



Publication: Sierra Sun

Date: February 17, 2012

Section: Real Estate

Circulation: 12,000

SIERRA SUN

LOCAL REAL ESTATE NEWS

Alison Elder named Realtor of the Year



Local Realtor Alison Elder was recently awarded 2011 Realtor of the Year by Chase International. To earn this prestigious designation, Elder was the top sales agent among her fellow colleagues at Lake Tahoe, claiming most volume and most units sold for the entire year. Her Multiple Listings Service (MLS) total volume sales for 2011 was recorded at \$21,564,000 along with additional sales outside the MLS service.

Alison Elder's real estate prowess made her the leading Realtor executing sales in the Tahoe Donner market in 2011, closing over 11 million dollars in transactions per Tahoe Sierra MLS statistics. She was also the top listing agent at Chase International in volume and units sold for the year for Tahoe Donner properties. She credits her success as motivated by a passion for both her love of real estate, intrinsic knowledge of the Truckee-Tahoe home market, work ethic and dedication to the community.

In fact, Elder places a high importance on volunteer endeavors, serving with a number of regional non-profit organizations including Tahoe Forest Hospital's Cancer Advisory Council as she dedicates time to help pull off the signature annual fundraiser—the Best of Tahoe Chef's event). Likewise, she serves on the Board of Excellence in Education and is intrinsically involved with their annual Home Tour event and Dining for Schools program. She also takes time to serve on the Alder Creek Middle School Site Council, helping to make fiscal decisions about programs that benefit local students, and as opportunities arise, she dives into other community-oriented projects to assist friends, neighbors and colleagues.

Alison Elder's dedication to making the community in which she lives and works a better place, goes hand-in-hand with her commitment to bringing her best self to her work as a Realtor every day. "The Truckee Tahoe real estate market is incredibly dynamic which makes each day challenging, exciting and rewarding," said Elder. "A key to my business success comes from my ability to help homeowners sell their homes, and deliver top market dollar through creative approaches and extensive advertising, plus deep market knowledge and practical advice," said Elder. "With the supply of homes for sale relatively tight, we have an excellent opportu-

nity to see prices rise over the coming months." With interest rates at a current, historic low, it's an excellent time for buyer's to purchase." Elder takes pride in her ability to match her clients with just the right home, resulting in a pairing that stimulates beneficial change and growth for the community.

With over 30 years of business, sales and marketing experience, Elder's well rounded background compliments her creative flair. This expertise combined with excellent negotiation skills make real estate sales transactions happen for Alison and her clients, whether it is selling a home for top dollar in today's marketplace or finding the perfect home for a buyer. For more information, visit www.ElderGroupTahoeRealEstate.com or call Alison Elder at 530-582-8103. ■

About Chase International

Headquartered in Lake Tahoe, Nevada since 1986, with eight offices in the region (Zephyr Cove, Glenbrook, Incline Village, Tahoe City, Squaw Valley, Truckee, South Lake Tahoe and Reno) and one in London, England, Chase International and its exclusive affiliations handles a large share of the country's property. A recognized leader in the world of real estate, Chase International continues to grow, having added 65 Realtors® to their ranks in the past twelve months.

With 245 professional Realtors® boasting an array of industry certifications and the highest volume per sales agent in the area, For more information about Chase International, visit www.chaseinternational.com

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