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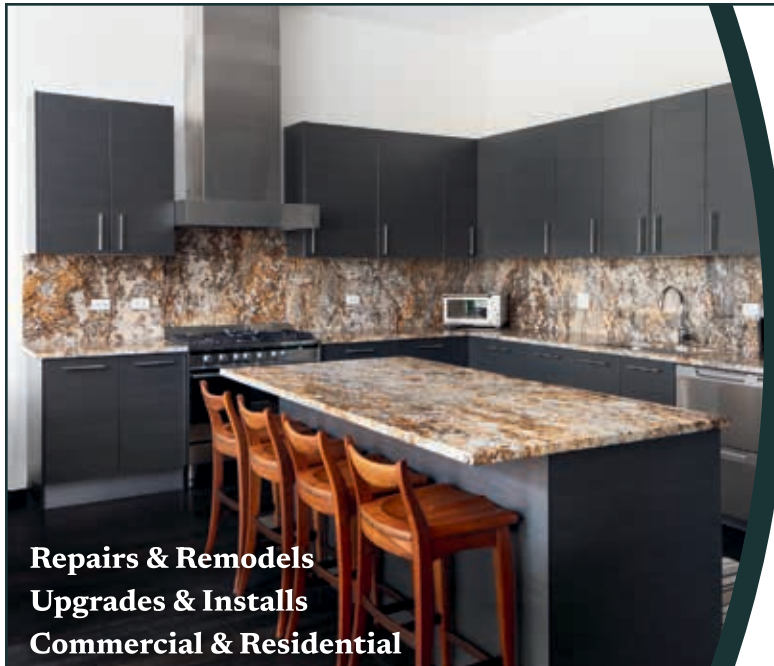


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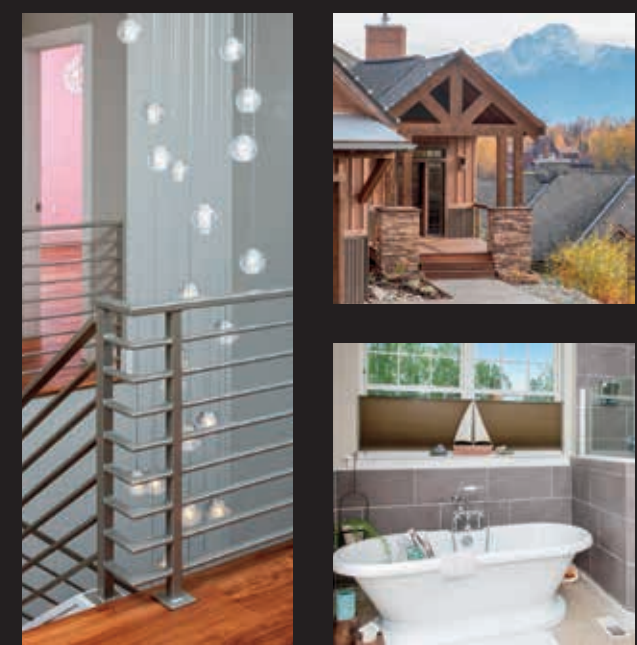


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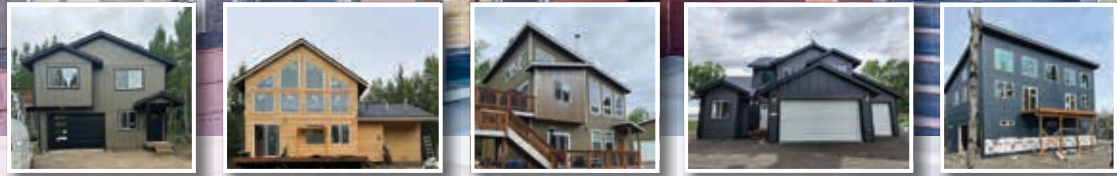
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➤ agent on fire



“Ultimately, though, I got into real estate because of my love of helping people,” explains Richelle.

DETERMINED

Story written by Richelle Killian · Photography by Yesenia Nunez

For Richelle Killian, real estate is about so much more than selling houses; it's about purpose.

Richelle was born in Ft. Wainwright, Alaska, spent much of the first ten years of her life in the lower 48, and then returned to Healy, a small town outside Denali National Park. During her childhood, Richelle experienced the trials of renting firsthand. Her mom didn't own a home, and, while living in the lower 48, Richelle and her family often bounced from apartment to apartment. Richelle changed schools, had to make new friends,

and faced a kind of adversity that she'd never want her kids to experience. That's why, when she and her husband began talking about starting a family in their early 20s, Richelle insisted they buy a home first.

“I learned to be resilient, and those early years built a lot of character, but there wasn't a lot of consistency or stability in my childhood,” Richelle explains. “My husband and

I purchased our first home in Wasilla in 2005 when we were just 21 and 25. We were very young, just married, and ready to start a family, but I insisted that we had to wait until we purchased a home because I needed stability in my world. I wanted my kids to have a home to build memories in and always have a soft place to land. So, we made it happen.”

