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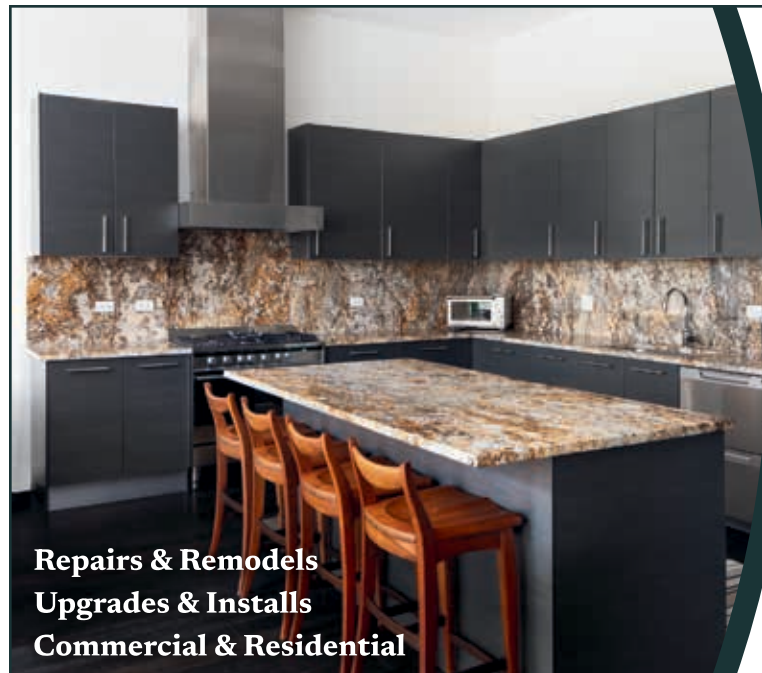


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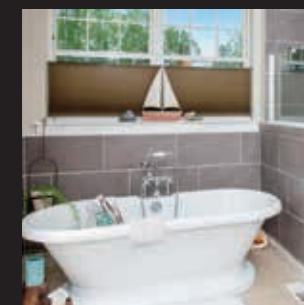
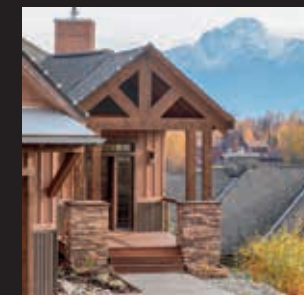
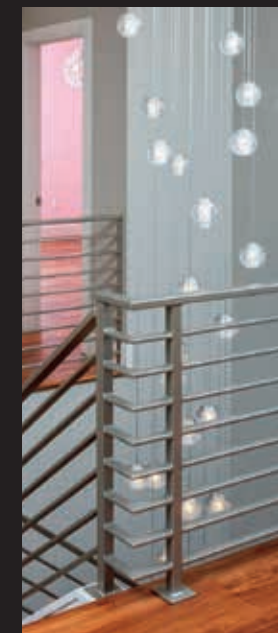


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~Jessica

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TOP AGENTS:

# TK REAL ESTATE

CENTURY 21 REALTY SOLUTIONS

Tiffany and Kim closed a staggering 101 homes in their first year together, and they've continued the momentum since.



Story written by Zachary Cohen • Photos by Trevor Wagoner (2Core Films) and Shawna Shields (Narrow Road Productions)

## IT TAKES TWO

In 2020, Tiffany Coleman and Kim Gomez founded TK Real Estate. These two women had previously worked on the same real estate team, and while that team provided them with the foundation for a thriving career in real estate, they were both ready for the next steps.

Their leap of faith has paid off tremendously. Tiffany and Kim closed a staggering 101 homes in their first year together, and they've continued the momentum since. While there are still a few kinks to work out—primarily regarding work/life balance—Tiffany and Kim are excited about what they've created and what's to come.

“What separates TK Real Estate from others is that we care about your future as our clients,” Tiffany shares. “We are not looking for the quickest paycheck. We want your continued business in the future, even if that means not buying or selling for years. We want a relationship with our clients along with making it a stress-free transaction for all parties.”

### Beginnings: Tiffany Coleman

Tiffany remembers a childhood shaped by her parents' hard-working values. Her father, a journeyman lineman, would wake up at 4:00 am to get Tiffany to her high school job at the coffee shop—her first professional expression of the work ethic her parents modeled.

Tiffany started her real estate career in 2011, shortly after graduating from college. At the time, she wasn't quite sure what she wanted



to do professionally. Her cousin, who worked in mortgage lending, introduced her to REALTOR® Kelly Griebel, who was looking for a part-time assistant.

