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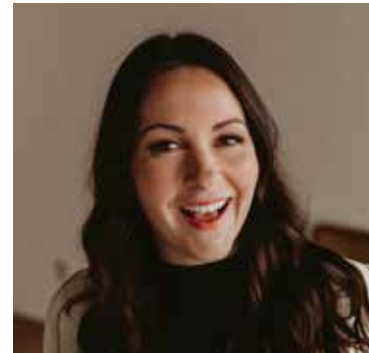
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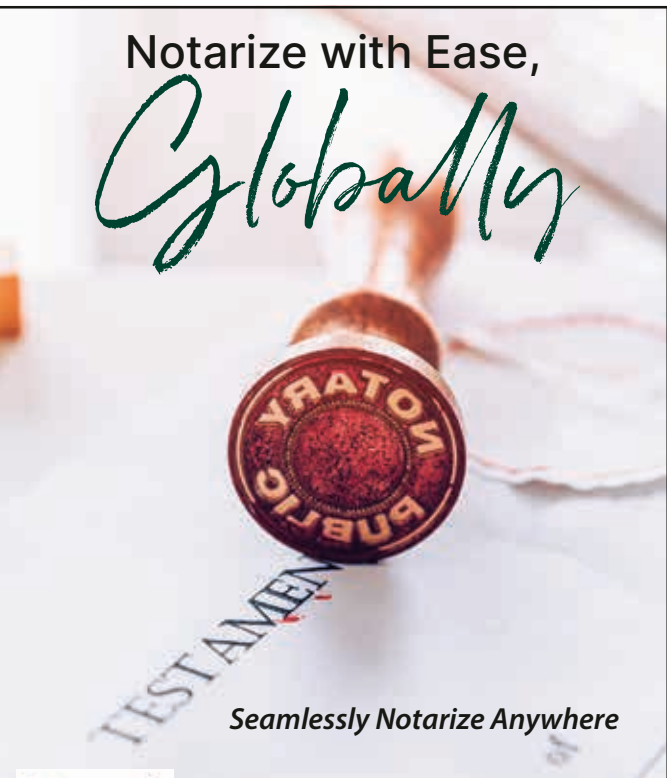
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# Amy NEUHARTH

“The world breaks everyone, and afterward, many are strong at the broken places.” – Ernest Hemingway

Amy Neuarth embodies this strength. A decade ago, a divorce altered her path, leading her to real estate—a temporary fix that became a passion. Starting as a receptionist, she quickly earned her real estate license and built a thriving career in Alaska. Despite initial doubts, she gained confidence by prioritizing authenticity and honesty.

**Top REALTOR®**

Amy’s success stems from genuine care for her clients. She once supported a grieving widow during a home sale and fulfilled a past client’s wish by scattering her mother’s ashes in Africa. With over \$22 million in transactions in 2021, she has earned numerous awards, yet she values meaningful moments over financial gain.

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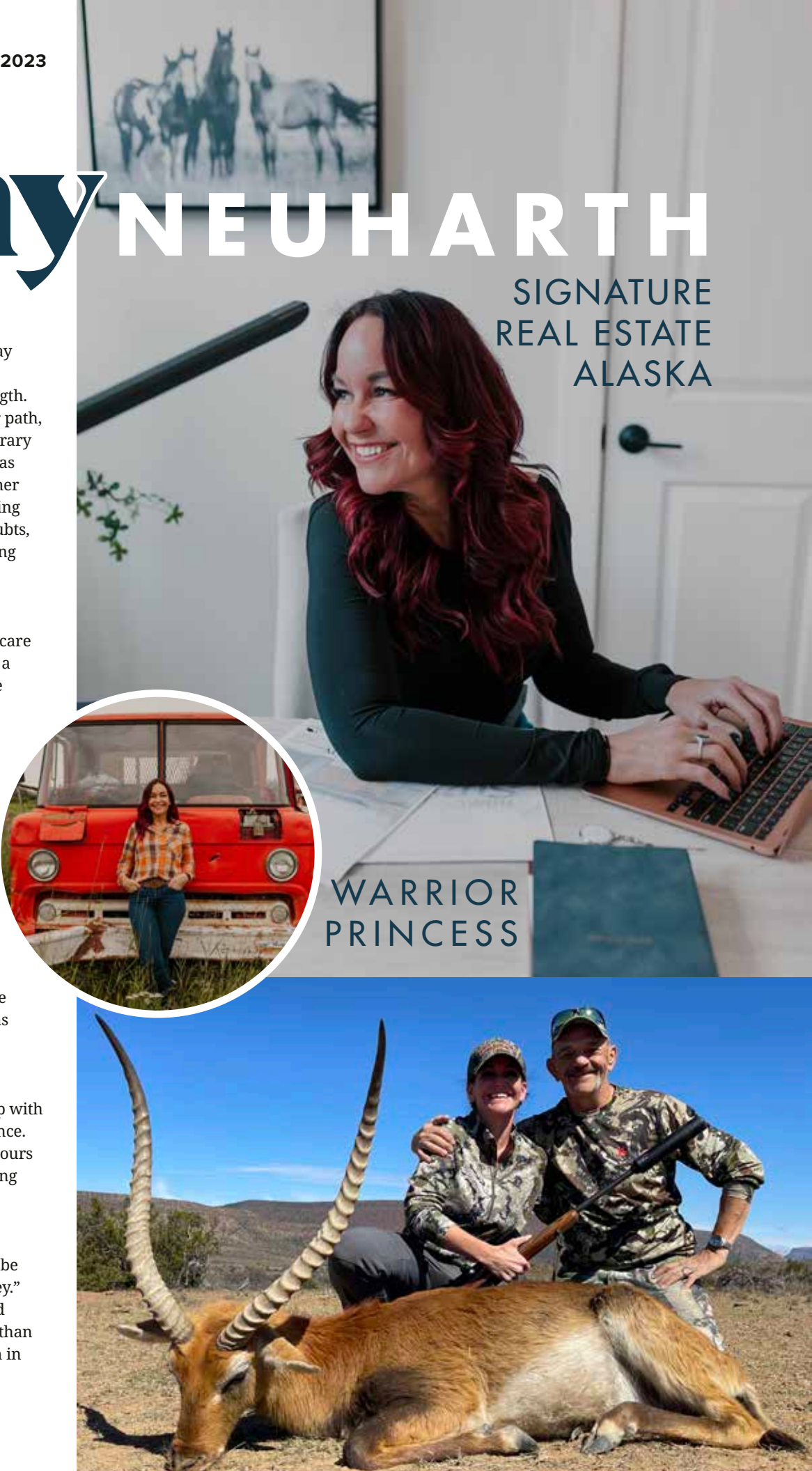
Ranked #35 in Alaska, Amy operates without a team, managing her business with an unparalleled drive. She works tirelessly, ensuring her clients make informed decisions, even if it means advising against a purchase.