Finally owning the home she lived in offered Richelle a sense of safety and security she hadn't experienced before. It was even more enriching than she imagined, inspiring her to consider one day helping other families do the same.

“I believe having that sense of stability and security in our world made me into a better parent. It opened a door I'd never seen opened before,” she continues. “With home ownership, so much more becomes possible.”

Meanwhile, Richelle devoted herself to family life, raising her two sons and running an in-home skin care studio. She and her husband purchased their second home, receiving much better service from their REALTOR® than when they bought their first house. Richelle continued to entertain the idea of selling real estate.

“By 2015, my kids were a little bit older and independent. My mindset started to shift, and I needed something bigger and more challenging in my world. My husband really pushed and said, ‘Richelle, I think it's time. Real estate is it.’ So I dove into real estate. Ultimately, though, I got into real estate because of my love of helping people.”



“I believe having that sense of stability and security in our world made me into a better parent. It opened a door I'd never seen opened before. With home ownership, so much more becomes possible.”

Richelle studied hard in late 2015, took her test, got licensed, and officially began her real estate career in early 2016. She was named her brokerage's Rookie of the Year and has been in the top ten individual agents at her brokerage every year since. So, what have been the keys to Richelle's success? She says it's all about relationships.

"I believe clients like working with me because they can feel that I care. They can feel that I am in it for them and not for myself. I don't have to sell real estate. I get to sell real estate. I get to help people. That comes across in my representation and the way I communicate. My business is 90% referral, and that's because I do a good job representing my clients' best interests," Richelle explains.

Alongside her sales business, Richelle has developed a passion for supporting other agents. She wrote her first real estate education class in 2018 and has since moved into selective coaching. Richelle also leads classes through her brokerage and the broader Keller Williams community.

"It started through teaching classes, then writing classes, then coaching, and then stepping up into the leadership council within our brokerage," Richelle says. "I really enjoy helping others in our industry grow and build their businesses in ways that enhance their lives."

Outside of work, Richelle remains devoted to her family. She and her husband, Kris, have been married for 20 years. They have two sons: Ethan (19) studied diesel mechanics at the University of Alaska Fairbanks and now works at Usibelli Coal Mine, and Brody is a senior in high school. Richelle and

Words of Wisdom

"Find a way to make the business work for you and your life. Don't bend yourself out of shape to fit into the standard box," Richelle shares.

Finally owning the home she lived in offered Richelle a sense of safety and security she hadn't experienced before. She is passionate about helping her clients achieve that same security.



"I believe having that sense of stability and security in our world made me into a better parent. It opened a door I'd never seen opened before. With home ownership, so much more becomes possible."

Kris also have two standard pools, Alder and Banyan, a bearded dragon, and 25 chickens.

As most agents can attest, work/life balance is a constant challenge, but Richelle has always made her family her number one priority. There are times when she needs to step away from family time to write a contract or take a call, yet her family knows she always puts them first.

For nearly twenty years, she's structured her daily life around being available for her sons and husband.

"[I am most grateful for] the unwavering support of my husband and children. My husband pushed me to take the leap into real estate and has been my biggest supporter from day one," Richelle beams.

Richelle also enjoys traveling, tending houseplants, baking, and hanging out with her chickens. She loves farm animals and old homes and dreams of one day owning a ranch with cows, horses, donkeys, lambs, and more.

As she reflects on her journey, Richelle taps into a sense of pride. She remembers her early life when moving was a regular but disruptive force. As an adult, she has helped give her family the gift of stability, security, and a place to call home, and now, she is keenly focused on helping as many other families do the same.

"I always lead with intention and what is best for my clients. I don't have to sell real estate; I get to sell real estate. With that, I get to help build dreams and wealth," Richelle says. "I would like to leave a legacy of honesty and integrity, raising the bar for the entire industry."



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JASON

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► broker spotlight

Story written by Zachary Cohen
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Jason sets high standards for himself, valuing every interaction and opportunity. That has paid off for his clients, who appreciate his steadfast nature and attention to detail.

ELITE REAL ESTATE GROUP

IGNITE YOUR FIRE

Growing up in Seaside, California—a small town in Monterey County—Jason Adkins learned the value of hard work and perseverance early on. His father was a Vietnam veteran, and his grandfather served in Korea. Military values like grit, work ethic, and discipline were a part of Jason’s everyday life.

For better or worse, Jason had the opportunity to put those values to the test early on. His father struggled with alcoholism, but it was his mother who really showed him the value of hard work, as she worked three jobs to support the family. That put Jason’s ability to overcome challenges front and center. His involvement in sports, in particular, helped him build resilience and develop a competitive drive.