“I applied, and the rest is history,” Tiffany smiles.

In the following years, Tiffany took on greater responsibility. She learned to show homes, navigate negotiations, write contracts, and problem-solve in unique circumstances.

“I started as an assistant for Kelly Griebel doing her paperwork

“Teaming up came naturally since we worked so well together, and it was the best decision we have ever made in our careers.”

▶▶ feature story



Outside work, Tiffany and Kim are devoted to their families and the community. Kim and her husband, Mario, have two children: Alexander (4) and Xavier (2).



"It was fun to tag along with him and learn the ins and outs of building. When I went off to college, I took as many interior design and horticulture classes as I could without declaring it my major," Kim explains.

“

**TEAMING UP CAME NATURALLY SINCE WE WORKED SO WELL TOGETHER, AND IT WAS THE BEST DECISION WE HAVE EVER MADE IN OUR CAREERS.**

and then got licensed and was able to start interacting with clients and showing homes. Years of being alongside her as she dominated in real estate was really eye-opening as to what this could eventually turn into. Kelly really shaped me into the real estate agent I am now. I never knew I loved real estate until I was in it. She always pushed me to be more, and I am forever grateful for her," Tiffany shares.

**Beginnings: Kim Gomez**

Kim was also raised in Alaska. Her father worked in the oil and gas industry, but he also built custom homes on the side. That gave Kim an early introduction to real estate.

"It was fun to tag along with him and learn the ins and outs of building. When I went off to college, I took as many interior design and horticulture classes as I could without declaring it my major," Kim explains.

After earning a degree in architectural design and drafting, Kim returned to Alaska to work at Home Depot's design center. There, she became a top producer. Meanwhile, she began flipping homes, using Kelly Griebel and Tiffany Coleman as her real estate representation.

When Tiffany got pregnant, Kelly reached out to Kim to see if she'd be interested in joining the team. Kim agreed, starting her real estate career in mid-2018.

"After several years of doing design work, house plans for

builders, and flipping homes, I was excited to help Team Kelly and see what the real estate industry was all about from that side of things," Kim reflects. "It just kinda naturally happened."

**Coming Together**

Tiffany eventually returned from maternity leave, rejoining Kelly and Kim.

"We went to this goal meeting as Kelly's assistants and realized our priorities were out of whack," Kim recalls. "We realized our families were our top priority. We needed to make some changes."

"When we started, we were both young moms, and we were working a ridiculous amount of time, so we went out on our own to create more freedom—[or] so we thought," Tiffany explains. "Teaming up came naturally since we worked so well together, and it was the best decision we have ever made in our careers."

While Tiffany and Kim have found great success with TK Real Estate, they are both immensely grateful for Kelly. Neither would have the career they have without Kelly's support.

Today, Tiffany and Kim lead TK Real Estate at Century 21 Realty Solutions. In 2023, they were named the company's #1 team in Alaska (by transaction count), closing 74 units for \$16.9 million. Tiffany and Kim are proud to run a referral-based business, a testament to their local roots and the level of service they offer.



"When we started, we were both young moms, and we were working a ridiculous amount of time, so we went out on our own to create more freedom—[or] so we thought," Tiffany explains.

"I hope people hear the name TK Real Estate and remember that we strived to provide the best service we can while being ethical, compassionate and [providing] a wealth of knowledge to our clients," Tiffany explains.

**Beyond Real Estate**

Outside work, Tiffany and Kim are devoted to their families and the community. Tiffany and her husband, Bryon, have a blended family with three kids: Brooklyn

(13), Easton (10), and Lyza (6). Kim and her husband, Mario, have two children: Alexander (4) and Xavier (2).

"I wouldn't be the person I am today without my family being close and being a mom myself. My life revolves around my family. I thank God for them all every day," Kim beams.

"I am most passionate about my family. Everything I do is for them," Tiffany adds.

As Tiffany and Kim look toward the horizon, their next challenge is mastering work/life balance. Being a business owner, wife, and mother is no easy task—but it's a task Tiffany and Kim are grateful to be undertaking.

"I'm most grateful for family, faith, love, friends, prayer, knowledge, technology—the list can go on and on. I'm truly blessed," Kim shares. "[I want to let] my light shine to affect everyone in a positive way and inspire others to do the same."



Outside work, Tiffany and Kim are devoted to their families and the community. Tiffany and her husband, Bryon, have a blended family with three kids: Brooklyn (13), Easton (10), and Lyza (6).



