

# TOP AGENT MAGAZINE



## ALISON ELDER

Top Agent Alison Elder has spent more than twenty-five years leveraging her local knowledge and commitment to excellence in customer service towards helping her many grateful buyers and sellers achieve their real

estate goals in the scenic Lake Tahoe area of California. Honesty, integrity and her client-first business ethos have resulted in her stellar reputation as an agent who can be consistently trusted to put her customers' needs front and center during every transaction.

As Principle of The Elder Group, Alison works with a large, equally-dedicated team that includes her husband of thirty years, Desmond, who is the company's Managing Partner. Desmond also runs his own mortgage brokerage, Pacific Bay Lending, which provides additional value to their clients. "It's been a really great partnership," says Alison. As an official "Shop" of international industry giant Engel & Volkers, Alison assists both buyers and sellers, specializing in the second home and resort markets in Lake Tahoe and its beautiful waterside communities nestled in the majestic Sierra Nevada mountains.

A significant portion of Alison's business is based on repeat and referred clients, perhaps the most accurate measure of a job well done in the highly-competitive real estate industry. "I believe it's because we are so client-centric in our approach," says Alison, when asked what inspires such impressive customer confidence and loyalty. "We provide a very concierge level of bespoke service, attention and responsiveness to our clients." That attention to detail and customer care resulted in 141 closed transactions and nearly \$100MM in volume in 2018.

Alison cherishes the strong relationships she forms with her clients, and works hard to maintain and nourish them. In addition to a highly-customized CRM system, she also reaches out to them regularly through a variety of methods. "It's everything from recognizing their

birthdays, inviting them to our Fourth of July parade, or just stopping by their homes to say hello during the holidays," she explains.

Extensive, thorough and intelligent marketing strategies have also played a major role in the success of The Elder Group. Beginning with excellent photography and staging, Alison makes certain that each listing is shown in its best light. A robust internet presence – her partnership with both Engel & Volkers and online marketing allows for prominent placement on over 860 websites worldwide – and deft exploitation of social media platforms ensures that each of her properties are seen by as many potential buyers as possible.

Giving back to her community is also a priority for Alison, and she does so through a variety of ways, including a six-year stint on the local Cancer Advisory Council, helping establish the Tahoe Forest Gene Upshaw Memorial Cancer Center. She also served on the Best of Tahoe Chef's Committee for many years, which raised funds to provide free psychosocial programs for cancer patients, among many other philanthropic efforts.

When asked about her plans for the future of her business, Alison expresses a desire to continue growing her business. That growth, however, will not come at the expense of the stellar customer service that has become her calling card.



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