Steve carries on the motto of the Air Force Special Ops team: The quiet professionals. He prefers to stay humble about his accomplishments and give back to the community as much as possible. He spends a great deal of time devoting himself to nonprofit work. He's the President of the South Central Alaska chapter of the Veterans Association of Real Estate Professionals (VAREP), a

chapter he helped found in 2020. He also partners with several other local nonprofits for an initiative he started called Mat-Su Winter Preparedness Project, which provides heating and winter supplies to veterans in need.

"I want someone to carry on the veteran nonprofit work. A big reason I do that work is that after 30 years in the military, I'm one of Uncle Sam's broken toys. Helping other veterans helps keep me on track," Steve says. "I would also like to teach my kids how the business works and how to be entrepreneurs, so they know how to be self-employed. That's what's most important to me."



"Military and vet clients like working with me because I am one of them. I speak the lingo," Steve explains.



Jennifer left BMW Anchorage to join Steve in real estate. Initially, Jennifer intended only to handle marketing, but Steve encouraged her to sell houses. For the past 5 years, they've been working side by side.

LET US TURN YOUR DREAM HOME INTO REALITY!

Decks, Remodeling,
Garages, Remote Cabins,
New Construction
907-354-1841



Cutting Edge Homes/Cabins Inc

BUILDING WITH QUALITY, INTEGRITY, AND VALUE.

<http://Cuttingedgehomescabins.com> • cuttingedgehomescabins@gmail.com

IMPAKT ATHLETICS

Locally Owned • 14,000+ ft² Facility • 24 Hour Access

Alaska's **PREMIERE** Luxury Gym

Featuring State-of-the-Art Amenities

NEW Facility, NEW Equipment

Cables, Free Weights, Cardio, Turf

Your **RECOVERY** Is Important

Showers, Sauna, Cold Plunge



@IMPAKT.ATHLETICSAK

@IMPAKT.ATHLETICS

907.341.3113

2040 E. FOUNDRY WAY, WASILLA, AK 99654



ALASKA'S TRUSTED ELECTRICIAN
Your Trusted Partner



Call and let us handle
any electrical worries
for your clients!

907.980.6479

WalkerAndSonServicesLLC@gmail.com



**LOCKED OUT?
LOST YOUR KEYS?**
We are Here to Help

20 Years Auto Experience
ASE Certification
Automotive Locksmithing Service
Dealership Level Programming

- Lockouts
- Master Key Systems
- Restricted Keyways
- Prox Card & Key Duplication
- High Security Locking Systems
- Rekeying

Out storefront is located at 2090
Palmer-Wasilla Hwy, Wasilla, AK for
easy customer access, with secure
key lockers available for convenient
pick up and drop-off.

Shadow Mountain
LOCKSMITH
(907) 306-7878

WWW.MATSUTITLE.COM

BECAUSE LOCAL
EXPERIENCE MATTERS
Serving Alaska over 40 years



907 376-5294

MAKE MONEY.
SAVE MONEY.
**SAVE
TIME.**



BONZO!

What Can Bonzo Do
For Your Business?

- Connect
- Converse
- Convert

GetBonzo.com



LESSONS FROM A

TEENAGE RITE OF PASSAGE

Selling isn't just a transaction—it's a high calling, especially when it's practiced as an art form. If you're reading this, chances are you already agree that sales is more than just a job; it's a meaningful way to serve others by solving their problems. Yet, many people still view salespeople as caricatures—like the infamous Herb Tarlek from *WKRP in Cincinnati*.

Picture the scene: a slick-talking charlatan in plaid pants, with bad hair and worse intentions. That's the outdated image of the salesperson many people hold, one summed up by a line from 1950s sales training:

"They've got your money in their pocket. Your job is to get it."

Even typing that makes me cringe. But unfortunately, this mentality still lingers in some sales approaches today. Let me share a personal story that taught me everything a salesperson shouldn't be.

A Rite of Passage—And a Salesman Straight from Central Casting

When I was sixteen, my dad and his best friend, Dave, took me to a used car lot. This was a big day—a rite of passage. I was about to get my first set of wheels. No more asking, "Can I borrow the car?" I would have my own.

We arrived at the lot on a snowy afternoon, stepping out of my dad's rig to begin wandering around. Suddenly, like a fly drawn to honey, a salesman appeared as if by magic.

"How y'all doing today?" he asked, with all the enthusiasm of someone who had rehearsed that line in the mirror.

