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Amanda Bacher
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Broker Spotlight:

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Partner Spotlight:

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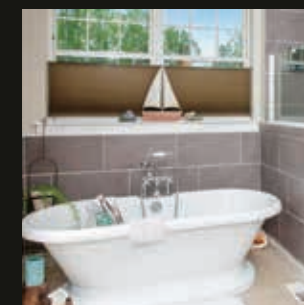
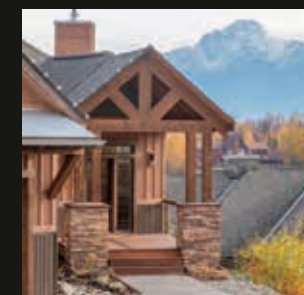
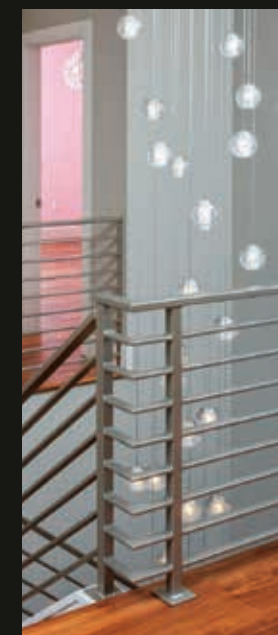
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Shannon Strawn
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~Dylan

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A Journey
of Resilience
& Growth

AMANDA
BACHER
FIREBIRD REALTY LLC

WRITTEN BY NICK INGRISANI • PHOTOS BY ARIEL NILES

Some people are simply built for entrepreneurship. For Amanda, the drive to work for herself was instilled at an early age. She grew up in Anchorage, Alaska, in a family of entrepreneurs, so she's been privy to the highs and lows of business ownership throughout her life. Watching her parents navigate the demands of running their own company taught her invaluable lessons about perseverance, adaptability, and the rewards of taking risks. "My parents taught me what it looks like to be an entrepreneur and what hard work and dedication is," she says.

Amanda's entrepreneurial journey began shortly after completing cosmetology school. Though she briefly worked for someone else, she always knew she would carve her own path. One of her most pivotal learning moments came at just 20 years old when she opened her first salon—only to see it fail. But rather than let failure define her, she used it as fuel for growth.

"In life in general, it's important to always be willing to take a risk and try something new. If it doesn't work out, be OK with that and move on to the next thing."

Following the end of her first business, she opened another salon, Gloss Styling Studio, that became a glowing success. The business has now been running for nearly two decades and Amanda's dedication to exceptional service earned her salon the prestigious "Best in the Valley" award multiple years in a row.

Amanda often reflects on that journey when mentoring others, emphasizing the importance of resilience. The experience of watching her business struggle, only to later achieve industry recognition, was a defining moment that reinforced her belief in perseverance and learning from challenges. "It was a really cool experience to have failed and come back from that ten years later," she says.

Forging a New Path in Real Estate

While Amanda had achieved significant success in the beauty industry, life had other plans. A turning point came during a period of personal upheaval—a divorce that forced her to reevaluate her life and her values. "It was one of the most challenging times in my life," she reflects. But this period also revealed a deep inner strength she hadn't fully recognized before. "I realized what I'm capable of—that I can protect my life and my kids," she says. "I wasn't allowing myself to be limited anymore, which contributed to being open to real estate. I was already in a successful career for almost 20 years but I wanted more for me, for them, and for our future."

Having grown up around the real estate industry thanks to her father's work in construction and land development, she had been exposed to it from a young age. "Throughout my childhood, they were developing major roadways, subdivisions, and working with builders," she says.





During this crossroads period of her life, her father had some subdivision projects starting up and he said that she could get her real estate license to help sell some of the properties. Amanda decided to take the leap and what initially started as a way to diversify her income soon turned into a full-fledged passion.

Her interest in the real estate industry deepened as she gained more experience. The skills she had honed as

a salon owner—relationship-building, customer service, and problem-solving—translated seamlessly into her new career. “I feel that my experience as a business owner working hands-on with clients really helped me to know how to give my clients care, and personal and professional service in real estate,” she says.