**Warrior Spirit**

A life-changing African hunting trip with her father reinforced Amy’s resilience. Tracking an injured Nyala for six hours alone, she refused to give up, earning the title “Warrior Princess.”

**More Than Success**

Amy’s philosophy? “You will never be successful if you focus on the money.” Her perseverance, authenticity, and passion for people make her more than a title—she’s a force of nature, both in business and life.







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# Guiding Clients HOME

## The Real Estate Journey of Sean Williams EXP Realty LLC

In the fast-paced world of real estate, success isn't just about selling houses—it's about creating meaningful connections, staying ahead of the curve, and bringing something unique to the table. Sean Williams has done just that. With a background that spans from academia to outdoor leadership, he has carved a niche in Alaska's luxury real estate sector, redefining excellence along the way.

### From Mountain Peaks to Market Peaks

Unlike many who enter real estate with a business background, Sean's journey took a less conventional route. Born and raised in Birmingham, Alabama, he attended Pomona College in California before earning an MA and PhD in philosophy in Oregon. However, the traditional academic path wasn't for him. Instead, Sean spent 15 years working as a mountain guide, leading expeditions in Alaska, Patagonia, New Zealand, India, and British Columbia. During this time, he worked with the US Naval Academy, Columbia and Wharton Business Schools, and SpaceX in the expeditionary area.

While guiding offered adventure, Sean yearned for a career that provided long-term stability. The real estate world caught his eye when his in-laws, who owned a small brokerage in Vermont, introduced him to the business. The idea of building something from the ground up, coupled

with his passion for working closely with clients, made it the perfect fit. And so, with the same confidence that helped him navigate treacherous mountain terrains, he dove headfirst into real estate.

### Hitting the Ground Running

Sean's impact on the industry was immediate. In his first full year in real estate, he closed a record-breaking \$2.6 million deal—the largest sale in his local Vermont board's history. This early achievement set the stage for his trajectory, proving that his ability to assess risks and stay composed under pressure translated seamlessly into the world of high-value transactions. Being licensed in a such a rural area allowed Sean to learn the importance of reputation, he remembers that with a small population of agents and working with the same ones repetitively, making an honest name for yourself made all the difference.

His momentum hasn't slowed. This year, he's being honored at the eXp Alaska Success Celebration for his outstanding achievements. But awards and accolades aside, Sean's true success lies in his unwavering commitment to his clients. His background in elite leadership education has given him a distinct advantage, allowing him to negotiate with precision, foster deep trust, and consistently deliver exceptional results.



Beyond his success in real estate, Sean has developed a strong personal brand built on reliability, professionalism, and authenticity. He understands that buying or selling a home is one of the most significant decisions a person can make, and he takes great pride in ensuring the process is as seamless and enjoyable as possible. His ability to connect with clients on a human level, coupled with his vast industry knowledge, makes him a trusted advisor in the Alaskan real estate market.

### What Sets Him Apart?

Real estate, particularly in the luxury sector, requires more than just sales skills. It demands a level of sophistication, market knowledge, and emotional intelligence that separates the good from the great. In addition to his eXp awards, he also holds the NAR Pricing Strategy Advisor and various other designations. Sean's experience outside Alaska gives him an edge, allowing him to navigate high-end transactions with ease.

But more than that, Sean believes in relationships over transactions. His approach is meticulous—he doesn't just sell homes; he curates experiences. Whether he's helping a family find their dream home or working on a multimillion-dollar deal, his attention to detail and client-first mentality remain at the forefront.

A major factor in his success is his ability to anticipate the needs of his clients before they even articulate them.



He is known for his strategic thinking, keen negotiation skills, and a deep understanding of the nuances of the market. These qualities, paired with his genuine care for his clients, ensure that each transaction is handled with the utmost precision and professionalism.