He was straight out of central casting: fur-trimmed trench coat, bright fedora with a quail feather, checkered pants that rode just a bit too high, and patent leather shoes gleaming under the overcast sky. You could practically smell the cologne from across the lot.

Once he realized I was the one in the market, he started showing us all the sportiest models he thought would appeal to a teenager. Not a bad move—if I had been the one holding the checkbook. But the truth was, I had saved enough for only half the cost. My parents were covering the engine-containing half.

But this guy had already zeroed in on me.

Turning Up the Heat

We found a car that I liked, but it was about a thousand dollars over my budget. The salesman sensed my interest, and that's when he turned up the heat. I shuffled my feet and stammered—classic teen behavior signaling "This is the one."

Sensing he was close to closing, he leaned in, his cologne now practically choking me. At that moment, I couldn't even focus on what he was saying—likely a defense mechanism against the overpowering musk. But one sentence he uttered still sticks with me, even decades later.

When I hesitated for just a little too long, the salesman panicked. His heart must have started racing, and his breath quickened as he prepared for his final push. Rubbing his hands together, he said with all seriousness: "I'd bust a gut to put you in this car today."

The Bust a Gut Sales Technique?

Think about that for a moment. "Bust a gut." What does that even mean? Would he really let himself get herniated for a sale? Would he allow his intestines to rupture just to put me in a used car? The desperation in his voice was palpable, and in a single sentence, he violated every core principle of sales.

He revealed his hand, and let's just say, he wasn't holding pocket aces. He was busted. The experience had turned into a live demonstration of selfishness, driven purely by greed. His needs far outweighed his desire to serve.

Cue the Straight Man

Up until that moment, my dad and Dave had watched this unfold with quiet amusement. But when the salesman offered to "bust a gut," they exchanged knowing glances. Dave, one of the funniest people you'd ever meet, stepped forward and, without missing a beat, said: "I'd like to see that."

The salesman paused and stared at Dave, who stared back, deep into his eyes—never cracking a smile. It was like watching a straight man in a comedy duo. But

the salesman didn't get it. His desperation and self-interest blinded him to both the joke and the reality of the situation.

Unsurprisingly, we didn't buy a car that day. He was probably used to not closing sales. I imagine he blamed the weather, the economy, or maybe even the President. Or perhaps he shifted the blame to the top producer on the lot. Anything but the truth.

Sales as a Calling

And here's the truth: That salesman misunderstood

what selling really is. Selling isn't about manipulation or desperation; it's a high calling to help others get what they want. As Zig Ziglar famously said, "You can have anything you want in life if you'll help enough other people get what they want."

True selling comes from a place of service, integrity, and value. It's about solving problems, not creating them. If you focus on your customer's needs and genuinely help them, sales success will follow naturally.



CHRIS STORY resides in Homer, Alaska. He is an author, speaker, real estate investor, and owner/ Broker of Story Real Estate, as well as host of the Backyard Millionaire Radio Show (podcast available on iTunes and Spotify)

The Mortgage Lady
"Don't get sold, get educated."

Partner with a trusted expert who makes home financing simple and stress free.

907.441.6223
Amanda@FirstRateAK.com
Amanda-AKHomeLoans.com

Amanda Jensen
Mortgage Broker
NMLS #1251279 | NMLS #184451

DEDICATED TO SERVING THOSE THAT SERVED OUR COUNTRY.

- ★ Zero down VA with no Maximum Loan Limit
- ★ New Construction Loans 1-4 units
- ★ VA Renovation Loans

Let us save your clients money and help you close more deals!



SIX PILLAR LENDING

www.sixpillarlending.com
(907)887-4245
NMLS# 2416155



VETERAN OWNED AND OPERATED

Tru Built Construction LLC Re-Established in 2022



Tru Built Construction offers a variety of work from interior/exterior remodels all the way to complete residential home builds.

Please contact us today for your next project!

907-331-7074 • www.trubuiltak.com

Notarize with Ease,

Globally



Seamlessly Notarize Anywhere



Partner with Vaosa to take your business global!
303.219.0027 • ManaSigningsCo.com
Vaosa@ManaSigningsCo.com



AWARD-WINNING QUALITY, PERSONALIZED SERVICE, EXCEPTIONAL RESULTS



(907) 841-3426
WWW.PRECISIONHOMESAK.COM



Top-Tier
Pest Solutions
for Top-Tier
Properties

CALL APEX

to protect your clients' investments!