“I learned that work ethic and perseverance can overcome anything,” Jason shares. “I faced challenges and disappointments but found a way to persevere.”

As Jason reached adulthood, he decided to follow in his father and grandfather’s footsteps and join the military. He spent nearly 23 years in the Air Force, moving eight times and learning countless lessons along the way. His last stop was Alaska, where he eventually set down roots.

“After retiring in 2022, I figured I’d give life in Alaska a shot. My wife was a little hesitant because she grew up in Hawaii, but over time, she fell in love with Alaska and told me we were never moving again. So this became home,” Jason explains.

In Alaska, Jason took up new hobbies like fishing, rediscovered his love for nature, and discovered a new community.

“Ultimately, we stayed here in Alaska because we fell in love with the community,” Jason continues. “The people are always offering to help, and we realized this is where we wanted to be.”

FROM THE AIR FORCE TO REAL ESTATE

In Alaska, Jason also began a new career. After retiring from the Air Force in 2022, he turned his attention toward real estate.

“After I retired, I did a short stint in logistics. During that time, there was a school bus strike here in Wasilla. Since I had a teenager who did not drive, I needed to find

an occupation that afforded me the opportunity to drop her off and pick her up from school. I found a curiosity about real estate, took a chance, and absolutely fell in love with it,” Jason explains.

A career in real estate proved to be a natural transition for Jason. In the Air Force, Jason worked in transportation, primarily focusing on family relocations.

“We would help military families across the globe. So when I got into real estate, I already had knowledge of the struggles and requirements of moving. I had the insight already. Not to mention, I moved eight times myself while in the military. I knew the stresses and struggles and worries, so the transfer to real estate came naturally. It was always about helping people instead of selling,” Jason says.



Jason has learned a lot over the last two years while serving on the Veterans of the Valley team. He is so grateful for the mentorship from team leader, Jeremy Burke, and is ready to step out on his own as of October 1, 2024.

ONE EYE ON THE FUTURE

In real estate, Jason remains disciplined. He sets high standards for himself, valuing every interaction and opportunity. That has paid off for his clients, who appreciate his steadfast nature and attention to detail.

“My clients quickly realize the value I place on every one of them. I firmly believe home buying and selling should be a positive experience, and I do everything I can to eliminate all the stress, worries, and tensions associated with moving,” Jason says. “Discipline has been the key to my success. I’m very rigid in my schedule. My availability stays open because I work with a lot of military families who aren’t here in Alaska yet. I have to work with time

zones and time restrictions, so my work ethic and willingness to be flexible has helped me.”

After two years with the real estate team Veterans of the Valley, Jason stepped out on his own as a solo agent with Elite Real Estate Group on October 1, 2024. It’s a significant change, but one he’s excited about. In 2023, he closed 18 transactions for nearly \$7 million. As a solo agent, he’s looking to build upon that success.

“I’ve learned a lot over the last two years. Serving on a team has helped me learn, and I am so thankful for the opportunities. I’m at a place now where I’m able to move forward in a different capacity,” Jason shares.

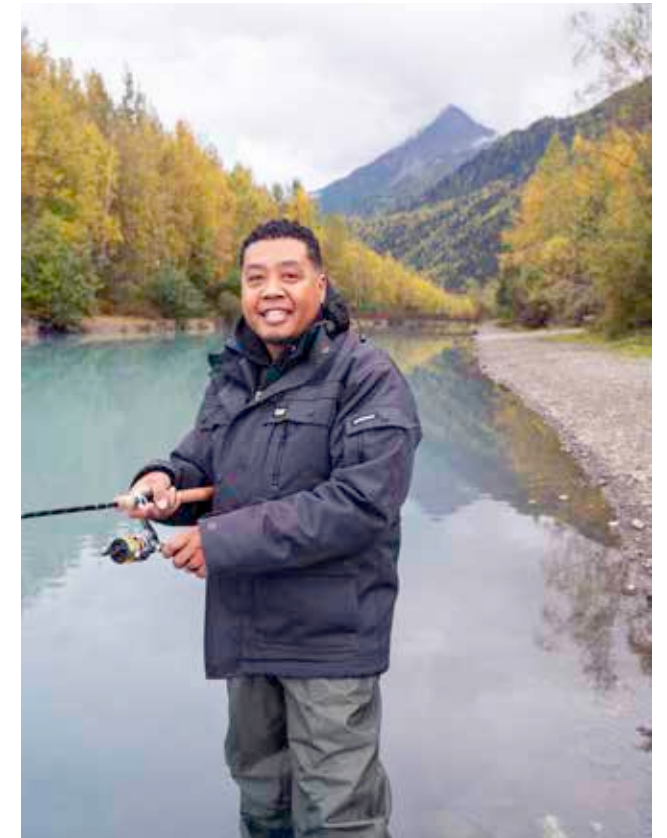
Favorite Quote
“Whatever you do, do it to the best of your ability.”