Before she knew it, Amanda was able to scale back her hours at the salon to focus on real estate full-time. The

“

It was a really cool experience to have failed and come back from that ten years later.”

shift wasn’t necessarily planned, but it unfolded naturally as she gained more confidence in the industry.

Joining Firebird Realty

Joining Firebird Realty marked another major milestone. The brokerage’s strong support system helped her grow, thrive, and take her business to the next level. “My broker Tate Rogers, and teammate Melissa Worrell have been huge supporters and teachers to me in the industry,” she says. “They have been there to answer any questions, and give me advice and direction. My career in real estate would not be successful without them and their guidance.”

Real estate, much like entrepreneurship, comes with highs and lows. But her entrepreneurial experience prepared her for the ebb and flow, helping her stay steady in the face of challenging situations.

Building a Legacy in Real Estate

Now, just 18 months into her real estate career, Amanda’s real estate business is flourishing—last year alone she closed over \$7.5M in 24 transactions. Referrals from past clients are beginning to roll in, a testament to the relationships she’s built and the trust she’s earned. Working with Firebird Realty, she’s also actively involved in selling lots for new subdivisions—watching communities take shape from the ground up.

For Amanda, real estate is about more than just transactions. It’s about helping people navigate major life transitions,



whether they’re first-time homebuyers, retirees looking to downsize, or families finding their dream home. Real estate provides the perfect outlet for her passion for connecting with people in meaningful ways. As she says, “I’m most passionate about helping people make their next life transition as smooth as possible. I love a lot of the people I work with. It’s what’s kept me working in the service industry for so long.”

One of the most important traits for success in real estate, she believes, is adaptability. No two deals are the same, and being able to roll with the unexpected is crucial. She’s also learned the value of strong negotiation skills—a key piece of the puzzle that she has worked hard to master. And, of course, having a great team behind her has made all the difference.
Life Beyond Real Estate

When she’s not busy growing her real estate business, you’ll either find Amanda working part-time at her salon or with her family at a hockey rink. Both of her kids, Gracie (12) and Noble (10) play hockey, so traveling for games has become a major part of family life. Between practices, tournaments, and road trips, the sport keeps them all busy—but she wouldn’t have it any other way. It’s a constant reminder of the importance of balance, making time for what matters most, and enjoying the journey.

Amanda’s story is one of resilience, adaptability, and an unwavering belief in the power of reinvention. From early business setbacks to industry accolades, from personal challenges to newfound confidence, her journey serves as an inspiration to anyone navigating their own crossroads. She firmly believes that “anyone can start something new and diversify their income—even after 20 years in the same industry, a big life change, or simply to start a career in something you have always wanted to do.” As she continues to build her real estate career, one thing is certain—her entrepreneurial spirit, determination, and passion for helping others will keep propelling her forward.

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Allie Hewitt

STATE FARM
PHOTOS BY ARIEL NILES
WRITTEN BY NICK INGRISANI

Some people go through a comprehensive process to choose their careers. Others are born into a unique dynamic that guides their path. For Allie, the path to becoming a successful insurance agent was shaped by her family history and personal experience. She grew up surrounded by the insurance industry, as her two grandpas, mom, uncles, and father all worked in insurance and valued helping people.

While in college, Allie took a job at her grandfather's office at State Farm—mostly because it was a good, flexible job that worked with her schedule. But that job showed her how meaningful insurance can be for people. "Getting into insurance myself and seeing what it actually did for people gave me a better understanding of it."

A Tragic Turning Point

When Allie was 22 years old her mother passed away in a car accident and she suddenly found herself as the executor of her mother's estate. Overnight, she was thrust into a swirl of financial decisions, legal complexities, and emotional turmoil. While navigating this deeply challenging time, she saw the true impact of insurance in action. "I was the beneficiary handling everything and got to see what it did for my family and how we were treated by the corporation," she says. "That experience really solidified that this is what I needed to do to make a difference in people's lives." What once seemed like a mundane family business became a mission: to ensure others wouldn't have to face life's uncertainties without a safety net.