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By Wayne Salmans, Founder of  
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## 7 Daily Social Media Hacks to Supercharge Your Real Estate Brand—Starting Now!

You're already crushing it in real estate, but is your social media game keeping up?

The best agents are consistent, they educate, and they engage with their audience.

Here's how you can transform each day of the week into a social media masterclass that drives engagement, builds trust, and keeps your phone ringing.

### Monday: Hit 'Em with Motivation

Start the week by igniting your followers' ambition. Share a powerful quote or a quick story about a recent win—something that makes people stop scrolling. Example: *"In*

*real estate, every day is a new opportunity. Make this week count!"* Pair it with a photo of you handing over the keys to a beaming client.

### Tuesday: Drop Knowledge Bombs

Educate, don't just sell. Share a tip, a market update, or something that gives your followers an edge. Think: *"Avoid these 3 mistakes when buying your first home."* You're not just a real estate agent—you're a resource.

### Wednesday: Show Your Human Side

People connect with people, not just brands. Give a behind-the-scenes look at your day. Maybe it's you grabbing coffee before a big showing or prepping for an open house.

Example: *"Just another day making dreams come true. Here's how we prep for a killer open house!"* Show them the hustle.

### Thursday: Ride the Trend Wave

Stay relevant. Share what's trending in real estate—whether it's the latest in smart home tech or a hot design trend. Use trending hashtags to boost visibility. Example: *"Virtual staging is a game-changer in today's market. Here's why you need to consider it."*

### Friday: End with a Smile

Wrap up the week with something light-hearted. Share a funny real estate meme, a quick blooper from your property tour, or a playful quiz. Example: *"Let's end the week with a laugh—guess which room this is! (Hint: It's not the kitchen)."* Fun content keeps you top of mind without being too salesy.

### Pro Tip: Quick Content Wins

Sprinkle in some snackable content throughout the week. Quick tips, polls, or short videos can grab attention fast and keep your followers engaged. Think: *"Quick Tip: Always check the water pressure during a home tour. You'll thank me later."*

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## MAT-SU TITLE INSURANCE AGENCY

“No one goes to college to become a Title Officer. It just...happens,” Lisa Phillips begins with a smile. “At least it did for me.”

Lisa has been in the title business since 1997, rising through various positions to become the Branch Manager of Mat-Su Title Agency. Yet, her story begins with humble beginnings. In the late '90s, Lisa and her husband were just starting a family, and Lisa needed a career. She was hired as a receptionist at Title Insurance Agency in Juneau, where she got her first taste of the title industry. She held several roles there, including Typist, Escrow Assistant, Recorder, and Title Examiner.

“And I excelled in all of them,” Lisa reflects. “Who knew I was going to be good at researching title? But it was a great fit.”

Lisa and her family relocated to Wasilla in 2003, where she

secured a job as a Title Assistant with McKinley Title. It was there that her career skyrocketed. Lisa joined Mat-Su Title Agency in 2011 and moved into her role as Branch Manager in 2017. Meanwhile, she continues to work as an active Title Officer.

Lisa’s journey from receptionist to branch manager hasn’t been without challenges, but it’s a testament to her perseverance and dedication to her work. Now, she wants to inspire those around her that they can do the same.

“You can start from humble beginnings and become a leader,” she says. “In school, I was a wallflower, not a popular kid. Regardless, I worked hard, and through watching some amazing managers and leaders, I learned leadership. Anyone can do



Lisa enjoys photography, camping, and spending time outdoors.

KIND,  
HUMBLE AND  
PASSIONATE

Lisa has been in the title business since 1997, rising through various positions to become the Branch Manager of Mat-Su Title Agency.

▶ partner spotlight

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

it. It's a matter of time, patience, and putting your best foot forward."

### MAT-SU TITLE AGENCY

At Mat-Su Title, Lisa wears two hats. As Branch Manager, she manages the company and spearheads staffing and customer service. As a Title Officer, she continues to work with her clients to ensure a clear title and a smooth closing. After all these years in title, she still has a passion for the business.

"I love property research," she beams. "When I was small, I was fascinated by archeology. I loved the history, and I loved the search to answer questions from the past. Each find leads you to another question, which leads you to another find, which leads you to another question. It's a challenge to dig through records and put enough together to re-create a story that happened centuries ago...and that is what title research is like. I consider title officers as the archeologists of the real estate world. I love the search, I love the challenge, and I love the stories that are unwound through it all."