**Beyond the Business**

When Sean isn't negotiating deals, you can find him exploring Alaska's breathtaking wilderness. An avid adventurer, he spends his free time backpacking, skiing, packrafting, skate skiing, ice skating, running, and biking. Each year, he makes it a point to embark on at least one extended backcountry trip—a tradition that keeps him connected to the land he loves.

This love for the outdoors isn't just a hobby—it has deeply influenced his approach to business. The patience, resilience, and adaptability he honed as a mountain guide now serve him well in real estate. He knows how to assess risk, think on his feet, and maintain composure in high-pressure situations, all of which contribute to his reputation as a reliable and effective real estate professional.

Beyond adventure, Sean is also an avid reader, fascinated by philosophy, psychology, and business strategy. He believes that continuous learning is crucial to personal and professional success, often applying insights from his

academic studies to his real estate career. His intellectual curiosity, combined with his real-world experience, allows him to approach challenges from multiple perspectives, always seeking innovative solutions for his clients.

But above all, Sean is a devoted father. His four-and-a-half-year-old daughter, Cecily, is his greatest joy, and he cherishes every moment spent with her. Whether they're hiking in the mountains or simply spending time at home, she remains the center of his world. Parenthood has given him an even deeper appreciation for helping families find their perfect homes, as he understands firsthand the importance of a strong and supportive home environment.

**The Road Ahead**

Sean has big plans for the future. Professionally, he aims to scale his business by hiring a full-time assistant and building a small, high-performing team. But it's not just about growth—it's about maintaining the integrity and client-focused approach that have been his hallmark from day one.

In addition to expanding his business, Sean is passionate about continuing his education in the real estate field. He believes that staying ahead of industry trends and market fluctuations is crucial in providing the best possible service to his clients. Whether it's through

advanced certifications, networking with top professionals, or studying market analytics, he is always looking for ways to sharpen his skills and enhance his expertise.

While he isn't currently active in volunteer work, Sean has a history of serving as a board chair and engaging in charitable initiatives. As his business continues to flourish, he looks forward to finding new ways to give back to the community that has supported him. Whether through mentorship programs, community outreach, or housing initiatives, he hopes to use his success to make a meaningful difference.

**Words to Live By**

For those looking to break into real estate, Sean offers simple but powerful advice:

“Go full-time and work like crazy. Be confident, and don't take no for an answer—or take it and move on to someone else. Or, join a team and do whatever the team leader tells you to.”

His no-nonsense approach underscores the importance of dedication, resilience, and a willingness to learn. In an industry where persistence is key, Sean's mindset has been a driving force behind his success.

**A Mindset for Success**

Sean lives by the phrase, “Anything is possible.” This belief has carried him through career transitions, financial pressures, and the challenges of high-stakes real estate. Whether guiding clients through complex deals or navigating Alaska's rugged landscapes, he approaches each challenge with confidence and determination.

His story is a testament to the power of adaptability and hard work. From mountain peaks to luxury real estate, Sean Williams has proven that success is not about where you start—it's about where you're willing to go. With an unrelenting drive to serve his clients, expand his business, and make a lasting impact, there's no doubt that Sean's journey is only just beginning.

“

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# Martha

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WRITTEN BY NICK INGRISANI  
PHOTOGRAPHY BY NICOLE ORTH, NORTH PHOTOGRAPHY

Real estate wasn't part of Martha's original life plan, but looking back, it was always where she was meant to be. Her journey from a successful career in hairstyling to becoming an accomplished associate broker is a testament to adaptability, resilience, and a deep commitment to serving others.

### Deep Alaskan roots

Martha moved to Wasilla when she was 2 years old and grew up on 13 acres of land in a small cabin. She was raised as a Jehovah's Witness but knew at a very early age that the faith wasn't for her. "It was challenging to go against the grain of my parents and the community I was raised in, but it taught me to trust my intuition and stay true to myself and my own moral compass," she reflects. "I experienced many difficult things growing up, but it taught me how to be resilient and I'm thankful for that." After graduating at the top of her class from Wasilla High School she went to Mat-Su College and then UAA to study anthropology.

Over time, she began to question the long road ahead—the years of study and the mounting student debt that would be required to have a career in her field. One day a conversation with her friend sparked a change of direction. "My friend was a hairdresser and she said if I went to hair school I could start doing that right away," she reflects. "I left college with my associate's degree and went to the Trendsetter School of Beauty in Anchorage, got my cosmetology license, and started working in 2012.

After earning her cosmetology license, Martha hit the ground running in 2012. She started in a commission-based salon, following the well-worn path of most new stylists, but quickly made a name for herself. Within two years, she took the leap and opened her own salon alongside two other women. Her ability to build meaningful client relationships and prioritize ongoing education made her stand out. She didn't just master her craft; she became an educator, traveling and teaching hairstylists about advanced coloring techniques for a prestigious international brand. While the travel and teaching were exciting, the demands of balancing her full client load, training responsibilities, and business ownership began to take their toll. She found herself questioning if this was truly her long-term path.

### A Serendipitous Shift

As Martha pondered her next steps, the answer quite literally walked into her salon. One of her clients, Sheila, was sitting in her salon chair and suggested she try real estate. "I was open to the opportunity because I knew I wanted to make a change, so I said OK."

