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Contents



Cover
Hilary Lockhart **40**
COVER STORY

PROFILES



12 Matthew St. John



32 Gina Pelaia

IN THIS ISSUE

- 10 Cover Story Rewind:** Kibe Lucas - Keller Williams Realty Alaska Group
- 12 Rising Star:** Matthew St. John - Keller Williams Realty Alaska Group
- 20 Partner Spotlight:** Shawn Miller - NEXA Mortgage
- 28 Coaching Corner**
- 32 Broker Spotlight:** Gina Pelaia - Berkshire Hathaway HomeServices Alaska
- 40 Top Producer:** Hilary Lockhart - REAL Broker LLC



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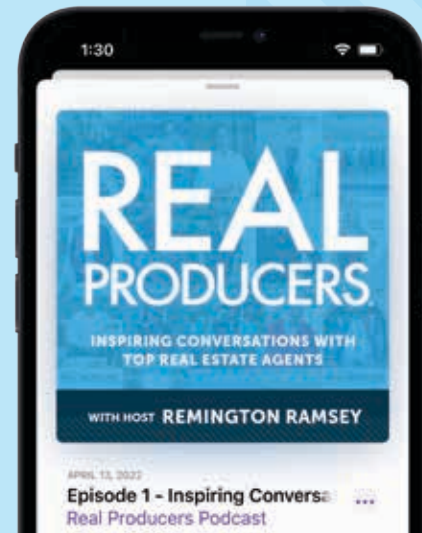


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Kibe Lucas

Keller Williams Realty Alaska Group

A Journey of Resilience and Compassion

Kibe Lucas transformed a challenging upbringing into a flourishing career in real estate. Known for his empathy and people-centered approach, he draws on early lessons of resilience after overcoming personal hardships. Leaving behind his role managing Sheep Creek Lodge, Kibe chose real estate to harness his natural ability to connect with others. This dedication was recognized in 2021 when he won the National Association of REALTORS® Good Neighbor Award. The honor allowed him to donate \$10,000 to The Children's Place, a nonprofit supporting abused children, illustrating his deep commitment to community impact.

A Legacy of Integrity and Leadership

Kibe's success is rooted in his unwavering integrity, teamwork, and mentorship. He emphasizes continual learning and values integrity, enthusiasm, and problem-solving in those he works with. Viewing success as the pursuit of meaningful goals, Kibe believes caring for clients' outcomes drives excellence in real estate. As he plans for the future, he prioritizes health, family, and giving back. His legacy is one of service and caring deeply for others, with a focus on making a positive impact that endures beyond his career.



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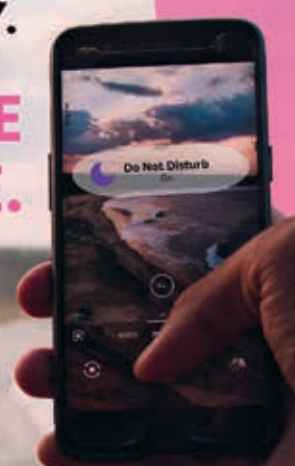
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Matthew St. John

Keller Williams Realty Alaska Group

STORY WRITTEN BY ZACHARY COHEN
PHOTOGRAPHY BY SHANNON STRAWN, DMD REAL ESTATE PHOTOGRAPHY



From Military Service to Real Estate Excellence

Matthew St. John has always been committed to service. After dedicating 23 years to the US Air Force, he transitioned into real estate, bringing the discipline, integrity, and sense of purpose that defined his military career.

Today, as REALTOR® and team leader with Keller Williams Alaska Group, Matthew is carving a new path, guiding military families and veterans through the complexities of real estate.

From Hurricanes to Alaska's Frontier

Matthew's journey to Alaska began in the aftermath of Hurricane Michael, which struck Florida in 2018. Stationed at Tyndall Air Force Base at the time, he witnessed firsthand the devastation caused by the storm.

"The hurricane obliterated the base and my home," he recalls.

For seven months, Matthew lived in Airbnbs while helping Tyndall recover. In May 2019, he received orders to relocate to Joint Base Elmendorf-Richardson (JBER) in Anchorage, Alaska. Alaska offered Matthew a new beginning and a place to set down roots.

"I fell in love with Alaska immediately," he shares. "I've never been one for high-population areas. Alaska has access to everything I love—wide open spaces, hunting, fishing, and a community that resonates with me."

Now a resident of Wasilla, Matthew has built a life that aligns with his passions and values.

Rooted in Service

Matthew grew up as the oldest of seven in Florida and South Carolina, a role that naturally demanded leadership and responsibility. When he joined the Air Force, he quickly developed a reputation for his problem-solving abilities. One of his most meaningful roles was that

of a First Sergeant, where he acted as a problem solver for his unit. Whether dealing with housing issues, financial struggles, or career concerns, Matthew was the one who found solutions.

"I was there to take care of them," he explained. "I really enjoyed that role because it was all about service and helping people navigate challenges."

When Matthew retired from the Air Force in 2023, he sought a career that would allow him to continue serving others. Real estate, with its focus on guiding clients through life-changing decisions, offered a perfect fit.

"Real estate is similar to being a First Sergeant," he noted. "It's all about solving problems and ensuring people feel supported and secure."

Matthew's background in military operations—where precision, data analysis, and strategic thinking are essential—has proven invaluable in his real estate work.

Building a Career

Matthew's real estate career officially began in 2022 with Keller Williams Alaska Group, where he joined the team at Higgins & Co. and immersed himself in learning. Over time, he developed his own approach, combining Keller Williams' foundational philosophies with his unique emphasis on financial analysis.

"I want to make sure every property purchase aligns with my clients' long-term goals," he says.

In 2023, Matthew closed 23 units, totaling \$9 million. As he grew more confident in his abilities, he knew it was time to set out on his own. In October 2023, he launched his own team, Street John Realty, a small and efficient group consisting of himself, an admin, a showing assistant, and a transaction coordinator.



“REAL ESTATE IS SIMILAR TO BEING A FIRST SERGEANT. IT’S ALL ABOUT SOLVING PROBLEMS & ENSURING PEOPLE FEEL SUPPORTED AND SECURE.”

“I don’t plan on expanding into a large team,” he explains. “I prefer to be a small, fast ship, focused on providing high-quality, personalized service.”

