

featuredagent

magazine



Alison Carter

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Alison Carter's passion for working in real estate stemmed from her free spirit and independent nature. She was a small business owner working in the restaurant industry in her early twenties. After having twins in 2001, she no longer had the time to run her own business, so she found work serving and bartending. She quickly learned that she missed the freedom of being her own boss, and decided it was time to try something new. Her great grandfather owned a brokerage in Illinois, and this history helped Alison discover her love of real estate and inspired her to get her real estate license.

Years later, Alison now serves Seattle and the surrounding area as one of the top producing brokers. Although she primarily works with residential properties, her

experience owning and selling businesses aids her in successfully working with commercial properties as well. She is an experienced and well-rounded real estate agent, making her the perfect choice for clients.

It makes sense that an estimated 75% of Alison's business comes from recommendations and referrals. With her amicable personality and cheerful attitude, Alison's clients know she has their best interests at heart. She says, "The least of my concerns is my salary or commission. It is most important to me that my clients are happy through every step of the transaction." She urges clients to explore their options before closing a deal, and prioritizes their happiness above all else. Taking care to communicate both with her clients and with selling agents, Alison



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makes sure all needs are met, and that everyone’s voice is heard. “In a transaction, we all have the same goal in mind and I work to make sure we all meet that goal,” she explains.

With her history in the restaurant industry, Alison has learned to multitask and put out fires before they start, which is a skill that helps make transactions go as smoothly as possible. She believes that what comes around goes around, and offers kindness to everyone

on both sides of a transaction. It is important for Alison to always be professional, and keep the home-buying process drama and stress-free for all parties.

Alison’s work speaks for itself: She won the Chairman’s Circle Award in 2021 which is only awarded to the top brokers in her office. She was also awarded as a top producer for John L. Scott for the past six years, including 2016 which was just her second year in the industry. With a Master Certified Negotiation Expert accreditation,



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which less than one percent of REALTORS® have, Alison knows how to confidently navigate and negotiate any deal.

The real estate industry is inspiring and dynamic, and its appeal is not lost on Alison. “There is something very special to me about watching people have their dreams come true,” she says. “These moments are what inspire me to keep working hard and do what I do best.”

Her desire to help others and make dreams come true

affects her work as a REALTOR®, of course, and it also affects what she does in her free time too. She dedicates time every year volunteering at local toy drives and at local humane societies. She enjoys spending time with her family outdoors, engaging in activities like boating, camping, and off-roading. She also loves to spoil her rescue dog, Luna.

Alison hopes to continue expanding her business, and has no intention of slowing down. For a REALTOR® who is friendly, honest, and an expert in the field, look no further than Alison Carter.

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