“More than anything, I want to be remembered for being helpful, as someone who deeply cared about people. I want to be remembered as someone who motivated others and as someone who’s a risk taker,” says Jason.

Although his business model has changed, Jason’s approach remains the same. He aspires to continue helping families—particularly military families—buy and sell real estate with integrity.

Jason also has a passion for community service and mentorship. He recently started a motivational speaking venture called Ignite Your Fire. This four part speaking series offers a safe space for community members to share their stories, encourage others, and lift each other up. Jason’s first event had over 70 people in attendance.

“I’m hoping to motivate our community members through storytelling of trials and challenges,” Jason explains. “This is something I am really passionate about.”



In Alaska, Jason took up new hobbies like fishing, rediscovered his love for nature, and discovered a new community.

LEAVING A LEGACY

Jason and his wife, Ciara, have a college-aged daughter, Jazlyn, who currently attends school in Tampa, Florida. With an empty nest at home, Jason and Ciara have enjoyed traveling and spending more time outdoors. They also have three dogs: a labrador mix and two chihuahua mixes. When he’s up for a night out, you might find Jason singing karaoke.

As Jason reflects on his journey, he taps into a sense of pride. His work in the military took him all around the world—California, Turkey, Florida, Delaware, Hawaii, New Mexico, Virginia, and Alaska. Now, in the second leg of his professional life, he’s found a new home in real estate, and there’s nowhere he’d rather be doing it than in the wilds of Alaska.

“More than anything, I want to be remembered for being helpful, as someone who deeply cared about people. I want to be remembered as someone who motivated others and as someone who’s a risk taker.”



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Home Loans

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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>

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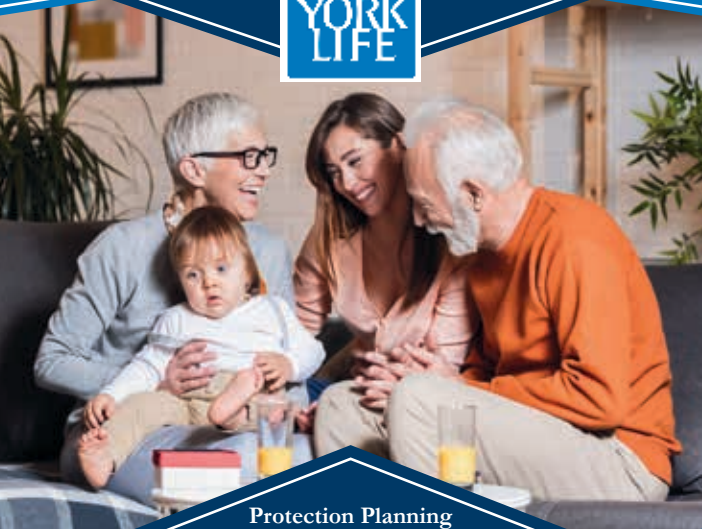
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Southside Strength and Fitness is well known for its strong culture, inclusive community, and indestructible core values.



▶▶ feature story

Story written by Lindsey Hardman
Photography by Heather Dunn, Ambience Photography

M TOP AGENT: Matthew Lindsay

RE/MAX Dynamic Properties
Precision Home Group

FOUNDATIONS OUT OF FLAMES

WHAT DO WILDLAND FIREFIGHTING AND REAL ESTATE HAVE IN COMMON?

CHAOS. STRESS. LONG DAYS. RESILIENCE. GRIT. AND MATTHEW LINDSAY.

A mere ten years ago, he was away from home for weeks on end, fighting horrific fires that would make any sane person run in the other direction. But as someone who thrives in adversity, he needed it. That level of adrenaline only comes from warzones and a select few natural disasters, and if there's one thing he knew how to do, it was succeed in the midst of chaos.