A meeting with Marty Van Diest, a respected local broker, solidified her decision. From the start, she was drawn to his ethical, client-first approach—a far cry from the stereotypical

image of a pushy salesperson. Martha jumped in without hesitation, studying intensively for three months before passing her real estate exam on the first try.

Still balancing her salon commitments, she spent nine months straddling both careers before making a clean break and diving into real estate full-time. She left the salon she had co-founded, rented a booth at another location for a short transition, and then fully embraced her new role.

### Building a Thriving Business

The transition to real estate was swift and successful. In her first year, she closed 18 transactions, drawing from a network of loyal hair clients, as well as referrals from her mentors Marty and Sheila, who entrusted her with her very first listing. It didn't take long for Martha to realize that this was her true calling. "I like learning new things, so I enjoyed real estate from the start," she says. "I think that's why real estate still works for me because every transaction is different and there's always something new to learn."





What set Martha apart was her commitment to education—both her own and that of her clients. Having spent years training other stylists, she was skilled at breaking down complex concepts and managing expectations with her real estate clients, guiding buyers and sellers through every step of the process with clarity and transparency. To her, a successful transaction wasn't just about closing a deal; it was about ensuring that clients felt informed, confident, and empowered throughout the process.

**Taking an Ethical Approach to Leadership**

Now an associate broker, Martha has taken on a leadership role within her brokerage. She not only manages her own transactions but also assists with training new agents and reviewing files. She thrives in this mentorship role, much like the guidance she received from Marty. While she isn't certain if she wants to open her own brokerage one day, she remains dedicated to growing her business and upholding the same values that have made her successful: honesty, integrity, and an unwavering commitment to client satisfaction.

For Martha, helping people find a home is the most meaningful aspect of her role. Real estate isn't just about property; it's about creating a sense of place, security, and belonging. Her goal isn't just to sell houses—it's to strengthen her community by helping families find the right fit for their needs. She knows firsthand how homeownership fosters pride and investment in the local area, and she is committed to making Wasilla a better place to live.

“Helping people reach their dreams and giving them somewhere nice to live helps to strengthen our community,” she says. “When people are bought into community they want it to be a beautiful place to live. This is the only place I've ever lived and I want it to continue to be a beautiful place to live. Owning a home plays a big role in that.”

**A Life Beyond Real Estate**

While real estate keeps her busy, Martha makes time for the things that bring her joy. She and her corgi, Ruby, are an inseparable duo—Ruby even accompanies her to showings and has become her office mascot. Whether hiking and biking in the summer or cross-country skiing in the winter, Martha embraces the Alaskan outdoors whenever she can. Travel is another passion, particularly visiting family out of state and experiencing new places. And while she dedicates much of her time to clients and colleagues, she also enjoys a fulfilling personal life with her boyfriend.



Martha is also a passionate advocate for local businesses, recognizing the challenges that come with entrepreneurship. Having navigated the ups and downs of running her own salon, she is a vocal supporter of small businesses and even provided consulting services for the Alaska Small Business

Development Center during the COVID-19 pandemic. Her entrepreneurial spirit extends beyond her own success—she wants to see others thrive as well. “I love supporting local businesses and really being a cheerleader because it takes a lot of guts to open your own business.”

As Martha looks to the future, she remains committed to growing her real estate career, mentoring others, and ensuring that every client she serves feels confident and supported. Whether she's handing over the keys to a first-time homebuyer or guiding a colleague through their first transaction, one thing is certain: Martha is in it for the long haul, and she's just getting started.

Her success is proof that the right career isn't always the one you plan for—sometimes, it's the one that finds you.



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# WHO NOT HOW:

## The One Question That Will Change Your Business Forever

BY WAYNE SALMANS

High achievers have a superpower. They’re willing to do whatever it takes. There’s no job they consider beneath them, and they’re willing to put in the work. But that same superpower—the drive to do everything themselves—is also their greatest weakness.

If you’re a top real estate professional, you’ve likely built your success by being relentless, resourceful, and willing to grind harder than most. But here’s the hard truth: if you want to reach the next level, you can’t do it alone.

The difference between those who struggle and those who scale isn’t about working harder—it’s about asking a better question.

### Stop Asking “How?”—Start Asking “Who?”

Most people, when faced with a challenge, ask: “How can I get this done?”

But that question locks you into doing everything yourself. It leads to burnout, slower progress, and wasted potential. Instead, the most successful people ask: “Who can help me get this done?”

This one shift in thinking changes everything. It forces you to stop being the bottleneck in your business and start leveraging the strengths of others.

### Why This Matters More Than Ever

- Self-made is a myth. Every successful person has had mentors, coaches, and teams behind them.
- Every time you ask ‘How?’ instead of ‘Who?’ you’re procrastinating. Figuring it out yourself is slow. Finding the right person is fast.
- When you try to do everything, you limit what’s possible. The right “Who” removes limits.
- You don’t need to know how to do everything—you just need to know who can.

### How I Stopped Wasting Hours and Scaled Faster

A great example of this in my own business was hiring a video editor.



For years, I struggled with editing videos—cutting clips, adding captions, uploading content. It took hours of my time every week. Hours that could have been spent coaching my clients, building my business, or making memories with my kids.

Then, I found the right “Who.”

I hired a full-time video editor in the Philippines for \$700 a month. He works 40 hours a week creating an endless amount of high-quality videos for me.