With his emphasis on precision and client-centered service, Matthew has already made a mark. As of Nov 1, 2024, he currently ranks #88 among real estate agents in Alaska, with 26 transactions and \$11.4 million in sales volume year to date. However, for Matthew, success is measured by more than numbers.

“I measure my success not by profit but by the positive impact I make in my clients’ lives,” he emphasizes. “I care about having a positive impact and not putting money first when it comes to taking care of people. If a deal doesn’t make sense, we find something else.”

Serving the Military Community

Matthew’s mission is to help veterans and their families achieve financial independence through wise real estate investments, particularly by leveraging the VA loan to build generational wealth.

“I was drawn to real estate because it offered the autonomy I sought. I wanted a profession where I could be my own boss and where my efforts directly influenced my success. My motivation deepened by recognizing a significant gap in the military community, where many veterans faced homelessness or transitioned out of service without sufficient financial resources or training. This need galvanized my mission to guide and educate my fellow veterans in achieving financial independence through homeownership,” he explains.

As the Keller Williams Military Northwest Regional Ambassador and Director of Committees for KW Military, Matthew holds a national leadership position that allows him to train other agents on how to better serve military clients.

This training focuses on understanding the challenges of military relocation, navigating VA loans, and building strong relationships with military clients. In addition to helping veterans purchase homes, Matthew also encourages them to consider real estate as an investment.

“There’s a significant gap in the military community when it comes to financial literacy,” he observes. “I want to help veterans see the potential of real estate to create lasting financial stability.”

By guiding them through the home-buying process and educating them on how to leverage their properties as assets, Matthew hopes to empower military families to build wealth over time.

Matthew is also honored to be the only Department of defense SkillBridge partner in Alaska. This program “offers specific industry training, apprenticeships or internships during the last 180 days of military service. The program connects service members with industry partners in real-world job experiences.” It took Matthew a year to get his team certified. They’ve provided training to one veteran so far and have three more inbound over the next six months.

For Matthew, real estate is about more than closing deals—it’s about

doing what’s best for each client. This philosophy drives every aspect of his business. For instance, he brings property managers to listing appointments to give clients a clear understanding of their options, whether selling, renting, or holding onto a property.

“A lot of agents look at me cross-eyed when I do this,” he says, laughing. “But it’s about providing value. If renting makes more sense for a client, then I want them to know that.”

The Road Ahead

Looking to the future, Matthew has ambitious goals. With a core group of trusted team members, he aims to complete 40-60 transactions next year. But growth is not his only priority.



Having retired from the military, he values a balanced lifestyle.

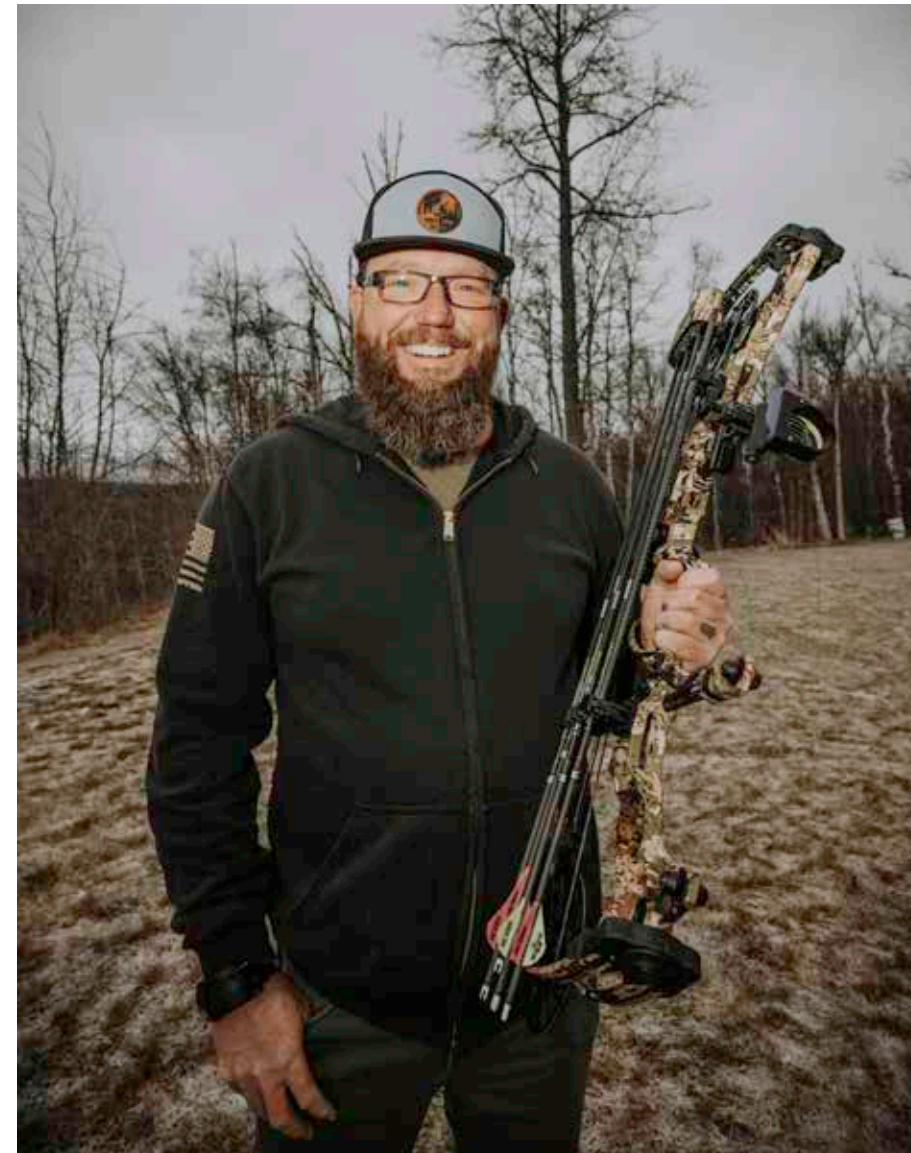
“I want to maintain a healthy work-life balance,” he says. “I’ve already retired once.”

Outside of work, Matthew’s passions reflect his love for the Alaskan wilderness. Hunting, fishing, and MMA training are among his favorite activities. His wife, MariaJose, is originally from Ecuador, and he’s picked up conversational Spanish to better connect with her family. The couple also shares their home with Drogo, a six-year-old dog.

“Personally, my goals are simple,” he said. “Travel, kill a bunch of animals, catch a bunch of fish—nothing too complicated.”

