



When she just was just 20, Ava Anderson had a plan. She was going to begin investing in real estate by buying a duplex, living in half and renting out the other half. Everything was going along nicely; until an electrical fire set off a series of events that ended in a lengthy lawsuit. As it turned out, '40s-era fabric-covered wiring caused the fire, the property wasn't

zoned as a duplex, and the city condemned half the building. For many, that experience would be enough to make them turn away from real estate. But Ava had the opposite reaction. "Going through that taught me that real estate isn't just about putting people in houses," Ava explains. "There's all of the due diligence and detail work, which I knew I'd be good at and enjoy because I'm very detail-oriented."

Now more than two decades into her successful real estate career, Ava has helped countless clients avoid the pitfalls she experienced and allowed them to experience a smooth transaction when buying or selling a home. She and her wife manage The Anderson Group and work with clients throughout south central Alaska, helping them buy, sell and invest in new construction, condos, resale homes, land, and housing subsidized by Cook Inlet Housing Authority.

Clients who work with Ava can count on her to be a tireless advocate on their behalf, no matter the property's price point. "I don't take any transaction lightly," Ava says. "You're dealing with people's largest investment, and I treat every single one as if it were my own, whether buying or selling." Additionally, she has never forgotten her own trying real estate experience and does her best to ensure her clients never go through even a fraction of the stress she endured. "We perform our due diligence and check properties to the best of our ability," she says. "Our goal is to ensure the client is always taken care of."

The team places a premium on customer care and providing an outstanding client experience. "Customer service

is absolutely the number one priority and we're very big on communication," Ava says. "We always keep clients informed about the process and get back to them as quickly as possible." But Ava takes that commitment a step further by offering written guarantees to buyers

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and sellers alike. "With sellers, we tell them exactly what they're going to be getting for their marketing and what I'm going to do to earn the commission," Ava explains. "For our buyers we do a buyer presentation that includes everything a real estate professional can do for them. Providing those guarantees gives people a sense of security. With so much done online today, having that piece of paper clients can hold in their hands makes it feel more official."

Ava's commitment to her clients and the community has been rewarded with both industry accolades and a robust word-of-mouth referral network, with more than three quarters of her business coming in the form of repeat clients and referrals. Her community work includes serving on three boards. She is the Vice President of the Alaska Association of REALTORS® and has received their Gratitude Award for her volunteer work with them. She also serves as the Treasurer for the Anchorage Board of REALTORS®, and as the Vice President of the Anchorage Young Professionals Network. Additionally, she was recognized as Associate of the Year in 2013, '14 and '15 and has received the Customer Service Award.

Looking ahead, Ava is excited about continuing to grow her team and experiencing what she enjoys the most about being in the business. "I love the feeling I get when the transaction is closed and the clients are satisfied. Seeing the smiles on their faces and knowing they have joy in their hearts is the most rewarding part."



Ava Anderson

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