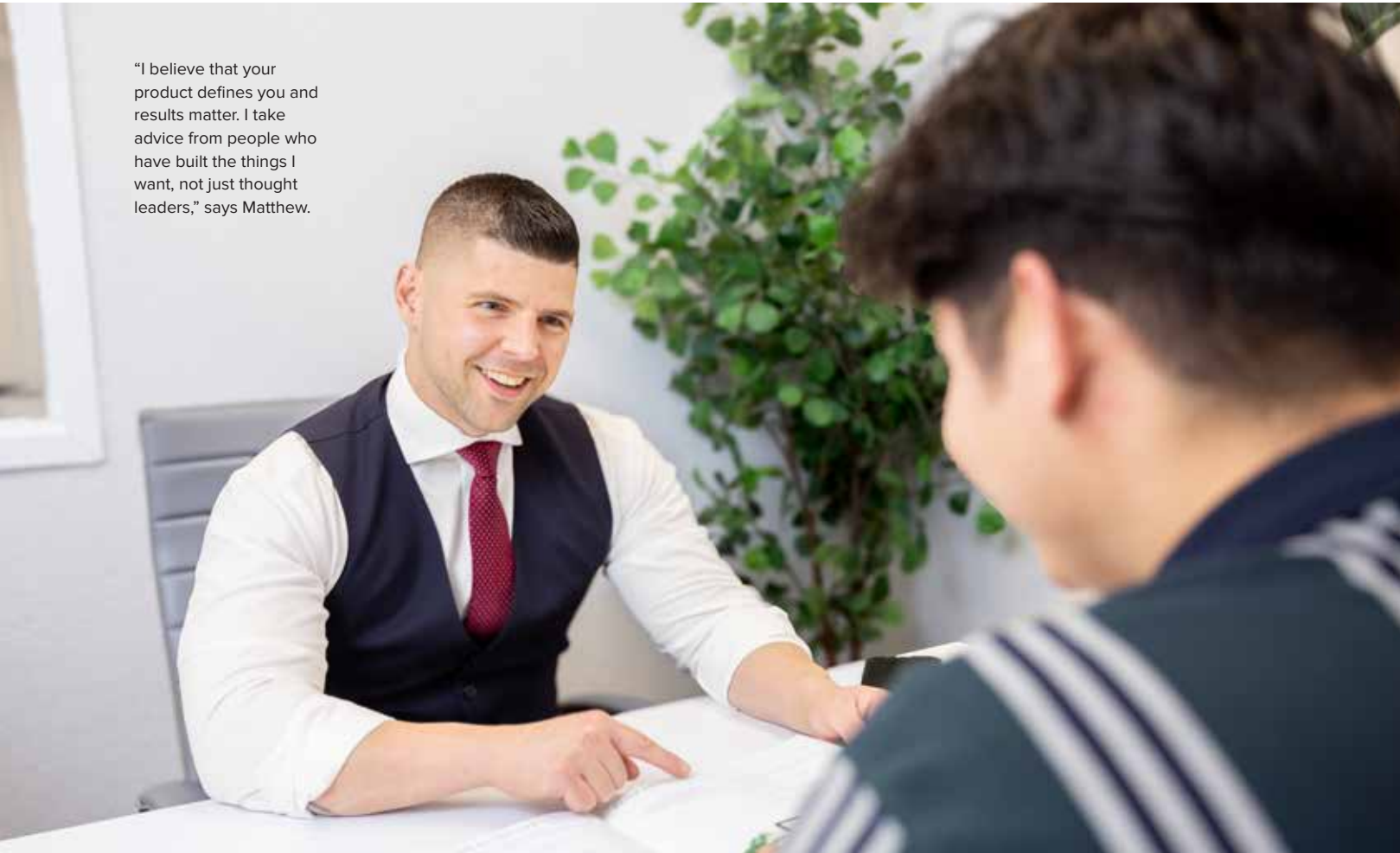
After several years of being away from home and running headfirst into danger for weeks on end, he started to notice a pattern among those who had been on the job longer than him. Those in their mere 30s and 40s were struggling with chronic pain and ailments they'd attained through firefighting; ailments that would never really go away. It directly impacted not only their own quality of life, but that of their families as well. In spite of the fact that he loved his job, and was quite exceptional at it, he saw the writing on the wall and decided it was not going to be a long term path for him. Having already worked some odd jobs in construction and property management, he felt drawn to real estate and jumped in with both feet.

His uncanny ability to lead in any environment was obvious before he even became licensed in 2017. He got started on an established team but within 2 months, realized his best bet for success would be to strike out on his own...so that's exactly what

he did. Armed with immeasurable tenacity and 2 months of experience, he became an independent agent and opened Precision Home Group – and has been growing ever since.

Turns out, he was just getting warmed up. An avid fitness and overall wellness enthusiast as well, he wanted to do more than just provide homebuyers with a fantastic home buying experience. He wanted neighbors and area Alaskans to have another place to call home – a gym. But not just any gym – a state of the art strength training facility for those serious about their overall health. So, he dove in with both feet again and purchased the gym next door to his brokerage in March of 2020 – yes, right at the start of Covid – and began his next simultaneous quest to build and grow another passion project. He spent much of that first Covid year updating the facility and getting it into peak condition for a new level of members. Southside Strength and Fitness: Alaska's Mecca for Bodybuilding, Powerlifting and Olympic Lifting is now well known for its strong culture, inclusive community, and indestructible core values – a testament to Matthew's vision and unwavering commitment to building an environment where every athlete, regardless of skill level, feels empowered to achieve their personal best and grow alongside a community that celebrates strength in all forms.

"I believe that your product defines you and results matter. I take advice from people who have built the things I want, not just thought leaders," says Matthew.