At the core of Matthew St. John’s life is a commitment to service—a value that guided him through his military career and continues to shape his work in real estate. He wants to leave a legacy of positive impact, particularly within the military community. By providing veterans with the tools and knowledge to navigate the real estate market, he’s helping them secure their futures and build stable lives after service.

“I’ve been on combat deployments. I’ve had good and bad things happen throughout my life. I use those experiences to put myself in the client’s shoes to ensure that I’m giving them that level of professional care, support, and accountability that I would want.”



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Shawn Miller

NEXA Mortgage

From Real Estate to Lending: Becoming Alaska's Investment and Commercial Real Estate Specialist

STORY BY ZACHARY COHEN
PHOTOGRAPHY BY ARIEL NILES PHOTOGRAPHY

Shawn Miller has been in the mortgage lending business for five years, but his experience in real estate dates much longer—all the way back to his childhood, when he watched his mother excel as a real estate broker, and to his early 20s when he worked as a REALTOR® in Los Angeles. Shawn was born and raised in Miami and spent the first chapter of his adult life in Southern California. During his 16 years living in Los Angeles, he worked as a real estate agent alongside owning a clothing company. During this time, he gained the skills he now applies as a mortgage lending specialist.

Now, Shawn is one of Alaska's most well-respected mortgage brokers.

"Starting my real estate career as a REALTOR® really helps me to understand what the REALTORS® are looking for and how I can help to make their jobs easier," Shawn explains. "Also, seeing and being a part of structuring hundreds of million dollar deals allows me to really understand what investors are looking for and how to help structure deals creatively if needed... I have the experience my partners and clients want."

"Starting my real estate career as a REALTOR® really helps me to understand what the REALTORS® are looking for and how I can help to make their jobs easier... I have the experience my partners and clients want."

The Early Years

Shawn was raised by a single mom and his grandmother, whom he calls his hero. He watched both of these powerful women work hard at their professions and provide for others selflessly, inspiring him to one day do the same. Shawn got his real estate license at 21, following in his mom's footsteps. He was blessed to have a friend with connections in one of the most prestigious neighborhoods in Malibu. As a new agent, he was tasked with listing homes for investors ranging from \$2 to \$14 million.



STARTING MY REAL ESTATE CAREER AS A REALTOR® REALLY HELPS ME TO UNDERSTAND WHAT THE REALTORS® ARE LOOKING FOR AND HOW I CAN HELP TO MAKE THEIR JOBS EASIER... I HAVE THE EXPERIENCE MY PARTNERS AND CLIENTS WANT."



Beyond the Office

When he's not working, you'll find Shawn shooting photography and videography. He's also working on obtaining his pilot's license. For more information, visit MyTacCat.com.



Meanwhile, Shawn founded a successful clothing manufacturing company. He worked both professions through the recession of 2008 when the real estate crash caused him to step back from housing and focus on the clothing business. However, Shawn's love for real estate never faded.

"At the time of the market crash, the person that was doing flips decided not to sell any of the homes he was currently holding and was waiting for the market to turn," Shawn explains. "This was the time that we went out and started hunting new deals for the investors that he had, and this is the time that I actually learned the most about hunting those deals. I did this for about two years and then my clothing company took off, so I had to focus on that full-time."

Coming to Alaska

When Shawn first arrived in Alaska on a business trip, he was blown away by the state's beauty. Coming from the concrete jungle of LA, the fresh air and mountain breeze was a sweet relief. Soon, he began traveling back and forth from California to Alaska.

"Alaska had so much nature. It was the total opposite of where I came from. I was 24 years old when I saw snow for the first time. So I started making trips back and forth, and I've been doing that for 18 years now," Shawn explains. Over the years, Shawn has spent more and more time in Alaska. For the past seven years, he's spent eight months each year in The Last Frontier.

Lending Calls

Shawn had long envisioned a return to the real estate business, and in 2019, he made that dream a reality. This time, rather than working as a real estate agent, he chose to enter mortgage lending.

"After selling my clothing company, I bought a toy hauler and spent a year traveling around the lower 48 and then got back into real estate on the mortgage side. I wanted to get back into real estate, but I wanted to get into the numbers side of things. I liked the art of the deal. I wasn't personality-wise the best person to be showing homes, but I loved running the numbers and making deals work. So I decided to get into mortgage lending," Shawn shares.

During his time selling real estate, Shawn gained tremendous experience in real estate investing and commercial real estate alongside more traditional residential resale deals. So, while he enjoys handling residential transactions, his bread and butter as a lender has become investments and commercial real estate.

"I'm big on helping people build generational wealth and investment portfolios. There are a lot of people out there who don't realize they have what it takes to become an investor. I strive to help people understand they can do it. Over the last year or so, I've really focused on investors and commercial [real estate], although I still appreciate a traditional residential loan," Shawn shares. "I really understand the investments and commercial loans. I have a lot of experience with that, and I enjoy dealing with self-employed borrowers as well. I enjoy the creative side of the work I do."

"I can help REALTORS® understand investing and commercial [real estate]. There's an entire market out there that many are scared to get into because they don't think they know enough. I started a program to help REALTORS® break into commercial and investment spaces. There is so much more to real estate than single-family homes. There's a lot of business to be had in investing and commercial real estate. I can help agents understand the lingo, the knowledge they need, and get them up and running."

More Growth on the Horizon

Looking ahead, Shawn has dreams that go beyond simply closing loans. He recently purchased an office and warehouse space where he intends to teach classes on investing for lenders, real estate agents, and the broader public. His project, Tac Cat (Tactical Capital Advisory Team), seeks to combine his real estate and mortgage expertise with teachings on investing and financial analysis.

"My work, more than anything, is about learning about investing and commercial [real estate]—for investors, REALTORS®, and more," Shawn says. "That's what my expertise has become, and that's what I want to grow. I love living here in Alaska. Hopefully, I can bring some of the knowledge from the places I've lived in and help this place continue to grow. The legacy I want to leave is to help Alaska continue to grow by helping Alaskans build generational wealth."



