



David Windsor's Secret of Success: Top Real Estate Producer Since 1992 Educates Alaska

Description

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The real estate business is complicated and requires knowledge for reputable practitioners who are regulated by the *State of Alaska* to provide Alaskans with honest and responsible property

exchange options. I have known many real estate professionals and regret I have witnessed some who exploit those who trust them through cunning because of the client's lack of understanding about how the business works.

My long-time friend, Realtor **David Windsor**, is a top producer in the industry and brings a fascinating life experience to this business. I have long admired David's periodic instructional newsletters helping general consumers and practitioners understand how the industry works. So, I am honored that [David Windsor will be providing a weekly column on this website](#) as he has done for years in other print publications.

I say this as someone who has had some interesting life experience with Realtors myself.

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REALTOR®

NEWSLETTER

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Publication of the ANCHORAGE BOARD of REALTORS®, INCORPORATED,
505 West Northern Lights Blvd., Anchorage, Alaska January 1977, Volume 2 Number 2

Committee Heads Named

New committee appointments were made by Anchorage Board of REALTORS® President David O'Bannon and confirmed by the Board of Directors on Jan. 5, 1977.

There are twelve committees with nine local REALTOR® offices represented by at least one chairperson each. The Newsletter committee, however, is now without an editor as a result of the recent resignation of Sue Bolsinger. Other commitments and responsibilities caused Mrs. Bolsinger to offer her resignation, and selection of another person to take on this important committee position has not yet been made.

See page 3 for listing

REALTOR INSTITUTE HELPFUL

For those who attended the REALTOR® Institute courses, January 10-14, it will be a better year. With so many new ideas to try out, it would be interesting to see how the results tabulate between those who could and couldn't make class that week.

Some of the speakers came from the South 48 as well as locally. They did a fantastic job of delivering lectures in their fields of recognition. I am sure that everyone that attended took at least one idea—hopefully many more—with them; that will return the cost and time of the course many times over.

We can't forget to say thank you to Carol Maser and Grace Oakley for keeping up with the demand for coffee. They did a great job of coordinating the courses, speakers, and keeping coffee breaks to a minimum. It was a tremendous task well done.

GENERAL MEETING LOCATION CHANGED

Beginning with the February 9 Breakfast Meeting, all regular Anchorage Board of REALTORS® general membership meetings will be held at the International Banquet House instead of the Holiday Inn.

The change comes because the Holiday Inn of Anchorage has closed its third floor banquet rooms for extensive remodeling. Future plans apparently do not provide for banquet facilities on a large scale basis.

The International Banquet House is located on International Airport Road between "C" Street and Arctic Blvd. on the north side of the road. It is hoped that this will be the permanent meeting place for the Anchorage Board.

The facilities are brand new, the parking adequate [and free] and, best of all the prices are reasonable. We have been quoted a price of \$4.50 for a buffet breakfast, and \$4.95 for buffet lunch [which includes gratuity].

Professional Standards Committee Set

The Anchorage Board of REALTORS® Professional Standards Committee, in which each member is appointed by the President with confirmation of the Board of Directors, has been selected. Members of this committee elect their own chairperson and vice-chairperson each year.

The following persons are presently representatives on this important committee:

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photo by Donn Liston

University of Alaska, Anchorage, Chancellor John Lindauer addresses one session of the REALTOR Institute on Alaska economics.

I took this photo of midtown Anchorage Rep **John Lindauer**, when he presented to the **Anchorage Board of Realtors**. This writer later went to Juneau to serve as staff for Lindauer in the 13th Session of the **Alaska Legislature**.

Before our state went into economic recession in the 1980s it was jokingly said by some that a real estate license would soon be required to buy liquor in Anchorage because more people had those than had driver's licenses. At that time, I had a new publishing and public relations company, DONN LISTON ENTERPRISES, started in 1977 in one bedroom of a two-bedroom apartment in Spenard. As a

new businessâ??after having worked as a staff writer for the **Anchorage Daily News**â??I was introduced by a mutual friend to the new president of the **Anchorage Board of Realtors, David Oâ??Bannon**.