Not only did this give me an enormous amount of time back, but it also changed his life. That wage provides a great median

income in the Philippines, and he’s making enough excess to put his brother through college.

Because I hired him, he gets to do what he loves, make a great income, and grow in his career. Meanwhile, I get back time, energy, and focus to do what I do best—coaching and leading.

### How to Know When to Hire Help

One of the biggest questions I get is, “When should I delegate?” Here’s a simple formula:

1. **Determine Your Hourly Rate** – Take your annual income goal and divide it by the total hours you want to work in a year.
2. **Compare It to Outsourcing Costs** – If you can hire someone for a task at 1/4 of your hourly rate, delegate it.
3. **Prioritize High-Impact Work** – Focus your time on tasks that move your business forward and generate income.

For example, if your goal is to make \$500,000 per year and you work 2,000 hours, your hourly rate is \$250/hr. Should you really be spending time editing videos or managing your inbox? Or should you hire someone at \$10-\$30/hr to handle those tasks while you focus on closing deals and growing your brand?

### Stop Seeing Delegation as a Cost—It’s an Investment

Every hour you spend doing low-value work is an hour you’re NOT doing high-value work. Delegation doesn’t cost you money—it frees up your time to make more of it.

### Your Next Hire

If you’re serious about growing, here’s where to start:

1. **Your First Hire: A Coach** – Your first investment should be in a coach who can help you avoid hiring mistakes, accelerate your progress, and create a clear plan.

2. **A Virtual Assistant (VA)** – A VA can handle repetitive tasks like:
  - Video editing
  - Social media management
  - Data entry
  - Lead creation
  - Calendar management
  - Client communication
  - And more
3. **A Transaction Coordinator** – The average transaction requires 13-16 hours of administrative work. Hiring a transaction coordinator frees you up to focus on prospecting and sales.
4. **Help at Home** – A cleaner, meal prep service, or childcare can free up time and energy for what matters most.

### Your Next Move

If you’re still trying to do everything yourself, stop. Ask yourself: Who can help me get to the next level?

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# Tru Built CONSTRUCTION

**Crafting Alaska's  
Homes with Passion  
and Precision, A Legacy  
of Trust and Quality**

STORY BY MADDIE FULLER • PHOTOS BY ARIEL NILES

For over two decades, Tru Built Construction has been building more than just homes in Alaska—it's been building trust. Based in Wasilla, this family-run general contracting company has become a household name for those looking for quality craftsmanship, professionalism, and a deep understanding of what it means to build in Alaska's rugged environment.

Owner and operator Kaulen Pevan has always had construction in his blood. His father, Bob Pevan, played a pivotal role in shaping him into the person he is today. Growing up immersed in the construction industry, Kaulen always knew he wanted to carve out his own path in the field. Though his career initially led him through banking and finance—with roles at Wells Fargo and Northrim—he always found himself drawn back to building. It was during this time that he realized he wanted more than a desk job; he wanted to create something tangible and lasting.

#### The Turning Point

Re-establishing Tru Built Construction was always in the back of Kaulen's mind, but it wasn't until he started working part-time on small projects in the evenings and on weekends that he truly knew he wanted to pursue it full-time. The satisfaction of completing his first few jobs reignited his passion, and soon enough, he made the leap to running Tru Built full-time. Since then, there's been no looking back.

#### Building for Alaska's Tough Climate

Tru Built Construction isn't just about putting up walls and installing windows. They are in the business of making homes last—homes that can withstand Alaska's harsh climate, from subzero temperatures to heavy snowfalls and unpredictable weather shifts. Every detail, from foundation to finishing touches, is carefully planned and executed. They know that in Alaska, durability isn't optional—it's essential.

Kaulen approaches every build with the philosophy that customer service is just as important as the final product. He wants homeowners to be proud of the space they live in. Whether constructing a brand-new home or remodeling an existing structure, his goal is always to deliver a quality product while making the process enjoyable and stress-free for the client.

#### A Client-Focused Approach

What sets Tru Built Construction apart isn't just the quality of their builds, but how they build. Every project is a partnership. From the moment a client steps through their doors with an idea, the team listens, strategizes, and helps turn that dream into a reality. They take time to walk their clients through every phase of the process, explaining design choices, helping with permits, selecting the best materials, and ensuring that deadlines are met. The result? Happy homeowners who feel confident in their investment.

#### Reputation and Client Testimonials

Ask anyone who has worked with Tru Built Construction, and you'll hear the same things over and over: professionalism, attention to detail, and honesty. Their clients have nothing but praise for the company's commitment to communication and high standards. Carol G., a homeowner in Palmer, raved about how Tru Built handled her garage project. She described how they showed up on time, kept the worksite immaculate, and completed the job without a hitch. Meanwhile, Hannah M. from Wasilla talked about how refreshing it was to

work with a company she could trust, even when she wasn't home.

#### More Than Just a Builder—A Family Connection

Their reputation isn't just built on quality craftsmanship—it's built on the relationships they cultivate. They don't just see their clients as transactions; they see them as part of the Tru Built family. It's this kind of connection that has helped the company thrive for over twenty years, with much of their business coming from word-of-mouth referrals.