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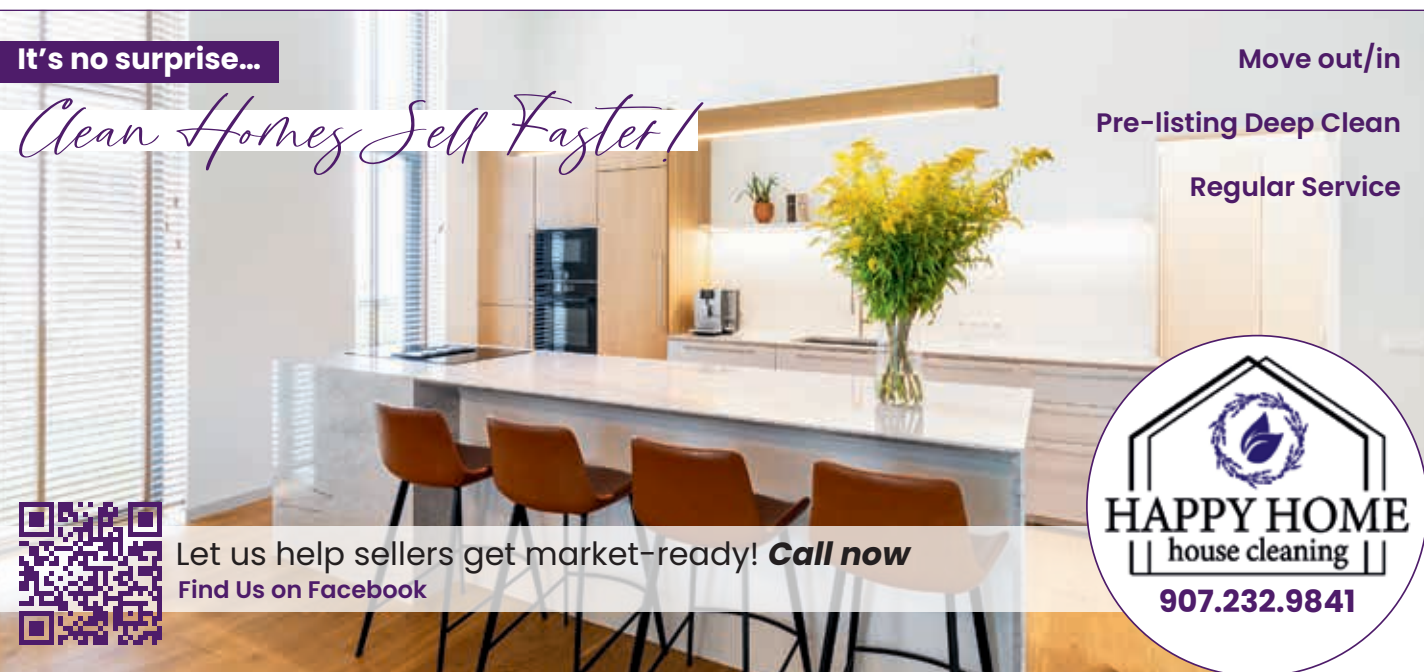




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By The Numbers

2024 by the Numbers

Here's What Alaska's Top 300 Sold Last Year

12,696

Total Transactions

96

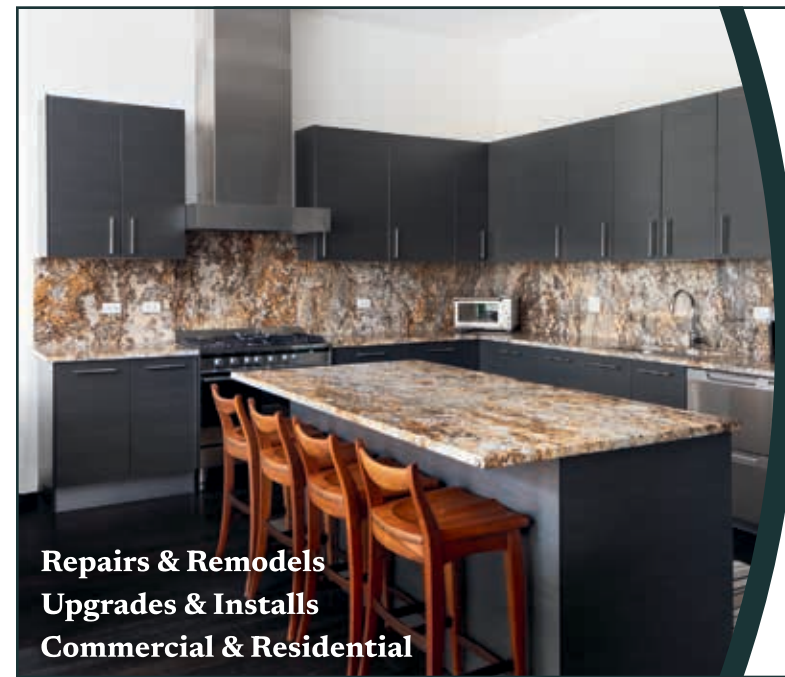
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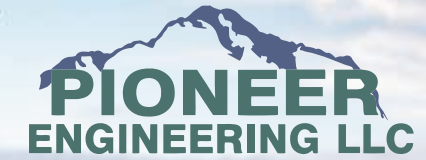
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The 3 Biggest Regrets of Real Estate Agents—and How to Ensure They’re Never Yours

BY WAYNE SALMANS, FOUNDER OF HERO NATION COACHING

Picture this: A real estate agent at the top of their game, admired by their peers, seemingly unstoppable. And yet, behind the scenes, they’re battling a silent crisis—no deals, no clients, no financial safety net. Despite years in the business, they’re panicked about paying the bills, let alone achieving their goals.

This isn’t just a story; it’s a cautionary tale.

Success in real estate isn’t about working harder—it’s about working smarter. After coaching thousands of agents, I’ve seen three common regrets that derail even the most promising careers. The good news? These regrets are entirely avoidable if you take the right steps today.

Here’s what every agent should know to future-proof their career.

1. “I Wish I’d Built My Database Sooner.”

Let me ask you something: If your social media accounts vanished tomorrow, how would you reach your clients? For too many agents, the answer is a sobering one—they wouldn’t. They’ve spent years chasing one-off transactions instead of cultivating long-term relationships.

Your database isn’t just a contact list—it’s the engine of your business. Agents who consistently nurture their database generate \$150,000 or more annually in repeat and referral opportunities.

What to Do Right Now:

- **Organize Your Contacts:** Gather all past clients, leads, and your sphere of influence in one place.
- **Segment and Prioritize:** Categorize contacts into groups (A, B, C clients) based on the strength of your relationship.
- **Systematize Your Outreach:** Commit to a regular schedule of touchpoints—whether through monthly newsletters, personal calls, or social media messages.