Taking the Leap

Despite her growing conviction, stepping fully into an insurance career wasn't immediate. Just one month after her mother's passing, she married her husband. When she returned from her honeymoon, her local State Farm manager reached out, encouraging her to consider becoming an agent. She took the company's assessment but hesitated—starting a business at 22 was daunting.

A year and a half later, a retiring agent, who had previously worked with Allie's mother, walked into her office, dropped a stack of paperwork on her desk, and told her, "I'm only retiring if you take over." It was the push she needed. She called the recruiter and said she was ready.

However, getting approved as an agent wasn't an overnight process. Typically, candidates underwent months of interviews and planning. But with only 30 days to prepare, Allie had to accelerate every step—writing business plans, presenting her vision, and proving she was ready. "That month was one of the most intense of my life. Every moment was about proving I could do this."



CONTINUING
A FAMILY LEGACY
OF PROTECTING
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When she finally sat before the executive panel for her last interview, nerves ran high. She expected to lean on her family legacy as a selling point, but the VP quickly dismissed that angle, challenging her to stand on her own merits. In that moment, she realized she had to prove her commitment, not just her pedigree. “I’d had all these planned answers and she just demolished everything. It showed me I need to stand on my own two feet,” she reflects. “I left the interview thinking she hated me, but I got the job. She wanted to see if I could handle pressure and be sure that I was fully committed.”

“EVERY
MOMENT WAS
ABOUT PROVING
I COULD DO THIS.”



Building a Business with Heart

Allie officially opened her State Farm agency in 2014. From her family history and having worked in her grandfather’s office for years, she had built a foundation of knowledge to serve her clients. But most importantly,



she brings the values and ethics of her upbringing into her business.

Now, with nearly 17 years in the industry—11 of those as an agency owner—her business has grown steadily. Allie has been voted best in the valley for the last 3 years and was a top 3 finisher before that. She leads a dedicated team of five, including three in-office employees and two remote workers, who are committed to treating every client like family. “One thing I always teach is that we have no idea

what’s happening for our client 30 seconds before or after a call, so all we can do is strive to be the best part of their day and give them peace of mind.”

Today, Allie’s agency is one of the most respected and well-known in the Wasilla Valley. One of the biggest factors behind Allie’s success is her unwavering authenticity. She has never tried to fit into someone else’s mold—her business is built around who she is. By bringing the values and ethics she was raised with into her

work, she has created an agency that stands out in an industry often perceived as impersonal. “I’ve built my business by being unapologetically myself. That’s what resonates with people.”

One principle she instills in her team is simple yet profound: they never know what a client is going through when they call. Whether someone is dealing with an accident, a financial strain, or just having a bad day, Allie and her team strive to be the best part of that person’s experience. Providing reassurance and clarity in moments of stress is what fuels her passion.

“I pride myself on treating everyone I interact with, with empathy, compassion, and care. I approach every interaction in a way that I would want my own family members to be treated, and I strive to educate my clients throughout their insurance process. My ultimate goal, is to be a bright spot during someone’s struggles or rough times.”

Looking Ahead

As Allie’s agency continues to grow, she remains mindful of one key factor: culture. She deeply values her employees and the positive, supportive environment they’ve built together. While she has ambitious plans to expand her team, she plans to be intentional about hiring only those who align with their core values. “I’m a firm believer in not messing with the culture of my team. I adore my employees and what they bring to the office. So as we grow, I want to be careful not to bring someone