Finding his stride in entrepreneurship, he discovered another gap that needed to be filled. He decided to take yet another leap and launch an independent brokerage, Precision Real Estate, in 2021 – becoming the youngest person in the state of Alaska to do so – after buying into and merging with a property management firm. While the launch was successful, the combination of still being in the Covid season and the industry changing made him realize that the sales division would be better served by being able to utilize an existing brokerage umbrella that could offer more tech, more services and more backing. With this in mind, they restructured with the help of some incredible leaders at both EXP as well as RE/MAX, and have since found their home with RE/MAX.

Still being in the Covid season presented its own set of challenges. Using the shutdowns to his advantage, he poured all of his time and energy into building each business, their teams, and, unfortunately, recovering from unforeseen circumstances that had been consistent in trying to make him fail.

It's never all sunshine and rainbows. But as a firefighter, as well as a former foster child, that's something he was

already well accustomed to. Understanding how to effectively put one foot in front of the other in the midst of the storms is a learned skill, but while it is one he already knew well, he'd never quite experienced the cards he was being dealt during these months of growing pains.

Partnerships that ended up not being what he thought they were almost derailed him and his businesses – and would have, had he not had the awareness and fortitude to make some hard decisions. He made space for the right people, stayed in the trenches with them and continued to grind and lead the best way he knew how.

When all was said and done, what had started with 18 agents ended with 3.

Sometimes, though...all it takes is 3.

A few great people with the right leader will always go farther than an army with a boss whose priorities are upside down. It's amazing what can happen when you find the right people and give them the room they need to make change for the better. That's exactly what happened in each of his businesses.

“
I'm a firm believer that if you can, you must.
”

Roadblocks will happen either way, but Matthew and his team are no strangers to challenges. In fact, they welcome them.



“
To me, the toughest part has always been seeing people with a ton of potential not tap into that potential.”
”



Matthew is a shining example of what it can look like to take all the cards you've been dealt, no matter the hand, and play as though your life depends on it.

“I’m a firm believer that if you can, you must,” he says. “If you can create an environment where others succeed, where others can learn quicker from your experience and where you can help them create big lives with a purpose for themselves and their families, then it is my responsibility to do that. After being in leadership for fire crews and other entities, the principles were the same. It was just the industry that changed. I’ve been blessed to train many different agents, both on my team, in my previous independent brokerage, and now running a branch office for RE/MAX.”

And let’s not forget the gym. He has quadrupled revenue since he took over and is currently working on plans to build an additional brand new facility. As the businesses keep growing, one of the things he is most proud of is helping ordinary people recognize their own potential - even if that means they realize they have a greater purpose waiting for them.

“I’m a big believer in not just making their lives better. I want to make their family’s lives better as well. We put a ton into personal development. 90% of our employees at the gym move on within a year because they recognize their ability and have the confidence to step into who they really want to be now. That’s something I’m proud of.”

His list of successes on all sides continues to grow. Now with several Top Producer awards, CCIM and CLHMS designations and Best of Alaska Real Estate Professional awards for 2022 and 2023, it’s clear that Matthew hasn’t just navigated chaos - he’s thrived in it. These achievements are certainly worthy of being proud of, but it’s not what gets him up in the morning.



“I’m a big believer in not just making their lives better. I want to make their family’s lives better as well,” explains Matthew.

“I believe that your product defines you and results matter. I take advice from people who have built the things I want, not just thought leaders. We are a service based business. Knowledge, delivery and customer service are the top three assets. We all compete on those things and provide varying degrees of them all. For myself and Precision Home Group, we look to go above and beyond in each of them to try to find roadblocks before they appear for our clients in order to make the most streamlined and positive experience possible.”

Roadblocks will happen either way, but he and his team are no strangers to challenges. In fact, they welcome them. That said, one of the tougher areas of concern for him has more to do with those he believes in than a tricky file.

“One of the most challenging things I have faced is seeing more in a person than they do in themselves. When I first got into real estate, I thought everyone was just like me - relentless towards their goals. I’d see people get into the industry and I just knew there was more that they were capable of. I’d see the absolute best in them. However, it wasn’t always the case. It was a struggle to see people not perform to what I thought was their potential. I had to challenge them, push them and hold them accountable. All things I was used to but we had a number of agents give up instead of pushing harder. Over time, I got better at seeing that earlier in the hiring process. To me, the toughest part has always been seeing people with a ton of potential not tap into that potential.”

That’s par for the course in an industry that not everyone is cut out for, but it certainly makes a difference when you meet those who are. Matthew is a shining example of what it can look like to take all the cards you’ve been dealt, no matter the hand, and play as though your life depends on it. Maybe it does, maybe it doesn’t.

But there’s a reason the windshield is bigger than a rearview mirror. Keeping your eyes focused on what’s in front of you will always take you further than what’s already happened, and in doing so, your windows of opportunity suddenly keep getting bigger.