Pro Tip: Consistency beats complexity. Even a simple plan executed well will yield better results than an elaborate system you never use.

Resource: Need help getting started? Download my free **Database Planner** by texting me “DB Planner.” @ 469-500-3642 And check out *Rethink Everything You Know About CRM* by Tommy Clifford for a fresh take on database management.

2. “I Wish I’d Taken Control of My Finances.”

Real estate agents often enter the industry to create financial freedom—but too many find themselves trapped by inconsistent income, mounting debt, and lack of savings. Even successful agents can find themselves living paycheck to paycheck, with no plan for future wealth.

Here’s the truth: If you don’t tell your money where to go, it will disappear. You don’t need to earn more—you need a better system.

What to Do Right Now:

- **Adopt the Profit First Method:** Allocate every dollar you earn into specific accounts: profit, taxes, operating expenses, and personal pay.
- **Build Reserves:** Aim for three to six months of operating expenses to safeguard against market shifts.
- **Invest for the Future:** Funnel your profits into wealth-building assets like rental properties or retirement accounts.

Pro Tip: Wealth isn’t about making more—it’s about keeping more.

Resource: Read *Profit First* by Mike Michalowicz, a game-changing guide to managing your finances like a business owner.

3. “I Wish I’d Asked for Help Sooner.”

Real estate isn’t a solo sport. Trying to do it all yourself—marketing, admin, lead generation—leads to burnout and missed opportunities. The agents who grow their businesses sustainably are the ones who build the right team and seek the right support.

But here’s the catch: hiring without a plan can be worse than not hiring at all. That’s why your first investment should be in a coach—someone who can guide your decisions, help you avoid costly mistakes, and accelerate your growth.

What to Do Right Now:

- **Identify Your Gaps:** Are you overwhelmed? Struggling to scale? Losing clarity?
- **Hire a Coach:** A coach can help you create a strategic roadmap and collapse years of trial and error into months of progress.
- **Plan Your First Hire:** Whether it’s an assistant, buyer’s agent, or marketer, a coach can help you pinpoint the right person for your needs.

Pro Tip: The right hire will double your capacity. The wrong hire will double your headaches.

Resource: Ready to hire strategically? Book a free **Laser Coaching Call** with me, and let’s map out your next move. www.HNStrategySession.com

The Hidden Regret: Resistance and Resentment

One regret agents rarely talk about is the wasted energy spent resisting change or resenting challenges. Whether it’s a shifting market, new technology, or unexpected obstacles, the agents who thrive focus on three questions:

1. **What can I control?**
2. **What do I have right now?**
3. **What’s my next best step?**

Adaptability isn’t just a survival skill—it’s a competitive advantage.

Resource: My book, *The Art of Getting Back Up*, is a practical guide to resilience and reinvention.

Your Quick-Start Action Plan

1. **Database:** Download the Database Planner and commit to reaching out to 10 past clients this week.
2. **Finances:** Open a “Profit” account and allocate 1% of your next commission check.
3. **Support:** Schedule a free coaching session to identify your next strategic move.

Why This Matters

Every successful agent you admire has faced the same challenges. The difference is, they acted before regret set in. You don’t have to wait for a crisis to start building the business—and life—you deserve. The time to future-proof your career is now.

Call to Action

If you’re ready to take control of your business, build sustainable systems, and eliminate regret, I’m here to help. At Hero Nation Coaching, we specialize in helping agents achieve faster success with fewer bruises.

Book your free strategy session today at www.HNStrategySession.com.

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Gina Pelaia

Berkshire Hathaway HomeServices Alaska



Legacies, Little Things, & Impacts That Last a Lifetime

STORY WRITTEN BY LINDSAY HARDMAN
PHOTOS BY GOLDIE SHEALY, GOLD PORTRAIT CO.

Legacies are created by the little things. Momentous occasions certainly have their place, but it's always the little things woven together over time that create something legendary. Much like Alaska...tremendous beauty, made up of all the puzzle pieces of nature.

For one Alaska REALTOR®, those puzzle pieces started coming together very early. As a third generation REALTOR®, it was already in Gina Pelaia's blood. She grew up fully immersed in the industry, and followed in

the family footsteps by getting licensed in 1996 and getting her start in Texas selling manufactured homes. After the birth of her third child and entering single parenthood, she found herself looking for a change.

Moving to Alaska in 2003 began as that change, but quickly grew into a pivotal life shift. She became driven by a deep appreciation for the unique beauty and potential of Alaska, and was drawn to the idea of being able to help others discover their dream in this vast landscape she was falling in love with. As

a passionate and natural connector, her path became crystal clear to her – and to those around her.

“It was really my sister-in-law who told me that I was born to do this,” she says. “I decided to listen to her and take the leap. I realized how much I loved it and have never looked back. It began as a means to build a fulfilling life for my children and myself, but it quickly became about more than just selling homes. It was about helping families find their perfect place – a space where they could thrive and create lasting memories.”

That personal drive has translated into transformational success for both Gina and her clients, and the relationships she has cultivated over the last 22 years have proven to be lifelong. She continues to have repeat clients that have become a second family – in being able to walk alongside them as their families grow and change, she has proven to be a crucial part of so many lives. She understands how deeply personal and special each transaction is, and has made it her personal mission to ensure each and every homebuyer has nothing less than an exceptional experience. They are more than just homebuyers.

“Every success story reminds me of why I started this journey: for my kids, for our future, and to make a meaningful impact for other families. One home at a time.”

Her journey hasn't been without its roadblocks, but having firsthand experience with struggle and anxiety – especially as a single mother who always puts her family first – helps her clients feel

at ease. They know they are far more than just a number to her, and challenges are no deterrent for her tenacity. She's found that those with significant challenges to overcome tend to be the relationships she cherishes the most. She will go to the ends of the earth to ensure her clients are able to close, knowing exactly how it feels when that mountain feels insurmountable.

“Being part of their journey and witnessing the joy and relief on their faces as they step into a space they can call their own is profoundly fulfilling,” she says with a bright smile that just radiates gratitude.

It's not just her clients who glean inspiration from her, though. Known for her dedication, leadership and passion for Alaska, Gina is more than a top-producing agent – she is a mentor, an advocate for her community, and a source of inspiration to others in the industry. As she advanced in her career, her natural leadership abilities became evident. Driven by a desire to uplift her team and community, she quickly moved into leadership roles within her company, where she is currently recognized as the #1 agent in the state for Berkshire Hathaway Home Services and ranked in the top 1% nationwide. Her success, however, is not measured by numbers and accolades.