While most title companies offer the same service, there are differences in *how* that service is delivered. Lisa and her team pride themselves on providing best-in-class communication with their clients. With the complexities of a real estate transaction, clear communication is essential.

"Giving our clients expectations and educating them as we work through the transaction process sets everyone up for success," Lisa explains. "And we're here to listen. We're the beginning, middle, and end of the transaction. Our staff listens to our clients to make sure each transaction goes as smoothly as possible."

### PASSION FOR COMMUNITY

While Lisa's first professional responsibilities are to her clients and team members, she's also deeply committed to the Wasilla community. Her parents started her journey into community service when they introduced her to the International Order of the Rainbow for Girls, a Masonic and faith-based community service organization that teaches leadership training.

"Rainbow Girls taught me teamwork, professional mannerisms, memorization, and public speaking, but most of all, love of my community through the many service projects the organization was involved with," Lisa explains. "As I grew older and was raised through the ranks of the organization, I learned leadership. These skills have been instrumental in my career in the title insurance industry."

More recently, Lisa has become a committed member of the Wasilla Rotary Club. While she initially joined as a way to market title insurance and meet community members, it's grown into so much more. Lisa has found another outlet for serving her community through the Rotary Club.

"Rotary not only helped me build local friendships but helped guide me through business organization, budgeting, running a board, and building my self-confidence," Lisa shares. "My passion for community service has flowed into my career. As Branch



While Lisa's first professional responsibilities are to her clients and team members, she's also deeply committed to the Wasilla community.

### FUN FACT

Lisa once spent a summer on a commercial crabbing boat out of Wrangell. Her job? To load the bait jars. "That also meant I had to crawl into each pot, unlatch the jar, pry the jar lid off with all of my strength, insert the most gosh awful rotten bait into the jar, and then reset the jar within a short amount of time so we could move on to the next pot," she laughs. "This was my first introduction to hard work, early mornings, and late nights. But it was all worth it, as I was spending time with my favorite captain... and my future husband. I also had the most amazing arm muscles by the end of the season."



While success in business is very important to Lisa, family comes first. She and her husband, Dan, married in 1993.



"Overall, it is my goal for the Valley to know that Mat-Su Title is local and we are passionate about our community," Lisa says.

Manager of Mat-Su Title, I am always finding ways for our business to give back. Our Mat-Su Title team has picked up garbage, been involved in awareness campaigns, such as human trafficking and Rock Your Socks awareness for Down syndrome, and raised money for MyHouse through our canoe and kayak regattas and The Children's Place through their soup and quilt auctions. I also encourage my staff to volunteer and be involved in their own communities."

Lisa believes that a business is only as strong as the community it serves. So, she hopes Mat-Su Title Agency can be known as a positive force in the broader community.

"Overall, it is my goal for the Valley to know that Mat-Su Title is local and we are passionate about our community," Lisa continues.

### LIVING IN GRATITUDE

While success in business is very important to Lisa, family comes first. She and her husband, Dan, married in 1993. Their daughters, Ashley and Kaitlyn, have blessed them with three beautiful grandchildren, all of whom live locally.

"There are so many things to be grateful for. My family supports me, lifts me, and loves me when I'm feeling defeated or down. My work family makes life interesting and fun. My friends give me the needed excuses for adventure and game nights. Most of all, our community comes

together to help those in need, and I get to be a part of it," Lisa smiles.

Lisa also enjoys photography, camping, and spending time outdoors. She doesn't forget the gifts of living in Alaska—the snow-capped mountains, the valley, lakes, and trees, and the opportunity to allow life to slow down.

"You have to take the time to reflect on the beauty that life can bring," she says. "Success is setting goals and expectations, working through the challenges, pivoting when necessary, and looking back realizing that those goals and expectations, challenges and tribulations, though tough at the time, brought happiness to myself and others."

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# JAMINGOEKER

## NOT ABOUT THE CLOSE

Story written by Lindsey Hardman  
Photos by Shannon Strawn, DMD Real Estate Photography

**A TURBULENT INDUSTRY OFTEN DEVELOPS CHAOTIC PEOPLE. HUSTLE CULTURE CAN TAKE ON NEW MEANING WITHOUT THE GUIDANCE AND AWARENESS NEEDED TO TRULY DEVELOP, ESPECIALLY IN AN ENVIRONMENT THAT'S ALL ABOUT THE CLOSE.**

Sometimes, however, an old soul rises. Like a flower in the cracks of a sidewalk, an unknown brightness breaks through and blossoms in spite of the tremendous weight trying to hold it hostage.