And they’ll keep opening. But more often than not, you have to be willing to keep running towards the fire. The people you want to the left and right of you will be there - not standing on the sidelines waiting for an escape.

If you want to win, run towards the fire. It can feel like a lonely journey, but when in doubt, reach out to Matthew - he knows the way forward.

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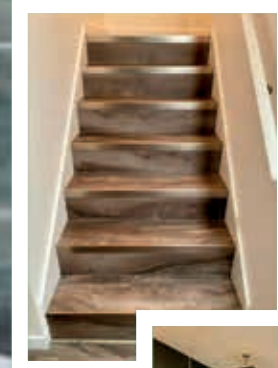


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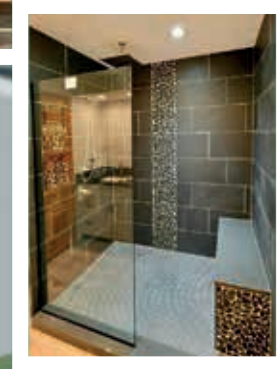


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DAVID & NICOLE SMITH

OCDetailing & Auto Reconditioning

ATTENTION TO DETAIL

“I have tried to live my life so that my family would love me and my friends respect me. The others can do whatever they please.”

- John Wayne

For the first ten years of David Smith's life, his grandfather, Harold Allen, was his primary male figure. Harold was David's go-to emotional resource, a beacon of hard work, and a source of strength and inspiration. He also gifted David with his love for problem solving and mechanics.

“I've always been fascinated with how things work, whether building a house or car,” David reflects. “I always loved engineering, and I loved learning how things worked. My grandpa could literally do anything, and I always enjoyed working with him on things, from houses to cars.”

At nine years old, David and his family relocated to Alaska. Although he left his home state of Texas behind, he took his passion for problem-solving and repair work with him. David went on to attend community college, where he studied accounting, before moving into mechanics full-time. After a stint in Kentucky, where he worked for Big O Tires, he moved back to Wasilla and began working at Diversified Tire, where he spent the next twenty years as their chief mechanic.

Meanwhile, David took an interest in the armed services. He was particularly impacted by the events of 9/11, so a few years later, he enlisted in the military. He and his wife, Nicole, saved money so they could afford the pay cut, and in 2004, he joined the Army



David and Nicole have run OCDetailing & Auto Reconditioning side by side since day one. While David leads the labor team, Nicole manages the backend.

National Guard and was almost immediately deployed.

David spent the next 14 years in the military. Meanwhile, he continued to work in the automotive industry. In 2014, an accident in the military left him with a Traumatic Brain Injury (TBI), forcing him to rethink his career path. What began as a massive challenge turned out to be a blessing in disguise, leading to the formation of OCDetailing & Auto Reconditioning.

“After an accident in the military left me with a TBI in 2014. I was having trouble maintaining a standard work schedule with my debilitating migraines. Nicole and I decided that it would be better for me to start my own business so that I could keep my own schedule,” David recalls.

“That is how OCDetailing was born. We started off with one employee and myself in 2016, and as I have healed, we have been able to grow. We doubled our shop space in 2022, and this summer employed three full-time employees along with Nicole and myself.”

▶ partner spotlight

Story by Zachary Cohen





“We provide an all day, thorough, detail-oriented service. We don’t pump out quantity, but quality. That’s our focus.”

“Our work is all about making people happy,” David says. “Seeing the look on their face when we have restored their vehicle to like new condition [is amazing].”

Wasilla’s Best

David and Nicole have run OCDetailing & Auto Reconditioning side by side since day one. While David leads the labor team, Nicole manages the backend—social media, marketing, payroll, and scheduling.



David is a proud member of the 2023 Air Force One detailing team. The team is a select group of 40 detailers from all over the world who were invited to work on several vintage aircrafts, including the original Air Force One.

David, Nicole, and their team pride themselves on their attention to detail, best-in-class communication, and focus on relationships.

“Our work is all about making people happy,” David says. “Seeing the look on their face when we have restored their vehicle to like new condition [is amazing].”

OCDetailing & Auto Reconditioning provides detailing, paint corrections, ceramic coatings, wheel repair, tire changeovers, and light mechanical work. They prefer a quality over quantity approach, and their workmanship is second to none.

“We have a good, honest team,” Nicole explains. “For REALTORS®, we do a lot of detailing. Our ceramic coating and monthly detail packages are our strengths, as is wheel repair. There are a lot of dirt roads and potholes here in Alaska. We can also be a resource for their clients moving into the area.”



“We provide an all day, thorough, detail-oriented service,” David adds. “We don’t pump out quantity, but quality. That’s our focus.”

“We provide an all day, thorough, detail-oriented service,” David adds. “We don’t pump out quantity, but quality. That’s our focus. We have a nice environment. We have our puppies here as our greeting crew. We have a showroom and a storefront where we provide detailing products to those who want to maintain their vehicles at home.”