Outside of work, Kaulen prioritizes family and the outdoors. His parents, Bob and Kari, now live in Arizona, enjoying their retirement playing golf. Though he doesn't see them as often as he'd like, he cherishes the time they spend together when he visits. He and his girlfriend, Jenny, along with her children Brenna and Branson, love spending weekends at





their family cabin in Petersville. Snowmachining, board games, and gathering with friends are some of their favorite ways to unwind. Despite the demanding nature of his work, Kaulen is grateful for his support system, especially Jenny, who balances her own career as a registered nurse while supporting his business ambitions.

**Community Engagement and Outreach**

Beyond their builds, Tru Built Construction is deeply embedded in the community. They actively engage with homeowners, sharing insights into the building process and keeping people informed about best practices for home maintenance in Alaska. One of Kaulen’s favorite events each year is the Mat-Su Home Show, where the company gives away snacks and door prizes while connecting with people about their upcoming building projects. He loves these interactions, seeing them as an opportunity to educate and inspire future homeowners.

**A Balance of Innovation and Tradition**

While some companies are quick to cut corners, Tru Built Construction prides itself on taking the long road—the right road. They never compromise on quality, and it shows in the homes they build. Their work reflects a balance of modern innovation and timeless craftsmanship. They embrace new technologies and building materials while maintaining the integrity and durability that Alaskans rely on.

One of the things that sets Tru Built apart is their ability to blend contemporary design with the rugged, practical needs of Alaskan homeowners. They understand that a house isn’t just a structure—it’s a sanctuary. Whether they are building a cozy retreat nestled in the woods or a modern home with expansive

**“It’s better to be a warrior in a garden than a gardener in a war.”**



views of the mountains, every project is approached with a keen eye for detail and a commitment to excellence. Their team works closely with clients to incorporate personal touches that make each home unique, ensuring that every space is functional, beautiful, and built to last.

**Looking Ahead—A Future of Possibilities**

Tru Built Construction’s growth over the years has not only been

a result of their quality work but also their ability to adapt. As the housing market evolves and technology advances, they continue to refine their processes, integrate new materials, and embrace innovations that enhance the building experience. Despite these advancements, one thing remains unchanged—their unwavering commitment to treating every client like family and every project like it’s their most important one yet.

Kaulen is constantly thinking about how to improve. Whether it’s networking, refining building techniques, or mentoring the next generation, he’s always looking for ways to push Tru Built forward. He envisions passing down the company to the next generation, maintaining the high standards set by his father over 20 years ago.

**More Than a House—A Home Built to Last**

For Alaskans looking for more than just a builder, Tru Built Construction is the partner you want by your side. They aren’t just creating houses—they’re creating homes that stand the test of time, crafted by people who care deeply about every board, every nail, and every family they serve. And in a state where resilience is key, having a builder who understands what it takes to make a home last is priceless.

As Kaulen often says, “It’s better to be a warrior in a garden than a gardener in a war.” That mindset drives his approach—always prepared, always striving for excellence, and always ready to build something that will last for generations to come.







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# Stephanie GAMBLE

KELLER WILLIAMS REALTY  
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WRITTEN BY NICK INGRISANI  
PHOTOGRAPHY BY HEATHER DUNN,  
AMBIENCE PHOTOGRAPHY



Some careers are born from passion, others from necessity—but for Stephanie's path ended up being a merging of both. What began as a way to support her family through a difficult time evolved into a thriving business, one built on resilience, heart, and an unwavering commitment to helping others.

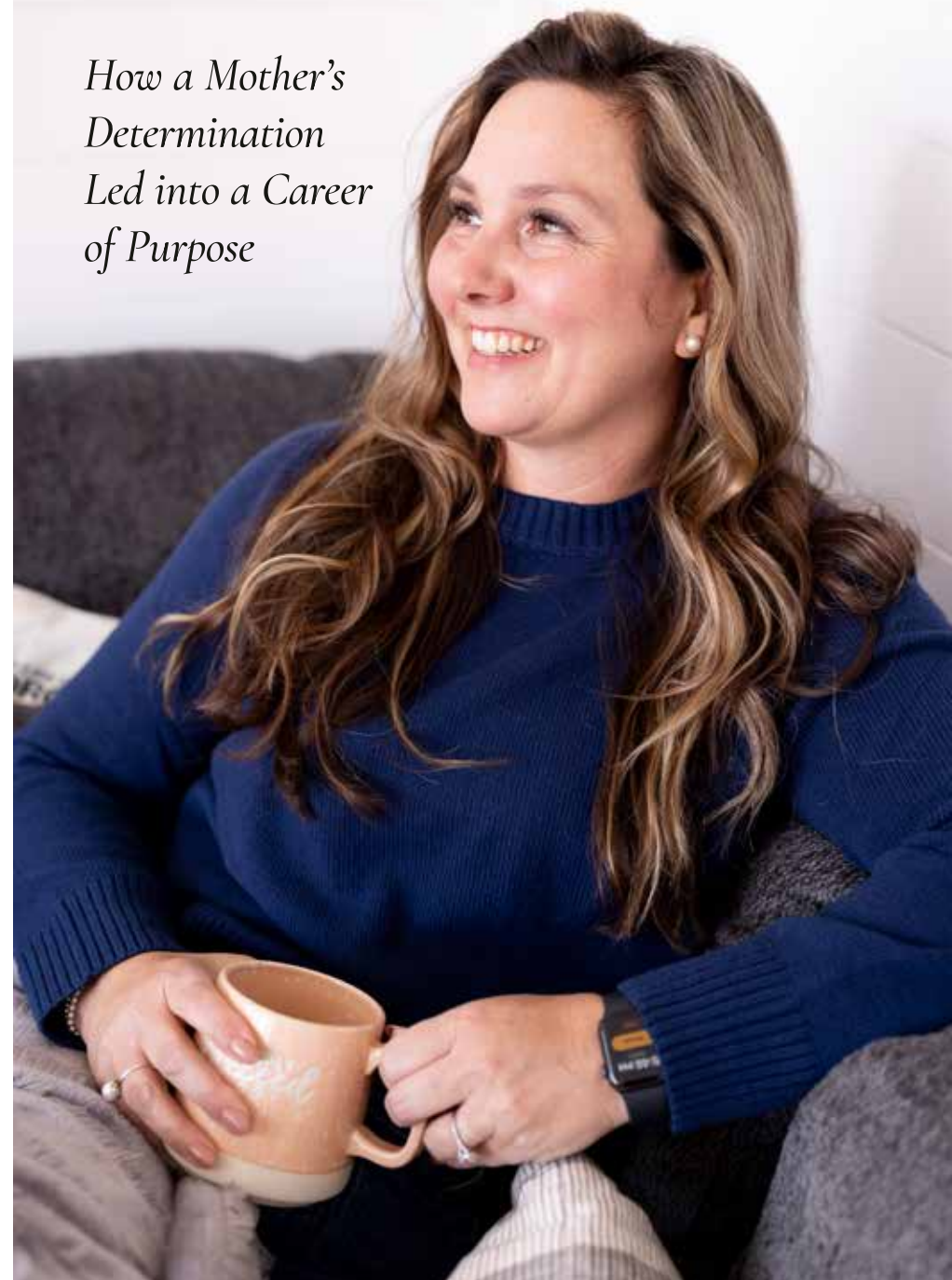
Her journey from a dedicated mother seeking flexibility to a respected leader in the Matanuska-Susitna Valley real estate market is a testament to perseverance, faith, and the power of putting people first.