907-351-5531
apexpcsak.com



A-1 INSPECTION SERVICES LLC

STEVE AMIDON, INSPECTOR
HIN 131 INSURED

HOME INSPECTIONS
PRE-SALE & PURCHASE
DIGITAL PHOTOS

www.a1inspections907.com | aone@mtaonline.net

CALL 907-892-4444

TOP PRODUCER: ANITA RAUBESON

KELLER WILLIAMS REALTY ALASKA GROUP

►► It's no secret that Anita is passionate about her family and friends. So much of her daily life is spent trying to make each day special for others.



WHERE THE HEART IS

►► feature story

Story written by Lindsey Hardman
Photos by Rachel Struve Photography

Nothing worth having comes easy.

It's a sentiment that was built into her long before she would recognize its meaning in her own life. Anita Raubeson has never forgotten her mother's boundless support, and how hard she worked to ensure Anita and her sister would have what they needed to follow any dreams they wanted to chase.

It's only natural that Anita never believed in being "part time" at anything. While attending the University of Central Florida trying to decipher her next steps, the idea of real estate was ruminating in the back of her mind. It made sense - her dad had been in real estate for years after he got out of the military. She'd grown up around the industry and was regularly surrounded by real estate agents. The commission-based life gave her pause however, and like many of us, she opted against it and decided to give corporate America a fair shot first. So, after receiving her degree, she launched into the world of medical sales.

A short (yet very long) three years later, she realized her heart was not in it. Her role had become regularly discouraging and straining in such a way that she knew it would not be synonymous with helping her reach her own goals. She knew it was time to make her exit and this time, didn't have to think twice about her options. She quickly signed up for her real estate exam and didn't look back.

That doesn't mean it was sunshine and rainbows from there, though.

"That first year, I did not knock it out of the park," she recalls with a chuckle. "I once showed a house not knowing that I needed to set up a showing time. I was shocked to say the least when I entered the home to find someone was there and not expecting myself or my clients. I never made that mistake again!"

It's all part of the learning process though, and getting a mentor proved to be pivotal. With proper guidance under LaTosha Williams, she started to see not just what was possible, but what she was made of. She was faced with some tough decisions those first few years, not knowing what the outcomes would be, but knowing she needed to make the right moves for herself.

"My gut told me when it was time to take some next steps, and by doing so I ended up growing my business significantly, made so many new friends, and got the support I needed. It was the first step in the right direction. Don't be afraid to make changes when you need to."

Growing up, Anita had a strong desire to fit in. She's found that as an adult and as a REALTOR®, she's been able to lean into what sets her apart from others and is thrilled to be where she is today.

"It wasn't until about my third year that the beer goggles came off and things started to shift in a positive way. You learn something with every deal, and that helped me a lot."

It was clear when all the pieces started falling into place. A mere 3 years after getting her license she was voted Best of the Valley and 3 years after that, she was the #1 agent for Keller Williams. While these are accomplishments she's proud of, she doesn't think about them too often. To her, they are simply reminders that she is where she's supposed to be.

With the majority of her business being new construction, she places a heavy emphasis on relationships and ensuring her clients feel as comfortable as possible. Building is not for the faint of heart and it's her mission to maintain a fun, seamless process. Her husband is also a builder and has been instrumental in helping her see other

perspectives from the builder side. She readily shares the scrutiny she's dealt with in regards to her husband being in the same line of work, but it no longer impacts her negatively.

"People are always going to say what they want to say and think what they want to think. It took me a little while to accept it but after a while, I realized just how much I love what I do and why I do it, and the positive relationships I've been able to build because of it. My husband and I are both dedicated to our craft, and that's why we do well – with or without the other's talents. I truly believe we can all be a team in real estate, and being unkind is unnecessary. The number one thing I preach to new agents is: being nice to other agents gets you a lot further than being mean. There's always moments where being assertive is necessary, but a lot of times people have the mentality that we're working against each other. I've never felt that way at all. We are all working towards the same goal and I strongly believe that we are all human. Everyone makes mistakes and deserves forgiveness."



NOTHING WORTH HAVING COMES EASY



is a sentiment that was built into Anita long before she would recognize its meaning in her own life.



"When I say I care about my clients, I mean it with every bone in my body," explains Anita.



It's easy to see where her mother's personality shines through. That natural grace and compassion is in her blood, and also serves as a testament to her other full time job as a mother of 2. Blaire and Blake are 5 and 3 respectively, and are already following in Anita's tenacious footsteps. As a family, they love adventuring but also thrive in enjoying the little things.