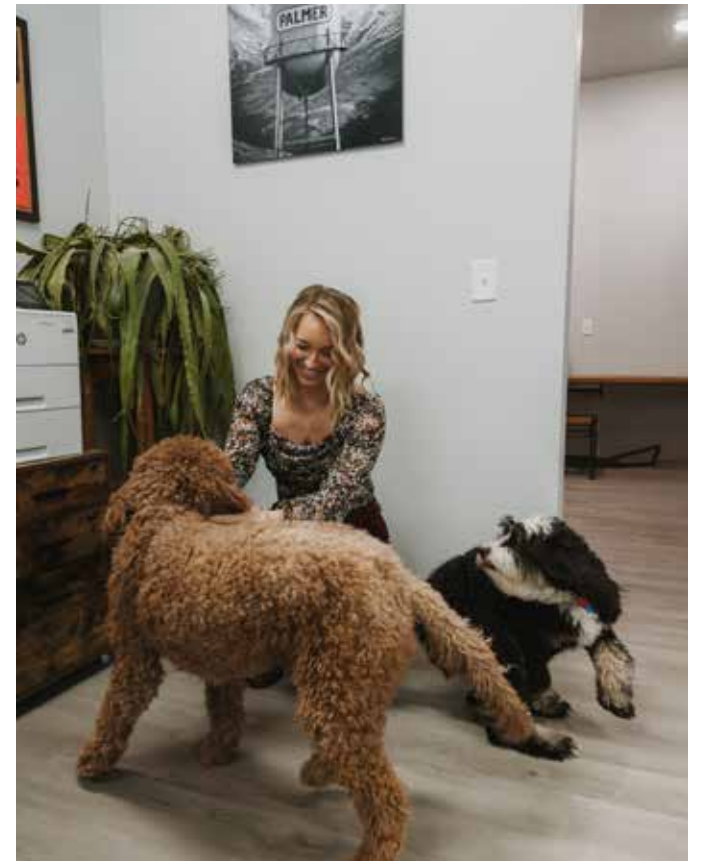
in who might take away from our culture.”

Beyond business growth, Allie is committed to serving her community. She believes in being a resource, educating people on the importance of insurance, and ensuring her clients understand the protections they have in place.

A profound belief in life insurance is at the heart of Allie’s work. Having lived through a loss that changed everything, she knows firsthand how vital these policies are. It’s not just about financial security—it’s about giving families peace of mind in their most difficult moments. Helping her clients understand how insurance protects them and their families is what drives her every day. She reflects, “I’m most passionate about making sure people understand the benefits of insurance and how they’ll be protected if a situation occurs.”

Through resilience, dedication, and a deep-rooted passion for helping others, Allie has transformed her family’s legacy into her own. What started as an unexpected career path has become a lifelong mission: to ensure that no family has to face the unexpected alone.

Her journey serves as a testament to the power of perseverance and the impact of genuine care for the people in our communities. And for every client who walks through her doors, they can trust that they’re not just getting an insurance policy—they’re gaining a trusted advocate who will always have their back.





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WRITTEN BY NICK INGRISANI
PHOTOS BY ARIEL NILES

Embracing Change with Perseverance and Care

Jayme's story begins with an unconventional upbringing. She was adopted into a loving family alongside two siblings, all placed together in an era when that was a rarity. Growing up in Utah, New Jersey, and eventually Colorado, she developed an appreciation for the outdoors and the freedom it provided. After high school, she went to the University of Northern Colorado where she earned a degree in Sociology and a minor in Psychology. However, she wanted to travel after college, so she became a flight attendant for Continental Airlines. "Some

of my best friends today are from my training class," she says.

But her world changed forever when she lost her best friend in an unimaginable tragedy. That loss, though devastating, became a catalyst for how she would live her life. Instead of retreating, Jayme resolved to take more chances, embrace challenges, and push beyond her comfort zone. "Losing her was a big turning point in my life," she reflects. "It made me realize how short life can be. I started saying yes to more things, taking more chances, and not being scared of things so much."

Eventually, her husband's job brought Jayme and her family to Alaska. The transition was jarring—going from Houston's sweltering heat to landing in Anchorage at -20°F was no small

adjustment. But as with every challenge, Jayme adapted. She built a life there, raising her children in an environment that demanded resilience and instilled a toughness that would serve her well in the years to come.

Finding Purpose in Real Estate

Jayme initially planned to be a stay-at-home mom, but as her children grew, she found herself seeking something more. She decided to get a job at the Alaska Center for Resource Families, training foster parents as they prepared to adopt children into their homes. The work was meaningful, but when an opportunity arose to assist a top-producing real estate agent, she made the leap.