“I believe leadership is about empowering others,” she explains. “It's about creating an environment where people feel valued and supported, where they can grow and achieve their potential. I want to inspire others, not just in real estate, but in every aspect of their lives.”



between technology advancements, regulatory changes and market trends, makes it imperative that she stay informed and adapt quickly, ensuring her team stays educated and prepared for those shifts. Navigating market fluctuations can be a roller coaster as well; shifts in demand, economic changes and seasonal variations all play a role in the day to day life of a career in real estate, and leading her team throughout these fluctuations while still keeping morale high and ensuring clients still receive excellent service can be challenging.

She never has any qualms about marching forward, though. On the contrary, she leans in with the best of them – knowing full well that no matter what valleys the market takes her though, she will undoubtedly find the way out and will help her clients do the same.

She leaves no one behind. She knows what it feels like to be unsure and unsteady, and has made it her personal mission to help homebuyers walk their walk with confidence and fulfill their own dreams.

Her family is at the forefront of everything she does. Her humble beginnings as a new REALTOR® were spent putting up signs and doing showings with her youngest son at her side, who is now well on his way to becoming a fourth generation leader in the industry. Her grandchildren are regulars at her office and she takes immense pride in being a grandmother.

“Family is at the heart of everything I do,” she says. “My three children and my grandchildren are my biggest source of joy, and they

remind me of what truly matters in life.”

She’s quick to point out that what matters most is the little things: time with family, time outdoors, soaking in the breathtaking landscapes or creating a home cooked meal for her loved ones. Much like her family, her love for the outdoors knows no bounds. Whether fishing, camping, or skiing, Gina is happiest when she’s embracing the rugged beauty of the place she calls home. This connection to nature, in conjunction with her indomitable work ethic and deep family values, has shaped her perspective on life and her career.

Her success has never been about personal achievement, but about serving and leaving a lasting legacy. She hopes to inspire the next generation of real estate professionals and equip them with the skills, knowledge and mindset to succeed.

“I want to be remembered for helping others reach their potential. The greatest fulfillment comes from seeing the people you mentor succeed and knowing you played a role in their journey.”

Her vision for the future of real estate is grounded



in integrity and ethical practices. She is committed to fostering a culture of trust – both with her clients and within her team. She is a strong believer in leading with transparency and authenticity, and building strong, lasting relationships that stand the test of time.

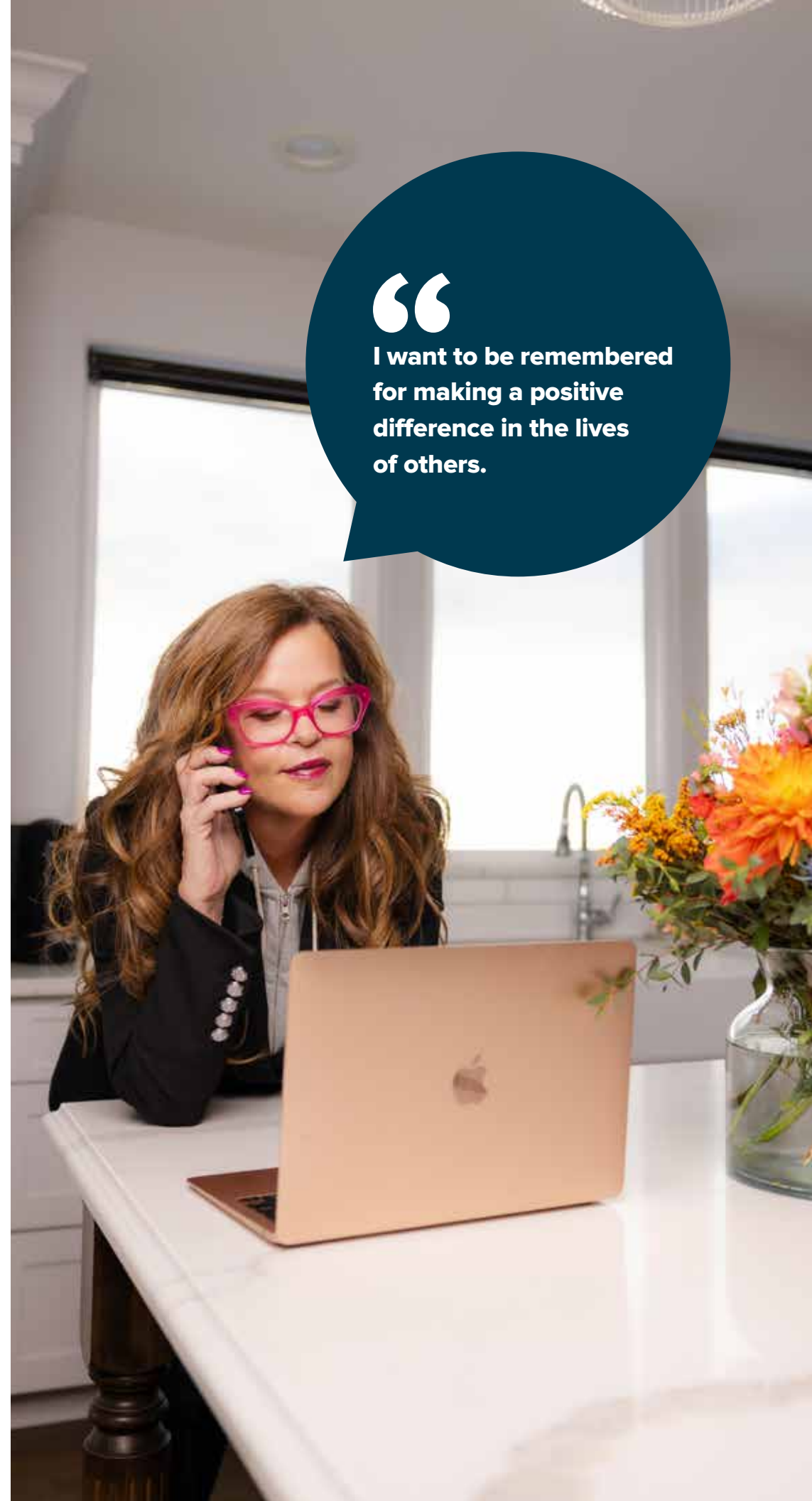
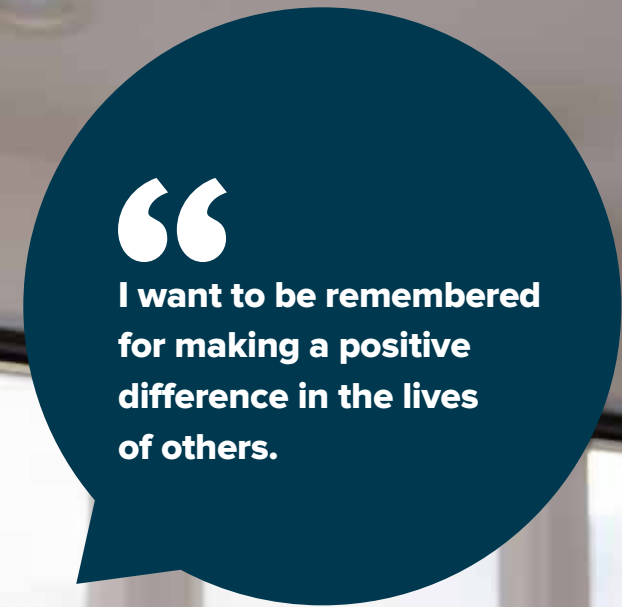
“It’s a continuous journey,” she says, mindfully. “There is always room for growth. I strive to bring my best to every client, every transaction, and every interaction. Whether it’s helping someone find their dream home, mentoring a new agent, or simply leading with integrity, I want to leave a legacy of trust and excellence. I want to be remembered for making a positive difference in the lives of others.”