Suddenly, it's no longer about the close at all.

Jamin Goecker's journey into real estate wasn't necessarily unconventional. He'd likely tell you it wasn't what he planned, but he knows now that he is right where he's supposed to be. His clients are likely to have the same sentiment, as homebuyers can testify to how hard it can feel to find a REALTOR® who sees their vision over the commission. Jamin is a shining example of how home can truly begin with the person representing it, and why that matters so much.

With his dad in the military, Jamin and his 9 siblings were all homeschooled by their mother. Growing up across duty stations comes with its fair share of trials, but their mother ensured that each of her children learned and understood grit, empathy and resilience in addition to their academic studies.

"I struggled with reading and writing," he says, though you'd never know it now. "My mom taught me how to be persistent, and I believe that helped me develop a lot of skills that are useful now. My parents and family have been my biggest influencers by far."

That persistence proved to be an invaluable asset as he grew. He continued to pursue higher education and earned two graduate degrees. His post-graduation plan from Texas A&M's Presidential School was to pursue a life dedicated to U.S. Diplomacy. Not long after however,

his family made an executive decision to move to Alaska from Texas – a move he knew he needed to be a part of with them. Originally, his plan was to just help his family make the transition and had no intention of staying in the Last Frontier. However, the summer of that move turned out to be the beginning of a perspective shift. His dad had already been diagnosed with Parkinson's, and it became clear in that time that being intentional and present with his family was a far greater priority. He decided to stay, with every intention of putting his degrees and diverse background to good use.

That is until, not a single place would hire him. No amount of applications, résumé revisions or interviews seemed to reap results, and he realized how quickly that needed to change in order for him to be able to survive. He started waiting tables. He freelanced for magazines and newspapers. He became a substitute teacher. When an opportunity finally arose with a real estate connection, he knew he had nothing to lose.

"I knew I couldn't go any lower than I already was," he recalls. "I couldn't find any work and I was tired of trying to convince hiring managers to hire me when I knew what my strengths and weaknesses were, and knew I could do the job better than what was already being done. I wanted to take a bet on myself and make it happen."

So he took the leap, and went all in. But within that first year, it seemed that bet was all but lost. He'd joined a small brokerage that dissolved 2 weeks after his first day. By the time he found another option, his savings were gone and he had to return to waiting tables and teaching part time – all while continuing to grow his real estate business. In spite of it all, he was still all in.

Every day became a back to back marathon for about 9 months. He'd be up long before the crack of dawn to get to school to get a head start on lesson plans before students arrived, teach until 10:00 am, then go to the brokerage to work until 6:00 pm, then head straight to the restaurant to serve patrons until close at midnight. Day in and day out; and while the persistence remained, it didn't mean he wasn't growing weary. He knew something needed to change, and decided to hone in on learning how to be a better speaker on the phone. He



While Jamin has no shame in saying his entrance into real estate was out of desperation, it's safe to say he has found a passion that fuels him.



Jamin was not the biggest fan of open houses, he decided to truly dive into his strengths – connecting, informing and storytelling – through the form of a YouTube channel.



Jamin Goecker's journey into real estate wasn't necessarily unconventional. He'd likely tell you it wasn't what he planned, but he knows now that he is right where he's supposed to be.



Jamin chose not to overwhelm his viewers with real estate facts and lingo, and instead opted to showcase the wonders of everyday Alaska as someone who had relocated there himself, with a dash of market updates.



"One of my favorite memories is riding over on the ferry with him (Josiah)," he remembers. "He was so excited, pointing all over the place at the scenery. Alaska was a dream come true for him."

attended a training program hosted by Keller Williams to refine his phone voice and improve his sales skills.

"It gave me a good mentality. It showed me good ways to channel a lot of intensity in a productive way that was actually going to drive results. That's when I started to turn the corner."

However, he still didn't feel quite right about the direction he was heading. He knew he wanted to continue growing, but quickly realized he did not want to spend the majority of his time glued to a phone. He knew phone calls were a part of the game, but did not accept that it had to be a normal part of his business, in spite of the pressure from industry insiders. He asked himself the question, "How do I get this to a point where I have business being generated regardless whether I am awake and active or not? I knew longevity was not going to be great if I was a one-trick pony and cold calls were all I had."

Not being the biggest fan of open houses either, he decided to truly dive into his strengths – connecting, informing and storytelling – through the form of a YouTube channel. It took about 6 months of consistent, high-quality

videos before results started making an appearance but once they did, "it became an automatic faucet where leads were just showing up."