She worked unlicensed for two years, supporting many important facets of the business behind the scenes. It didn't take long before people began encouraging her to go out on her own. "I was working hard for her," she says. "At some point, somebody told me if I worked that hard for myself I'd do really well." Jayme took the advice to heart, got licensed, and, in her very first year, earned Rookie of the Year. It was a testament to her work ethic, intuition, and natural ability to connect with people. "I've been very blessed since then."

A Business Built on Trust

Unlike many agents who rely on cold calls or aggressive marketing strategies, Jayme's business has been built almost entirely on referrals. Her clients, many of whom become close friends, trust her implicitly—not just to find them a house, but to guide them through one of life's biggest transitions with care and attention to detail. She's deeply involved in every aspect of the process, from handling transactions to staging homes, ensuring that each client feels

“People can feel what I’m putting into this.”



supported every step of the way. “My background in psychology absolutely helps me in this role,” she says. “It set me up to be empathetic, see what people are going through, and be able to support them.”

This hands-on approach is demanding, and Jayme admits she loses sleep over making sure everything is done right. But it’s also what sets her apart. She is not chasing the highest sales numbers or striving to dominate the market. Her goal is simpler: to be the best possible agent for the people she serves. “I’m very personal in my approach and am there for everything my clients need,” she says. “A lot of the people I work with are my friends, so I try to be as available as possible. People can feel what I’m putting into this.”

A Sudden Shift into Leadership

A defining moment in Jayme’s career came unexpectedly. While working with her broker in the office one day, she witnessed a medical emergency—a heart attack that required immediate action. In the aftermath, it became clear that the brokerage needed someone to step up. Without hesitation, Jayme



took the necessary steps to obtain her broker’s license and assumed leadership. Since then, she has been balancing both roles—running her own business while overseeing a small but dedicated team.

Despite the demands of leadership, she has never lost sight of what matters most: her relationships with clients. Unlike many brokers who transition out of selling, Jayme remains actively engaged in transactions, ensuring that she continues to do the work she loves.

Giving Back and Looking Ahead

Though her career has been relatively short, Jayme has made a significant impact. As a director on both the Alaska Realtor Board and the Anchorage Realtor Board, she’s committed to giving back to the industry that has given her so much. One of her greatest passions is helping new agents find their footing in an ever-changing market. “It’s been a short career but a blessed career. So I try to give back,” she says. “I love working with new agents and I think that’s what I’ll do more of in the future.”

Looking ahead, Jayme envisions a future where she continues to grow and refine her business while supporting others in the industry. She has no plans to step away from real estate—it’s a career she loves too much to leave. Whether it’s working with clients, staging homes, or coaching new agents, she finds fulfillment in every aspect of the job.

A Career Rooted in Family

Through it all, one thing has remained constant: Jayme’s unwavering dedication to her family. Every decision she has made, from staying home with her children in their early years to building a career that allowed her to support them through



college, has been driven by love. “Everything I’ve done in my life has been about my kids. They’re my pride and joy.” Jayme’s husband has also been her biggest supporter in life, always believing in her and willing to help whenever she needed it.

Real estate gave her the flexibility to be present while her kids were growing up—working from the sidelines at baseball games and never missing a moment. Now, even as her children have moved on to new adventures, they still hold onto their Alaskan roots. “Both of my kids live in Tempe, but they won’t let go of their Alaskan IDs,” she laughs.

Jayme’s story is one of resilience, heart, and service. She is more than a real estate broker—she is a trusted advisor, a mentor, and a woman who has turned life’s challenges into a powerful force for good. “I do everything I do with love and care,” she says. “Personally and professionally, I would like people to remember that I was honest, open-minded, and kind in our relationship.” Her clients don’t just find homes; they find a partner who walks with them through every step, ensuring they feel seen, heard, and supported. And in an industry that can often feel transactional, she offers a level of commitment that is truly invaluable.

