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Alaska REAL ESTATE BY DAVE WINDSOR



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ALL HOMES CAN SELL

The Real Estate marketplace is a bazaar of products. When you walk down the aisles of Zillow or Alaskarealestate.com you can find anything and everything.

If you have a comfortable bank account you might be interested in the most expensive listing on the market, \$1.875 million on Villages Scenic Parkway. On the other hand, there is a cute little home on E. 12th Avenue for \$64,000.

The fact is that, be it a residence, condo or even a piece of raw land, all real estate can be, and is sold.

There is not only a huge variety of prices, but homes vary in age, size and condition. A professional real estate licensee will be able to sell your home, however discouraged you may feel about it competing in the marketplace.

Yes, you may feel that you spent far too much building, or upgrading, your home and nobody will be interested because it is just too expensive now.

The fact is that, be it a residence, condo or even a piece of raw land, all real estate can be, and is sold.

On the other hand, you may have a humble dwelling without the money to fix it up for sale. You may be aged and think your cluttered house that has been home for 30 years cannot possibly attract a buyer - but this is not so.

The true skill of a real estate professional is to accommodate all home sellers with appropriate, yet sensitive, counsel when they need to move on.

It has been my experience that no home is impossible to sell, whether at top or bottom of the range. I personally enjoy making miracles happen for people who really need it.

I was privileged to sell the highest priced Anchorage home on record 2 years ago for almost \$3 million. I also am delighted when a deal can be struck for folk who are working their way up from a low income perspective.

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Many Realtors feel, as I do, that the joy of our job is to help anyone and everyone successfully effect their real estate plans, be it buying or selling.

Buyers always have the shopping choices in the real estate bazaar, but sellers have a different kind of problem. What is the maximum price they can obtain, given their personal situation.

It is all well and good if you have the time, money and inclination to perfect your home for sale, with professional staging to boot.

But what about if you have a large family, a tight budget, or are partially disabled? Can you still sell your home? The answer is "Yes".

An experienced and caring Realtor can help you. They will work around your issues to come up with the optimum marketing strategy, adjusted for your own timeline.

If you can afford to make even a few cosmetic adjustments to the property, this always helps when your product goes on the shelf. This is why the best car dealerships take a lot of care cleaning and polishing vehicles on display.

But, if these things are not possible for you, we can still help. The value of a home depends on its location, its size and facilities and, finally, its visual appeal.

A real estate professional will assess these 3 aspects and should ask you also for your time horizon for getting you the closing check, or proceeds of the sale.

Based on these 4 total factors, a good Realtor can detail the procedure to reach your goal.

One final piece of advice - - - Once you have set your mind upon the individual chosen to represent you in the sale of your home, do trust their judgment.

We all have friends who think they are real estate experts. Maybe you think you are one yourself.

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However, when I am travelling to Hawaii, I never go talk to the pilot and tell him how to do his job. I trust his skill and judgment.

Ask as many question initially as you like of your Realtor. All of us love questions. However, we cannot get you to the destination if, following the listing agreement, you pay no attention to our solid and considered advice based on years of experience.

All homes can sell - - - - even yours!

Dave

Windsor



UPDATE ON MY 2018 OUTLOOK

I am pleased to report that the AEDC report of 31st January 2018 confirmed my view that the worst of the economic retracement is over.

McDowell Group, who prepared the report, state that Anchorage lost 2921 jobs in 2016 and lost 2145 jobs in 2017. Jobs are one of the best measures of the health of our economy.

By comparison, McDowell projects a further loss of jobs of only 1000 in 2018, and a return to growth in 2019, with 2020 forecast to be particularly robust.

Health Care continues to be the fastest expanding industry while retail is currently pulling back. Other activities will be flat in 2018 but there is great enthusiasm for the acceleration of Oil and Gas activity on the North Slope, effective immediately.

I, and other real estate professionals, have experienced a serious uptick in homebuyer interest since the new year began and my seller clients have been quite pleased with results. It always pays to list your home ahead of the Spring rush. You will be surprised at the March and April traffic.