He places a heavy focus on authenticity, and it shows in his videos. He chose not to overwhelm his viewers with real estate facts and lingo, and instead opted to showcase the wonders of everyday Alaska as someone who had relocated there himself, with a dash of market updates. He focused on answering questions the average buyer would ask: What is Alaska like? How do you find a job? What are the most efficient ways to move all of your things from the lower 48 to Alaska? It wasn't long before he was getting consistent business from YouTube alone. He quickly realized that the prospects who called him were already so familiar with him because of his videos, that he would need to adjust the way he conversed to meet them where they were in that moment. In the client's mind, they had already found the supportive, visionary agent they wanted to work with. They didn't need convincing.

While he has no shame in saying his entrance into real estate was out of desperation, it's safe to say he has found

a passion that fuels him. He understands all too well the value of life, living it to the fullest, and making decisions for you and your family that will serve you well in the short and long term. It's become his mission to not just provide value, but to bring a level of peace and excitement for those moving to Alaska – and not just because he's made that move himself.

Back in 2017 when his family first relocated, he got to witness something that remains etched in his memory. Everyone was brimming with excited anticipation and the stress that comes with moving, but it was his (younger/older) brother, Josiah, who kept the rest of the family's cups full. He was more than excited – he was ecstatic. He couldn't wait to make the move, and his joy was contagious and electric. He was ready to begin a new life in a whole new environment, and was thrilled to be able to do so alongside his family. He was relentless in chasing that dream.

Tragically, life took a dark turn in October of 2023 when Josiah lost his life due to an unthinkable act; an act by someone who can truly make you question your faith in humanity. Without warning and without reason, that electric bright light of the Goecker family was gone. At the time, Jamin had been expanding the business to Florida and had begun taking steps

to relocate there to continue growing. He quickly found himself with another massive perspective shift, knowing there was nowhere he needed to be now but in Alaska with his family.

"One of my favorite memories is riding over on the ferry with him," he remembers. "He was so excited, pointing all over the place at the scenery. Alaska was a dream come true for him. When I have people who reach out who are excited about moving up here, it just hits different now. I feel like I get to see a part of him. People don't accidentally move up here. For many, it's what they've dreamed about for decades. So being able to help those who have such similar excitement for their move as Josiah did...it's pretty rewarding. It's become a way for me to honor him."

Throughout it all, Jamin's calm, benevolent demeanor has continued to welcome new residents with open arms. It's not easy – grief never is – but his own exuberance for sharing Alaska with others has given way to a different kind of love. It's more than appreciation. It's an understanding of what has been lost, what is still being found, and a dogged determination to share the pure joy of Alaska with those who are willing to seek it.

Throughout this time, his perspective of success has certainly changed. Meeting him now, you'd never know he's only 6 years in. He's already received back to back Top Producer awards, has been asked to speak at prestigious events and brought in just under \$11 million last year. Paying the bills matters, of course, and now he can. But being able to provide true value to those who have their sights set on fulfilling their dreams... that's where his heart is. He doesn't sweat the small stuff and instead, puts that energy toward what matters to him and to others. With his YouTube channel (called Alaska Realtor) doing so well, he saw another gap that could be filled through creating a podcast. So he did – and built a studio along with it so he could help other businesses and organizations on their own growth journeys. Now, Alpenglow Studios hosts his Alaska Journey podcast as well as several others for local businesses that needed a place to share their stories, values and missions.

"The real estate industry can be a catalyst for incredible improvements and growth," he says. "It is the bedrock of vibrant communities that have a bright future. That means we need to take the paths that aren't just about the selfies, Facebook posts about helping

communities, and the \$10 donations here and there. We need to be actively engaged in helping our communities be better places."

It's no secret that he's hustling. It may not be the marathon he was running at the beginning of his career...it's more like an Ironman these days. But that hustle is fueled by a totally different fire. It's a fire of remembrance and next steps. Grief and gratitude. Honoring and giving back. What began out of a desperate need to pay bills has become an insatiable desire to help; a desire that has already begun to transform lives for the better.