Ask anyone who knows her, and it’s safe to say she has already made her mark on the industry. Being a non-native Alaskan, she brings a different level of love, respect and adoration for the land and lifestyle, and an ability to share it in a way that encourages others to not just dream big, but dream long. It’s not just about the house now...it’s about the stepping stones, and the memories to make throughout the next decades of life for you and your family.

She knows the process looks different for everyone, but at the end of every day, she holds fast to her own reminder of why she continues to follow her passion.

“It was my son who ultimately brought me here. It was the beauty and the people kept me here. I’ve never looked back. I’ve never needed to.”

As they say, don’t look back. You’re not going that way.



Her leadership style is rooted in integrity, authenticity, and continuous improvement. She leads by example, mentoring both seasoned professionals and new agents to navigate the challenges of the ever-evolving real estate market. Her approach to leadership has earned her the title of Realtor of the Year (twice!) and recognition as one of the industry’s most respected figures. In 2023 alone, Gina’s impact on the Alaskan real estate market was nothing short of extraordinary. With a total sales volume of over \$21 million and 38 successful transactions, she demonstrated not only her expertise in the industry, but exemplified what it truly means to lean into the idea that anything IS possible.

Like many, she has faced numerous challenges along the way. However, her resilience and determination – traits she learned from watching her father’s unwavering work ethic –

have been instrumental to her success. Gina’s father instilled in her the importance of hard work, perseverance, and dedication – values she still carries with her daily.

“I’ve faced ups and downs in life, but what I learned from my dad was that the key to success is resilience,” she says. “No matter how many challenges you face, you get back up, keep pushing forward, and never lose sight of your goals.”

Her commitment to overcoming various trials and staying adaptable has made her a source of strength for her clients and colleagues alike. She understands the nuances of the Alaskan market, where the landscape can shift rapidly, and she uses her knowledge and experience to help clients make informed decisions – even in uncertain times. Staying ahead of shifts in the industry is paramount. The constant evolution of the real estate landscape,



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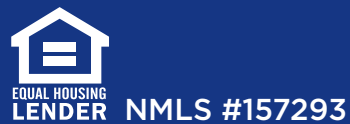
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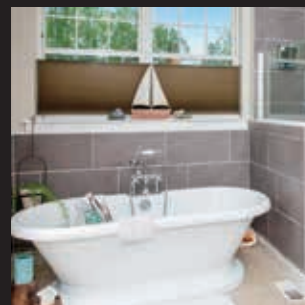
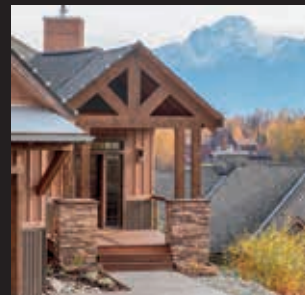
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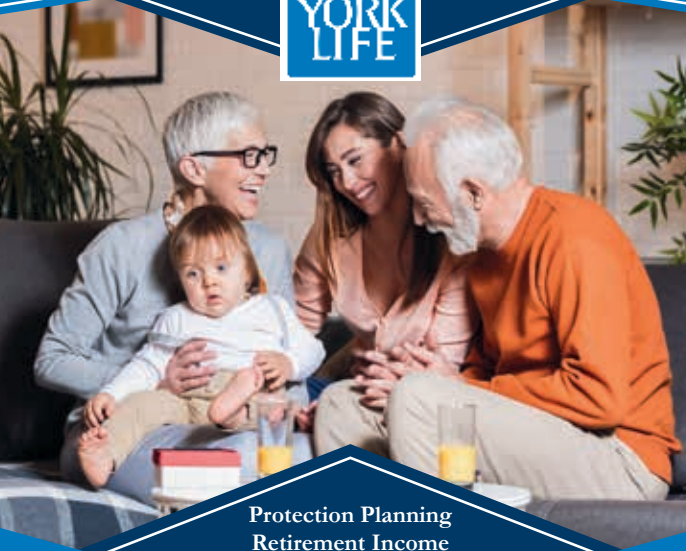





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STORY WRITTEN BY
ZACHARY COHEN
PHOTOGRAPHY BY
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Growing up in Big Lake, Alaska, Hilary Lockhart's childhood was characterized by humble beginnings and the raw beauty of the Alaskan wilderness. With Horseshoe Lake as her backdrop, she was raised in a life of hardship and love. While there was struggle, those challenges prepared her for the eventual successes she would experience.

In Big Lake, Hilary's parents built a three-story house, but faced with financial limitations, they sealed off the bottom floor to live in. Hilary and her brother shared the only bedroom; their parents slept in the living room.

Those early years taught Hilary more than resilience—they taught her gratitude. Her father's relentless work ethic left a lasting impression, and her mother taught her the value of family and relationships.

"My dad would be gone before I woke up and home just long enough to eat and go to bed," she shared. "But he showed me the value of work ethic."