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JACK WHITE REAL ESTATE WRITTEN BY NICK INGRISANI
 PHOTOS BY HEATHER DUNN, AMBIENCE PHOTOGRAPHY

Joslyn's path to success is a testament to perseverance, adaptability, and a deep commitment to service. Growing up in a blended family and witnessing her mother's entrepreneurial spirit, she learned early on that challenges could be stepping stones toward growth. Now, as a respected business owner and community leader, Joslyn's career is built on trust, relationships, and a legacy of giving back—proving that true success is not just about achievements, but the positive impact left behind.

Roots of Resilience: A Foundation Built on Perseverance

Raised in Louisiana by her mother, Elise Buchholz, a determined entrepreneur and single parent, Joslyn witnessed the power of resilience firsthand. Her mother's ability to balance running a business and raising children instilled a strong work ethic and an appreciation for perseverance. Elise, now the State Board President for the Alaska Association of Realtors,

has always been a firm believer in maintaining a positive outlook and making a meaningful impact.

At 14, Joslyn's life took a pivotal turn when Elise decided to move their family to Alaska, seeking a fresh start. Despite the challenges of relocating, Joslyn learned to adapt, developing a strong sense of independence and a keen understanding of navigating relationships—skills that would shape her future success.

A Lesson in Real Estate: The Experience That Redefined Her Purpose

At 19, Joslyn's journey into real estate began when her aunt, Naomi Louvier, offered her an accounts receivable position at Prudential Jack White Vista Real Estate. The exposure to the industry was invaluable. But it wasn't until she purchased her first condo that the full impact of real estate hit her. "I was working at the brokerage but felt completely unprepared and uneducated

about the process," Joslyn recalls. "I felt lost—repairs weren't completed, and contractual items weren't fulfilled. Once it was closed, no one was there to help... poof... they were gone."

That experience was transformative. Joslyn realized that real estate should be about more than just closing deals—it should be about trust, education, and long-term support. "That's when I knew I could do a better job," she reflects. "But it would be years before I had the financial stability to pursue it full-time."

Building a Business on Trust: A Relationship-First Approach to Real Estate

At 24, Joslyn earned her real estate license and committed herself to changing the industry. From the beginning, she focused on a consultative approach, ensuring her clients fully understood every aspect of the process. "I'm in this for relationships, not transactions," she says. "I take the time to listen—learning about each client's



goals, financial needs, and where they want to be in five, ten, fifteen years.”

Her philosophy is simple: real estate isn't just about buying and selling; it's about people. This approach has built Joslyn a loyal client base that extends well beyond the closing table. Years after working with her, past clients still reach out for advice on everything from home repairs to market changes. To Joslyn, that's the mark of true success. “Some clients need more

hands-on help; others want to make all the decisions themselves. I offer the level of service that matches their needs—whether it's as a client, vendor, or just someone in need.”

Finding Balance: Reshaping Success for Sustainability

As her business grew, so did the need for support. At one point, Joslyn had built a team of 10, but managing a large group took a toll on her work-life balance. At 33, she made the difficult decision

to restructure, reducing the team to five key members. The result? A lean, efficient operation focused on precision and care. With dedicated administrative staff ensuring smooth transactions and a team aligned with her values, Joslyn has found the balance she was seeking.

Now, she's focused on maintaining this momentum while ensuring both her business and personal life remain fulfilling. “I'd be really happy in five years if I'm still right where I'm at currently, living the good life.”

Leading with Purpose: A Commitment to Community and Giving Back

Joslyn believes in being part of the solution, not just voicing concerns. This philosophy has led her to take on leadership roles, such as serving on the MLS board and as treasurer for a local nonprofit. One of her most rewarding projects has been strengthening the financial foundation of a school-based nonprofit. In just one year after Joslyn came on board, the nonprofit tripled its savings, increased profits, and implemented programs benefiting local families. “I'm a firm believer that you shouldn't complain about something unless you're willing to make it better yourself,” Joslyn says.

Her dedication to giving back extends beyond structured leadership roles. Joslyn sponsors multiple organizations, volunteers at events, and consistently finds ways to support those in need. For her, success isn't just about sales numbers—it's about leaving a lasting legacy. Whether mentoring new licensees, advocating for industry improvements, or supporting families in financial crisis, Joslyn's goal remains the same: to be a trusted resource, a problem-solver, and a steadfast advocate for the people she serves.