**IT'S NOT BECAUSE OF HIS SUCCESS ON YOUTUBE.**

**IT'S NOT BECAUSE OF HIS SUCCESS ON HIS PODCAST.**

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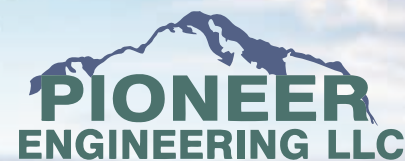


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## A LIFE BY DESIGN

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

**Real estate has always been a central theme in Jesse Tanner's life. Growing up in Wasilla, he watched his grandma, mom, and dad thrive in the business. While Jesse's dad focused on real estate investing, his mom was a REALTOR®, and together, they led the local RE/MAX franchise.**

Jesse lived through the ups and downs of the real estate business. He saw the struggles—such as the downturn in the '80s—as well as the blessings.

“It was hard at times with the family in real estate, but it taught me how to work hard,” Jesse reflects. “Growing up in a real estate family was exciting. I remember it being very busy. My dad was doing a lot of renovations and upkeep on rentals, and my mom was doing sales and property management. They were both workhorses. It was what we did.”

Jesse also had the opportunity to see the benefits of a job well done. He watched his parents thrive financially. He saw the potential in the business.

“It inspired me, and real estate life was so ingrained in me,” he recalls. “Working a traditional job on the daily wasn't going to create the future I wanted.”

Although he was steeped in the real estate business, young Jesse didn't envision himself as an active REALTOR®. Instead, he became interested in the investment side of the industry. He enlisted in the Navy in 1995, and with the help of his mom, he purchased his first investment property in 1996 at just 20 years old. Jesse was still living aboard a ship in San Diego, but nonetheless, he began his real estate journey.

“This is where it all began for me,” he says. “I didn't initially want to go into real estate after getting out of the Navy. I did, however, want to learn all that I could about investing in real estate... I didn't make a lot of money and lived on the ship to save what I could to continue investing. When I got out, I was able to move into my own property and have never paid rent. This set me up really well early in life.”

Jesse left the Navy in 1999 and went to school for a college degree. By 2003, however, his vision had shifted as he began to see the opportunity available in selling real estate. “My main focus originally was to learn what I needed to do investment real estate, but that changed. I became a buyer's agent, and it was such a great opportunity to be helping clients,” Jesse explains.

Jesse has now been selling real estate for over 20 years. His journey has taken him through tough times, like the 2008 recession or the early days of COVID-19. He's also enjoyed some of the best real estate markets in history, like the booming, low-interest rate years of the post-COVID era. But through it all, one thing remains steady: his commitment to delivering best-in-class service.

“I set a very high standard for myself and held myself to it,” he says. “I achieve success through the creation of challenging goals. If you can't

# Jesse Tanner

▶▶ broker spotlight

Tanner Real Estate Group

Jesse leads the Tanner Group with Premier Real Estate, a team of four agents that closed an impressive 97 transactions for \$28.5 million in 2023.

"I achieve success through the creation of challenging goals. If you can't follow your own road map, you will never get to your destination," says Jesse.



follow your own road map, you will never get to your destination."

**TANNER GROUP**

Today, Jesse leads the Tanner Group with Premier Real Estate, a team of four agents that closed an impressive 97 transactions for \$28.5 million in 2023.

Jesse continues to rely on many of the skills his parents taught him—a willingness to grind and problem-solve and a profound commitment to the client experience. These skills have been essential in his journey.

"The client experience is my number one. I don't care what your budget is or if your timeline is years out when you plan to buy or sell real estate. At the core, the motivation and the end goal are the same for every client. After making certain that a client is committed, I respect their journey and put in the work to meet their goals. This creates loyalty and a long-term relationship. We must maintain

“

**WORK IS JUST A FUNDING MECHANISM FOR THE TIME I'D LIKE TO SPEND WITH MY FAMILY.**



"Mostly, I love spending time with my kids. I feel a tremendous sense of urgency watching time fly by to teach them all of the things a dad needs to teach his kids. Alaska offers such a playground for them to learn about life and themselves," Jesse shares.

the highest level of service in our industry and work to improve every year, regardless of how long you have been in the business," Jesse says.

Jesse also continues to invest in real estate. From 2014 to 2015, he stepped back from sales and focused solely on house flips, but today, he mostly invests in market-ripe opportunities alongside some development.

"It's been rewarding to learn a lot about certain areas of real estate," he continues. "I love investing in real estate, and I love flipping houses. It's so rewarding to watch that process. It's been my passion to teach others

about the process and the knowledge I have gained."

**BEYOND THE OFFICE**

Outside work, Jesse enjoys spending time with his wife, Jennifer, and their two children, Cruz (10) and Taylee (14). He enjoys sports, travel, cooking, and picking up hobbies that test his mental toughness.