Moving to Anchorage at age 10 was transformative for Hilary. With their new

three-bedroom house, complete with a TV, Hilary experienced firsthand how hard work could turn scarcity into security.

"Our lives totally changed when we moved to Anchorage. There, my dad showed me that persistence pays off, while my mom instilled the importance of family closeness," Hilary continues. "They taught me to be content with what we had, but I also saw how hard they worked to get us out of the situation we were in."

As she reached adulthood, Hilary set off on her own life adventure. She and her high school sweetheart and eventual husband, Zack, moved to Arizona when Hilary was just 18. They bought their first house soon after and, a few years later, completed their first house flip.

"We were 24 years old and hooked," Hilary reflects. "Over the next decade, we bought and sold many properties."

Hilary went on to build a successful career as a headhunter for home childcare providers. During her 17 years in the industry, she franchised into seven

locations. She also founded local distillery Alaskan Spirits. Meanwhile, she lived a creative life, splitting time between Arizona and Alaska, becoming a snowbird at an early age.

In 2013, she turned her attention toward real estate sales.

"After giving away over \$100,000 in real estate commissions, my husband told me I should get my license. I am a loving wife who listens, so I obliged," Hilary jokes.

Hilary began her real estate career in Arizona and quickly expanded in Alaska. After many years splitting their time between Alaska and Arizona, Hilary and her family decided to make Alaska their permanent home in 2019.

"Alaska has amazing homeschool programs, and as my children grew, it became clear that we needed to be here full-time," she explains.

In 2022, she took the next big step in her business, founding Locals Realty powered by Real Broker. Her team closed \$26 million in 2023. In 2024, they've grown from a team of three

My dad
SHOWED
ME THAT
PERSISTENCE
PAYS OFF,
WHILE
my mom
INSTILLED THE
IMPORTANCE
OF FAMILY
CLOSENESS."

Hilary Lockhart

REAL Broker LLC

to a team of seven and are looking to keep expanding.

“When I decided to make real estate a career, my goal was always the people,” Hilary shares. “I truly felt that the client experience was all that mattered. Putting people first always proved to me that money would follow.”

Hilary has also taken a creative approach to her business. Since she ran businesses in two different states for many years, she became adept at using showing assistants to be her boots on the ground while she wrote up contracts, negotiated deals, and worked

with clients from afar. Although she’s now full-time in Alaska, she continues to implement that model to allow her to free up time for family and travel.

“When I was splitting time in Arizona and Alaska, everyone told me I couldn’t be successful splitting

time, but I kept thinking about how my skill set in making sure my buyers understood the contract, understood the inspection, and negotiated well were still important. I could pay for someone to open up a door, and it worked,” Hilary explains.



Outside work, Hilary is devoted to her family. She and her husband, Zack, have four children, Faith (22), McKayla (20), Ireland (16), and Lux (14), and two dogs, Aspin and Jamo. They enjoy traveling and setting goals together.

“I have no idea where I would be or who I would have become without [my husband] in my life,” Hilary

Putting people first
**ALWAYS PROVED TO ME THAT
MONEY WOULD FOLLOW.”**

gushes. “I had never left the country by the time I graduated. He promised me from a very young age to show me the world. My

dream of being a mom then turned into having a family with him and showing them the world together. We have now been to over 40

countries together and have taken our four daughters to over 30.”

Hilary also shares that each one of her children has assisted with self-development. Faith brings unshakeable positivity and selflessness, McKayla shows Hilary that she can be a mom and a friend to her daughters, and Ireland encourages Hilary to be the



Fun Fact

Alaskan Spirits won a gold medal for best vodka in an international spirits competition. During COVID-19, the company shut down the vodka operation and switched to manufacturing hand sanitizer.

best she can be by being a powerful mirror. Lux's birth was one of Hilary's most defining moments. Having always dreamed of a home birth, Hilary's wish came with risk—it was against the law in Alaska and Arizona to have a home birth following a C-section. After finding a midwife who would support her, Lux's entry into the world was both miraculous and harrowing. Lux arrived not breathing, her tiny

body turning purple as the midwife performed CPR.

"I knew if we lost her, my marriage wouldn't survive. It was my dream to have a home birth, but my husband didn't believe in it," Hilary shares.

Lux fought through, breathing—and proving that miracles do exist.

"She's my reminder that life can change in a moment," Hilary says. "I'm most grateful for my family. I got very lucky meeting my

husband at 12 years old and creating a great friendship with a boy who turned out to be a man I fell in love with years later. I want my daughter to take over the business one day. Every single day, I think about how to make the business run more smoothly and have better systems so she can soar... I love dreaming and setting goals to see how the universe unfolds to the magic of creating it in front of me."



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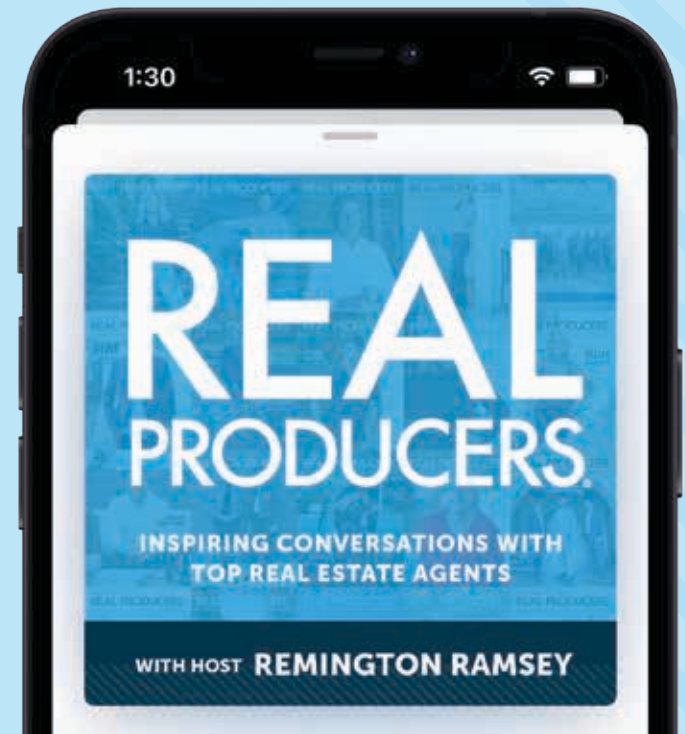
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