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Alaska REAL ESTATE BY DAVE WINDSOR

EliteAGENT
duPont REGISTRY



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HIGH-END LISTINGS DESERVE TLC

I do have some sympathy for high-end homeowners who feel that more should be done by their listing licensee to assist them in selling their property.

After all, the fees charged for such services are, generally, a fixed percentage of the sales price - which means that Realtors representing high-end properties make more money for a similar workload than some other licensee representing a lower priced home.

It is reasonable, therefore, in this tough market for million dollar homes, to expect a serious investment by your real estate representative of, not only time, but marketing dollars commensurate with the reward offered for a successful outcome.

At this time there are 18 single family homes over \$1 Million listed in the Anchorage Bowl (includes Eagle River). In the last 12 months, 17 such properties actually sold, 4 of those were new construction. In other words, 13 existing homes sold.

It is my estimation that, given market conditions, the likely number of such homes sold in 2017 will be 10. 10 out of 18 equals 56%. Since it is early

Spring, you may anticipate an additional 4 to 6 similar properties entering the market by June 2017.

It is likely, therefore, that less than half of properties available in the \$Million-Plus range will actually liquidate successfully in 2017.

New Construction Permits in 2016 were the lowest in 25 years at 341, down over 50% from 2015. So, if you want to sell your \$Million-Plus home this year, at least you will face very little competition from new construction as the State Economy (not in a "Recession"* as described by some) struggles to adjust to the Post Oil Boom era.

When choosing your Listing Licensee, your choice can determine whether you will be in the 50% of homesellers in the success circle this year, or in the losers' circle.

In the Real Estate Industry, there are specialists for Commercial Property, specialists for Vacant Land and specialists within the Residential category, be it Condominiums, New Construction, Lower End, or High End Homes.

Look for a "Certified Luxury Home Specialist" designation that Realtors can obtain through experience and education in this field. But, beyond

designation, ask lots of questions before signing on the dotted line.

Exactly what procedural commitments will the Licensee make to successfully market the property? Realtors will have varying strategies and these should be compared. Your real estate professional should match ideas and investment for marketing your home commensurate with the fees charged for the service.

My personal business sold 2 homes over \$1Million last year out of the 16 total for Calendar 2016. This year, I have sold 1 such property so far and am pleased to announce that my own marketing plan has been successful in every case.

Please consider me a resource for the sale of your high-end property.

This is not to say that I am not totally available for all price ranges. No client is insignificant to me because it is the individual customer's dream that matters, not the dollar value of the dream.

Next month, we will address marketing issues for homes in

the \$300,000 to \$500,000 range. Stay tuned!

***Note on "Recession"** - Local Economists define a Recession as a sequence of Job Losses that extend for 3 or more Quarters. Anchorage is looking at 4 right now, but history reveals that, often, a retracement in economic growth typically lasts 8 to 9 Quarters. I use the word "Retracement" deliberately because the word "Recession" has an emotional content for most people and creates fear.

There is no need to be afraid about Alaska's economic future. I personally would describe our situation as a "Retracement" that should be viewed in the light of 27 years of previous growth. You may look forward to a brief retracement that ends sometime next year, 2018.



6200 Downey Finch
\$1,050,000

5 Bedrooms
6 Bathrooms
3 Car Garage
7,650 SF-Residence
44,896 SF-Lot

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