"Mostly, I love spending time with my kids. I feel a tremendous sense of urgency watching time fly by to teach them all of the things a dad needs to teach his kids. Alaska offers such a playground for them to learn about life and themselves," Jesse shares. "And I love this community and the people



In 2009, after a challenging eight days in a tent at 14,000 feet, the weather finally cooperated, Jesse reached Denali's summit.

in it. I feel fortunate that I get to raise my kids here... I put a lot of pressure on myself to be a family man first. Work is just a funding mechanism for the time I'd like to spend with my family."

As he looks ahead, Jesse doesn't see any significant changes on the horizon. He'd like to grow the team, but most importantly, he reminds himself to stay rooted in the blessings of life.

"I'm most grateful for God's blessings and abundance in my life. We live in the greatest nation on Earth, and I am passionately grateful for that.



Outside work, Jesse enjoys spending time with his wife, Jennifer, and their two children, Cruz (10) and Taylee (14).

**FUN FACT**

**Jesse and his family nearly moved to Talkeetna when he was a kid, but God had other plans for them. Nonetheless, the vision of Denali and the desire to touch the mountain's beauty never left him. The memories of watching climbers prepare for the spring ascent have long mesmerized him. In 2009, after a challenging eight days in a tent at 14,000 feet, the weather finally cooperated, and he reached Denali's summit.**

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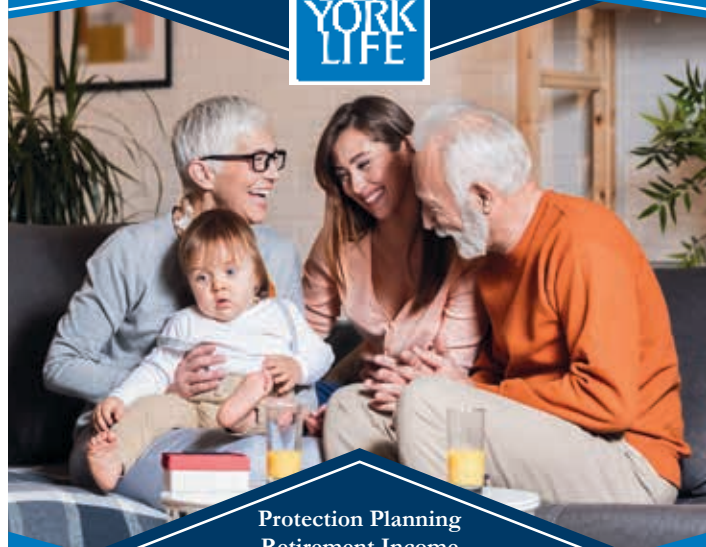
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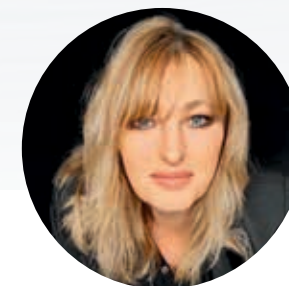
## DEAR FRIENDS,

Building an inclusive environment leads to better outcomes for everyone and businesses. I am serving in my first term as the Diversity, Equity, and Inclusion (DEI) Chair for the Alaska REALTORS®. As someone who has experienced discrimination and has witnessed disparity in the housing industry, I am committed to doing my part to help the association educate members and build awareness in our communities across the state.

The Alaska REALTORS® is dedicated to investing time and energy into creating a well-thought-out DEI committee and incorporating Fair Housing. In 2025, each REALTOR® will need to complete a mandatory 2-hour course in Fair Housing. DEI and Fair Housing are natural partners, and as the Chair of this committee, I am focused on developing an Alaska-centric curriculum to meet the National Association of REALTORS® continued education requirements. Attendees at this year's conference got a sneak peek at what the training will entail and ways for their involvement.

The Alaska REALTORS® is focused on establishing awareness, cultivating an inclusive culture, and fostering inclusive leadership. I strongly believe these principles begin with each of us. For the remainder of the year, I am looking for individuals who want to join me in promoting diversity in our association, educating our communities, and working to formalize the foundation of this committee.

As we approach Hispanic Heritage Month, I invite you to join me and the Alaska REALTORS® in celebrating this important time. Look at your neighborhood, community, and social circle and identify ways you can add value. Whether it's supporting Hispanic-owned businesses, learning about Hispanic culture and history, or participating in local events, every action helps foster an inclusive environment.



Sincerely,

*Victoria Roberts*

Chair, DEI + Fair Housing Committee

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