## A Life Rooted in Family

Stephanie's story begins far from the world of real estate. Born in Georgia, her life took a turn when her father moved the family to Alaska in 1984. "My parents struggled to make ends meet, and we moved constantly, never owning a home. This experience instilled in me a strong desire to own a home as soon as I could afford one." She grew up in Anchorage, where she met her high school sweetheart at just 15 years old. The two attended the University of Anchorage together, where she pursued a Medical Assistant degree and later an Ophthalmic Assistant degree.

Before real estate, Stephanie worked as a surgical assistant for an ophthalmologist and was even part of the first LASIK surgery performed in Alaska. But everything changed in 2000 with the birth of her first son, Cody. Wanting to prioritize her family, she transitioned to working on call for a local ophthalmologist—an arrangement that allowed her to balance career and motherhood.

However, when her second son, Coa, was born, Stephanie and her husband faced an unexpected challenge. He needed specialized therapy, and while they had always planned for her to stay home with their children, the financial reality of his care required a new approach. "Staying home with them was a decision driven by love, but it also brought unexpected challenges, particularly with Coa's



## How a Mother's Determination Led into a Career of Purpose

speech development. The financial burden of his therapy pushed me into the real estate industry—a path I never envisioned for myself."

## Taking a Leap of Faith

Despite originally embarking on a different path, real estate is in Stephanie's lineage. Though she never met him, her grandfather was a realtor in New York, selling farms. Other family members, including her brother-in-law and sister, had also held real estate licenses. It was an industry that allowed for

flexibility—something she desperately needed as a mother navigating her son's therapies. "My initial thought was that if I could sell one home a year, it would cover the cost of Coa's therapy," she says. "Not knowing what other medical services we might need in the future, I saw real estate as a flexible option. In short, Coa was my 'why'."

Stephanie's first home sale was her mother-in-law's home, serving as the spark that ignited a revitalized path for her life.



The early years in real estate weren't easy. Between managing her children's needs, supporting her husband, and learning the ins and outs of a new industry, Stephanie found herself wondering if she had made the right choice. "I remember sitting in a grocery store parking lot with my husband wondering if it was the right move," she reflects. "We decided it'd be all in or go back to work as an ophthalmic assistant. When I decided to go all in on real estate, it started to blossom into a growing business from which we have benefited tremendously. I'm very grateful for it."

Over time, through word of mouth and a dedication to personal relationships, her business began to grow. The more she invested in real estate, the more it returned the favor—offering her not only financial security but also the chance to impact lives in meaningful ways.

**Building a Business with Heart**

Today, Stephanie runs a highly successful real estate business, still operating as a solo agent but supported by a strong administrative team. She credits them with being instrumental in her success, allowing her to focus on what she does best: helping people find homes that shape their futures. Having built four homes herself, Stephanie has built a huge niche in new construction projects. She loves guiding clients through the ins and outs of the process—helping them select the



perfect lot, floor plan, and finishes that transform a house into a home.

Most importantly, her approach to real estate isn't transactional; it's deeply personal. Having purchased her first property at just 19, she understands the empowerment that comes with homeownership. "I'm very passionate about first-time home buyers and educating them so that they have that opportunity to build generational wealth through real estate."

Stephanie also loves helping the aging community, and assisting retirees as they transition into the next chapter of their lives. But no matter who she's working with, her mission remains the same: to ensure every client feels confident, informed, and valued. The way she

does that is through clear, honest communication at every step of the way.