Adventure and Family: Balancing Travel, Motherhood, and Entrepreneurship

When she's not working or volunteering, Joslyn is an avid traveler with a passion for adventure. From skydiving in Hawaii to riding camels in the Sahara



“THAT'S WHEN I KNEW I COULD DO A BETTER JOB.”

Desert and scuba diving in Costa Rica, Joslyn's travels span nearly all 50 states and at least 20 countries. She loves sharing these experiences with her family. “It brings me joy to share new places and adventures with my children and husband. They get to try different foods, meet new people, and experience new cultures. It's a different form of education.”

Her three children remain at the center of her world. Joslyn volunteers extensively at Rilke Schule German Immersion School, where her husband, Branden Strauch, is the principal and where all of her children have attended. She's dedicated to attending every soccer game, fundraising for travel trips, and even sponsoring the entire Cook Inlet Soccer Club organization.

Balancing motherhood with entrepreneurship hasn't always been easy, but Joslyn navigates it with the same determination and resilience her mother instilled in her.

Looking Ahead

Unlike many professionals who constantly chase expansion, Joslyn is content with where she is. She's found a rhythm that works—a team that thrives, a business that aligns with her values, and a life that reflects her priorities. Rather than focusing on scaling up, Joslyn is committed to maintaining her current success, ensuring that her clients continue to receive personalized service and unwavering support.



In an industry often dominated by quick transactions, Joslyn has built something different: a career rooted in connection, a team defined by integrity, and a legacy of service that extends far beyond real estate. She values the lasting relationships she's built over rapid growth, knowing that true success lies in the impact she has on her family, clients, and community. And for Joslyn, that's more than enough.



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NAR 2024 Year in Review

A NEW ERA BEGINS

SUBMITTED BY REALTOR® MAGAZINE

The Sitzer-Burnett settlement was a focal point as national, state and local associations worked together to keep members and consumers informed—and association leaders laid the groundwork for the path ahead.

The National Association of REALTORS® released its 2024 Year in Review on Tuesday. The 33-page report is an assessment of the organization's past year, highlighting member benefits across eight areas—and promising a new mission-driven era.

Last year brought significant milestones for the association, including settlement of the Sitzer-Burnett lawsuit, implementation of residential practice changes for members, and approval of Culture Transformation Commission recommendations to bring greater accountability and transparency. All this came as members worked to navigate a challenging market, with limited inventory, higher interest rates and shifting living and work patterns.

“The past year tested our resilience as an industry, as an association and as individuals,” NAR President Kevin Sears said in a letter that opened the report. “As we embark on 2025, I want to express my gratitude to you—our members, the broker community, the local and state associations, and our MLS and industry partners—for the incredible work you’ve done to push through these challenges and help set the stage for our industry’s future.”

Building Trust, Collaboration

NAR CEO Nykia Wright said the association must evolve to meet the needs of members “today and tomorrow” while building on the momentum generated last year.

“In 2024, we cut costs and passed our first balanced budget in at least 10 years,” Wright said. “We also conducted in-depth research to begin laying the groundwork for a new member experience.”



She added: “The work to redefine our broker relationships; better leverage our relationships with state and local associations to optimize member value; build on our strategic partnerships with aligned Institutes, Societies and Councils; demonstrate our appreciation for the many volunteer leaders who are instrumental to driving our mission forward; and reposition our staff to meet the ever-growing needs of these stakeholder populations will shape our 2025 activities.”

Wright has engaged two new partners in the effort: In early January, NAR announced that Sherry Chris, former CEO of Better Homes & Gardens Real Estate and ERA Real Estate, would join the association as a special advisor to help strengthen relationships, build trust and enhance collaboration with brokerage leaders. On Jan. 15, Jarrod Grasso was named senior vice president of industry relations for NAR, a role dedicated to enhancing the association’s relationship with state and local association leaders. Grasso joins NAR after serving the New Jersey REALTORS® for more than two decades, most recently as their CEO.