"Going to the store or even just through the car wash with them is just as fun," she says, smiling. "The days are long but the years are short, and we love spending every minute together that we can. My biggest goal in life is to make them proud of me."

It's safe to say she is already their biggest role model – just like her own mother is to her.

"Oh, she's definitely still working!" she laughs. "She's 62 and still works with United. She likes to keep her independence. She and my dad both always supported us and were a part of anything and everything my sister and I wanted to do. I want to do the same for my kids."

It's no secret that Anita is passionate about her family and friends. So much of her daily life is spent trying to make each day special for others – be it her kids, her clients or even a stranger – and

it is crucial to her that her children embody the same principles that her mother instilled in her.

"When I say I care about my clients, I mean it with every bone in my body. I want the best for them and I want them to win with me! I see us as a team and communication is huge. I love sending updates and do my best to be available when they need me. It's so critical to treat your clients as you would want to be treated. Yes, it's a complex industry but it is SO worth it to me. If I were to share anything with aspiring agents, it would be DO NOT GIVE UP! It's ok if you feel like you don't know what you're doing the first few years. We've all been there. Take every interaction as a learning lesson. What works for someone else may not work for you and that's ok. Go the extra mile and you will find your niche!"

Now 7 years in, Anita knows she's found her sweet spot. She understands now more than ever that "following your heart" is far more than a cliché. It sounds so simple, but in retrospect, the only simple part was knowing that she needed to make a change. Making the actual changes is a whole different story, but at the end of each day, you know when it's been worth it.

"I have zero regrets," she says, beaming. "I can truly say I LOVE my job."



After 7 years in the industry, Anita understands now more than ever that "following your heart" is far more than a cliché.



REAL ESTATE

Repairs & Service

COMMERCIAL

New & Tenant Improvements

INDUSTRIAL

3 Phase Systems & Pumps



GENERATOR

Installation & Maintenance

RESIDENTIAL

New & Existing

ESTIMATES

Always FREE

907-376-1200



HELLO ALASKA REALTORS®,

My name is Elise Buchholz and I am the incoming 2025 president. On behalf of the Alaska REALTORS® I want to be the first to wish you and yours a "Happy New Year." I am very excited about what 2025 has in store for us and the real estate industry.

As we enter into 2025 the focus will be on "getting back to the basics." I bring many years of experience and have seen many changes and challenges in our industry. For 2025 I look forward to focus on three key areas to the fundamentals of our business.

Communication: It is paramount to the members and our consumers. I want each member to know they are heard, and their member dues are being utilized in the most fiscal responsive way.

Code of Ethics: As REALTORS® we have signed up to adhere to the ethical standards which set us above reproach in our real estate transactions, and elevates our industry as a whole. My efforts will be focused on streamlining the process, increasing education and working to encourage more volunteer leadership.

Education: As an educator I know the importance of the classroom. I am committed to increasing the education opportunities for the members. 2025 is a year of education and we will be starting a cycle of the Code of Ethics and Fair Housing.

As I lead the board and the association in these efforts, I know I have a great team of leaders who are supportive of these efforts and together we will be working hard for our members and communities.

In closing, I want to personally invite you to the 2025 Leadership Engagement Conference, January 15-17, 2025 at the Lakefront Hotel in Anchorage.



Sincerely,

Elise Buchholz

2025 Alaska REALTORS® President

 **1(800) 478-3763**
ALASKAREALTORS.COM



THE Mortgage Momma
NMLS #911099 With **first rate financial** NMLS #184451

OUR MISSION

To have a positive impact on the community and the people we serve our team members, referral Partners, and clients.

Eva Archuleta 907.232.8018 Eva@FirstRateAk.com AlaskaMortgageMomma.com




Enhance the value and appeal of your listing with our expert **tile & grout** cleaning services!

Our powerful, exclusive cleaning solution...

- Breaks up dirt & grease on tile and grout surfaces
- Brightens dull tiles and stained grout
- Seals grout to protect against future spills and grime

907-622-6840

HeavensBestAlaska.com

Proudly serving Anchorage, Eagle River and the Mat-Su Valley



DRY IN 1-HOUR



CARPET • UPHOLSTERY • HARDWOOD • TILE & GROUT



20 YEARS OF
THE N2 COMPANY



Where
Excellence

is the Norm

Alaska's Premier
Title Company

Stewart.com/[Anchorage](#)
[/Fairbanks](#)
[/Wasilla](#)