Together in Business, Together in Life

Alongside OCDetailing & Auto Reconditioning, David and Nicole also own a daycare. They met at the daycare when Nicole was an employee (under the previous owner), and both of their children attended school there. Now, Bradley (29) works on the North Slope, and Lacy (26) lives and works in Colorado.

“My wife Nicole has supported me through all of my ups and downs of life, believed in me when I didn’t, and taught me how to run a business,” David says proudly. “Nicole does a good job of keeping me balanced and reminding me that family time trumps anything business-related.”

Outside work, David and Nicole enjoy staying active, taking adventures together, and making memories with their kids. They are also devoted community members. MyHouse Mat-Su, an organization that supports homeless youth, is their favorite nonprofit to support. David is also proud to have been a member of the 2023 Air Force One detailing team. The team is a select group of 40 detailers from all over the world who were invited to work on several vintage aircrafts, including the original Air Force One, housed at The Museum of Flight in Washington state.

Leaving a Legacy

While OCDetailing & Auto Reconditioning has become a staple in the Valley, David and Nicole don’t define success by how many cars they detail or how much profit they pull in. Instead, they define success by how many people they are able to touch. Between

OCDetailing & Auto Reconditioning and Rising Star Child Care, they have touched countless lives of those in their community, in big and small ways.

“We’ve had the daycare since 2007, and we have had a lot of kids we’ve watched grow. We have babies of our babies now going there. So that’s a legacy in itself,” Nicole says. “We’ve built a family here in the Valley. If we haven’t taken care of their children, we’ve worked on their cars.”

“I would like people to think of myself and OCDetailing as a place where people can bring their vehicles and receive honest, thorough, good work,” David closes. I want people to know this is a safe space where they won’t be taken advantage of, and we do our best to get people back on the road in safe, clean vehicles quickly. I pride myself on people knowing I am honest and there to help when others need me.”



For more information, visit www.ocdetailak.com.



“I’ve always been fascinated with how things work, whether building a house or car,” David reflects.

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BACK TO THE FUTURE 2024 ALASKA REALTORS® STATE CONVENTION

Each year the Alaska REALTORS® co-hosts the state convention with a Local Association in their regional area, providing REALTORS® the opportunity to learn, network and celebrate close to home with fellow industry leaders from across the state. The Valley Board of REALTORS® took us "Back to the Future" in Talkeetna, Alaska this year.

This year the convention was chaired by Cindy Wolfe, a 2023 graduate of the Alaska REALTORS® Leadership Academy and VBR REALTOR®. Cindy is a great example of growing local leaders who then turn right around and serve the industry!

The conference provided learning opportunities with Maura Neill and Wayne Salmans. In addition, Mike Lee, featured Keynote Speaker's session is described as "Mike Lee's session at the Alaska REALTORS® Convention was truly transformational. His insights provided powerful tools to become not only a better leader but also a better person. The presentation was centering and inspiring, offering motivation and purpose to tackle the next steps in both personal and professional life."

In addition, this year's Advocacy dinner was a special recognition to our long-time Advocacy chair Errol Champion. We were honored to present him with a legislative citation for his commitment to the statewide real estate industry. Advocating on a local, state and national level is one of the greatest membership values, and Errol has been instrumental in the advocacy efforts over the past 15+ years. We would be remiss if we did not mention the individuals who champion through their investment in RPAC every year to implement advocacy efforts. Thanks to all those who participated in raising over \$47,000 at the annual auction. NAR RPAC representative Marion Wadsworth also provided the national update on state and national fundraising efforts while honoring our Major investors, President Circle members, and Hall of Fame members. Alaska is proud to once again receive the 2023 Triple Crown award.

Lastly, at the annual convention, the highest statewide award, "REALTOR® of the Year" is presented. Congratulations to Larry Burke, Past Chair of the Alaska REALTORS®, Past President of the Anchorage Board of REALTORS®, RPAC Trustee, NAR RPAC participation committee member, Federal Political Coordinator, and licensed owner and broker of Century 21 Realty Solutions and his wife, Stefania for all you have given over these past years. Larry's exemplary qualities as a leader in all he does has contributed greatly to the real estate industry.

Thank you to the list of generous financial sponsors who make the convention a success annually. Our affiliates are the most quality individuals, giving with their time, expertise and contributions. We appreciate each of you!

SAVE THE DATE!

Next year's conference will be hosted by the Greater Fairbanks Board of REALTORS® at the beautiful Alyeska Lodge, September 10-13, 2025



Paula Nance, VBR Associate Executive and Cindy Wolfe, 2024 Convention Chair



Larry Burke, ROTY and his wife Stefania and REALTOR® daughter, Brittany



Errol Champion and his family

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