Supporting Member Success

In 2024, to assist members in preparing for practice changes outlined in the settlement, NAR launched facts.realtor to provide updates and guidance. The resource includes more than 120 FAQs, a legal video series that garnered more than 800,000 views, and more than a dozen consumer guides, in English and Spanish, for members to use while working with clients. The association also provided its Accredited Buyer’s Representation (ABR®) designation course at no cost to members; nearly

162,000 REALTORS® took advantage of that benefit.

More than 1,000 NAR members joined a grassroots effort—as surrogates—in 2024 to help educate consumers about the practice changes. Those interested in joining the program can email surrogates@nar.realtor.

In the advocacy arena, NAR scored significant wins: defending private property rights, securing the OK for VA buyers to compensate their brokers directly as the Department of Veterans Affairs studies the issue further, and supporting industry-friendly policies and candidates at all levels of government. The REALTORS® Political Action Committee—which backed 50% Democratic and 50% Republican federal candidates—achieved a 97% success rate in the 2024 election cycle.

Underpinning NAR’s advocacy success is a highly regarded research team that provides thought leadership and produces key housing market data and research reports. In 2024, NAR Chief Economist Lawrence Yun, Deputy Chief Economist Jessica Lautz and their team spoke at more than 400 in-person and virtual visits across our 1,100-plus local and state associations, brokerages and third-party organizations. NAR’s research content generated 1.9 million website visits, 240,000 report downloads and 100,000 social shares in 2024, signifying the appetite members and consumers have for reliable housing data and research reports.

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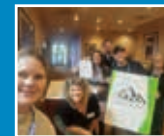


Alaska REALTORS® – Leading with Purpose, Serving with Heart!
Behind every successful organization is a team of dedicated leaders, and our committees are the driving force behind Alaska REALTORS®! From advocating for property rights to providing top-tier education and networking opportunities, our committee chairs work tirelessly to elevate our industry and support REALTORS® across the state.

This year’s committee chairs are stepping up, leading with passion, and shaping the future of real estate in Alaska. We’re proud to recognize their hard work and commitment to our members, clients, and communities and to applaud them for protecting home ownership.



1. Advocacy Committee – Mark Masley, Chair – Focuses on legislative issues impacting real estate, advocating for policies that protect property rights and the interests of REALTORS®.



2. Assets & Investments Committee – Mark Masley, Chair – Oversees the financial investments and assets of the association, ensuring responsible management and growth of funds.



3. ARLA Committee – Bobby Desrochers, Chair – Manages the Alaska REALTORS® Leadership Academy, developing future leaders through training in leadership, networking, and industry knowledge



4. 2025 Convention Committee – Angie Tallant, Chair – Plans and organizes the annual Alaska REALTORS® Convention, including budgeting, logistics, and event programming.



5. Diversity, Equity & Inclusion Committee – Victoria Roberts, Chair – Works to promote diversity, equity, and inclusion within the real estate profession and association.



6. Education Committee – D’Ette Owen, Chair – Develops and promotes educational opportunities for REALTORS®, including professional development and industry training.



7. Engagement Committee – Rylieh Bodyfelt, Chair – Encourages member involvement and participation in association activities and initiatives.

8. Operations & Policy and Procedures Committee – Paddy Coan, Chair – Ensures the association operates efficiently by reviewing policies, procedures, and governance structures.

9. RPAC Trustees – Heather Ferguson, Chair – Manages the REALTORS® Political Action Committee (RPAC) funds and contributions to support candidates and policies that benefit the industry.

10. Grievance Committee – Sarah Richardson, Chair – Reviews ethics complaints and arbitration requests to determine if they should proceed to a formal hearing.

11. 907 Young Professionals Network – Brittany Burke, Chair – Provides networking, education, and leadership development opportunities for young and new real estate professionals.

12. Professional Standards Committee – Jon Majors, Chair – Upholds the REALTOR® Code of Ethics by conducting hearings and addressing professional conduct issues.



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