It's just like a marriage," she says. "You need to have communication for a successful relationship. If you don't have that with clients, then you don't have a good deal and things fall apart."

Stephanie's commitment to connection sets her apart in the industry. It's not just about closing deals—it's about building lasting relationships. Clients don't just buy houses from Stephanie; they gain a trusted advisor who remains in their corner long after the paperwork is signed.

**A Vision for the Future**

For Stephanie, real estate is more than a career—it's a vehicle for change. Her son is now 23, and through his life, she's witnessed firsthand the challenges that come with transitioning from school into adulthood, especially for individuals with autism or other neurological disabilities. She sees a gap in support systems, and she's determined to fill it. "I feel like we're missing something from the time kids graduate from school to helping them be a productive adult in society," she says. "I want to grow my real estate business so I can help those that need it. I'm currently in talks with different organizations and schools to see about putting a program together that could benefit our kids in school who are graduating soon."

That commitment to creating opportunities led her to start a business

"I really love  
*caring* for others."



for her son, Coa. Real Estate Runner LLC was born from his search for independence and a meaningful role in the community. Through the business, he builds and installs yard arms for realtors' listings and offers additional services like lawn mowing to ensure homes are picture-ready. "It's been a wonderful experience—not just for him, but for me and his father," Stephanie shares. "We love our community and how they've opened their arms and embraced him as well."

It's a full-circle moment—real estate, which once provided for her son's needs, is now enabling her to create opportunities for others like him.

**Life Beyond Real Estate**

When she's not working, Stephanie's world still revolves around family. In 2014, she, her husband, and her children built a cabin two hours outside of Palmer, a place where they could disconnect from the world and reconnect with each other. Outdoor adventures—hiking, skiing, and spending time at the cabin—are central to their lives. Meanwhile, her other son Cody is now a pilot and getting married in May of 2025. "We are excited to watch our family grow, and love that Alex, Cody's fiancée, is a part of our family."

Meanwhile, her core circle of friends, many of whom she met when her children were in elementary school, remains a constant source of joy. Every year, they take an adventurous trip together, reinforcing the importance of lifelong friendships and shared experiences.

Her story is one of resilience, adaptability, and an unwavering dedication to both her loved ones and her community. Real estate may have started as a means to an end, but over time it became her calling. And as she continues to grow her business, she's proving that success isn't just measured in transactions—it's measured in the lives we touch along the way.

"I really love caring for others," she says. "That is my love language and I think that shows with my work, my family, and this new program that I want to start."





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### FPC Recommendation Process

Every member of Congress is assigned a REALTOR® called a Federal Political Coordinator or FPC. FPCs are a specially selected group of 535 REALTORS® who are the voice and the face of real estate to our federal lawmakers, playing a pivotal role in REALTOR® Party Outreach. The Alaska REALTORS® is proudly represented by the following individuals assigned to our Alaskan delegation:



**Paddy Coan** (Senator Lisa Murkowski)  
"I am the Federal Political Coordinator for Senator Lisa Murkowski. This position is a natural fit for me, given my background in Political Science and experience working in the Alaska State Legislature. It's been a challenge finding middle ground in today's political landscape, but it is crucial that we bring the REALTOR® perspective to policymakers. I encourage anyone interested in advocacy to reach out and join my FPC committee. I hope to see many of you at the Mid-Year Legislative Meetings in D.C., May 31–June 5– this is a incredible way to get involved in protecting homeownership in Alaska and beyond."



**Elizabeth "Beth" Schok** (Senator Dan Sullivan)  
"Serving as FPC for Senator Dan Sullivan has been one of the most rewarding leadership experiences. This role is pivotal in bringing national and state real estate issues to Congress. Senator Sullivan and his staff value the voices of Alaska REALTORS®, and I have had the pleasure of introducing many of our members to him over the years. Being one of 535 FPCs who advocate in D.C. each spring is powerful. Our priorities—from fair housing to affordability—matter deeply. I am grateful for the opportunity to represent Alaska's real estate industry and mentor future advocates."



**Evelyn Arnott** (Representative Nick Begich)  
"FPCs serve as the voice of REALTORS® on Capitol Hill, advocating for policies to protect homeownership, property rights, and the future of our industry. I volunteer because REALTORS® need a seat at the table when decisions are made that impact our communities. This role allows me to bridge the gap between policy and the real-world challenges our clients face. Advocacy is more than a buzzword—it is a responsibility, and I am proud to serve in this capacity."

In addition to regular contact with the assigned Member of Congress, there are several specific tasks required to fulfill the role of FPC. Tasks include, but are not limited to:

- Respond to all NAR Calls for Action.
- Advocate on behalf of all REALTORS® and the REALTOR® Party.
- Contact their assigned Member of Congress at least once per quarter and submit a field report.
- Participate in in-person or online training as required.
- Use and deliver all RPAC investments in a timely manner.
- Attend each annual REALTORS® Legislative Meetings & Trade Expo in Washington, D.C.
- Support only Their Assigned Member of Congress.\*\*

Alaska REALTORS® is privileged to have these amazing leaders representing our members in the advocacy efforts with the Alaska Delegation. We are looking forward to their leadership in the upcoming Hill visits to Washington, D.C. May 31–June 5, 2025.

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