Oâ??Bannon wanted to start a newsletter for the organization.

The name would be **Realtor News** and the deal was pretty good: I would organize a team of association members to produce copy for the publication, and I could have ALL the money from any advertising I could sell on a 50/50 editorial/advertising split. They wanted an activity for member participation and a product that reflected the people who sold real estate in Anchorage. They kicked in some money to pay for printing the first couple of issues, but it was up to me to make it work beyond that.

I organized a committee with an editor, the late **Bill Noll** who had just gotten his license and who would later be mayor of Seward, and a number of other columnists including a gossip writer who surveyed the industry to write about who was getting married, new babies born, who was changing to a new job, and related items of general interest. She worked for **Security Title and Trust** company and her name was **Carole Bangs**.

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(20) REALTOR NEWS, DECEMBER 1978

Merry Christmas
To You And Yours—

SECURITY TITLE and TRUST
711 H STREET
ANCHORAGE, AK 99510
276-0909

"We appreciate your business."

JOHN REAL
President & General Counsel

CAROLE BANGS
Asst. V.P., Marketing Mgr.

BILL McCAMPBELL
Asst. V.P., Chief Title Officer

IONE OSBORNE
Title Officer

SUSAN DUTCHLER
Marketing

MIKE HASKINS
Title Officer

WAYNE WOLFE
Sr. Title Officer

DIANE SNYDER
Recorder

FRANK RODMAN
Title Officer

MARSHA RAINWATER
Title Officer

The editorial board met weekly to determine who was writing what, set production deadlines and produce a working draft of what I would paste up on the homemade light table in my apartment. I bought 35mm black & white film in bulk and rolled it into cassettes which I handed out like candy. *Realtor News* Reporters were using their cameras at every function and turning the film into me for processing.

EXTRA: REALTOR® OF YEAR - see page 3

REALTOR® NEWS

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HANDS UP EFFORT CONTINUES

The Anchorage Board of REALTORS® is very much involved with HANDS UP, a national crime prevention program.

Anchorage's participation in this program was given roots in its origin. It was taken up by the Anchorage Women's Club and Chamber of Commerce. Our Board's involvement came about in early May with a contact from Doug Barry, Director of the University of Alaska's Criminal Justice Center.

The Board sees one of the real and practical ways of involving itself with HANDS UP as being the distribution of Operation ID kits. These kits contain engraving, personal, informational material, embossed bumper stickers. Brokers and agents accomplish this easily as they perform their normal listing and selling functions. This natural person-to-person situation is a perfect opportunity to enhance the REALTOR® image by means of community service. Anchorage REALTORS® are enthusiastic over the idea and are buying kits for their clients and customers.

It is the goal of the Board to expand its involvement with HANDS UP by getting people into the Neighborhood Watch Program which begins in earnest this fall.

Be sure to contact Shirley Deuchurst, 279-8711, to order Operation ID kits. Call ahead since supplies on hand are limited.



HANDS UP PHOTO CAPTION: John Barbaw, General Manager of Police Realty, is shown as he purchases his first 100 Operation ID kits from Shirley Deuchurst of Dynamic Realty. Deuchurst chairs Anchorage Board of REALTORS® participation in the program.

The rise and fall of AHFC

The Alaska Housing Finance Corporation in recent years has grown in stature. Inherent in that growth is the confidence in its programs and the willingness of lenders and consumers to do business with it. Several years ago, AHFC would occasionally run out of money or have to temporarily abstain from issuing commitments. The reason for this, at that time, was the fact that 90% of the commitments issued had to be on Federally insured or guaranteed loans (FHA, VA), and the remaining 10% on conventional loans. Thus when the 90-10% ratio was upset, commitments on conventional loans could no longer be issued and the ratio was brought back into balance.

A change was subsequently made that led to the first conventional bond issue, and meeting the 90%-10% ratio was no longer a problem. Since that time AHFC financing on both FHA/VA, and conventional loans has always been readily available. Under the capable leadership of Mr. Todders Elliot the programs grew considerably in significance and importance and aided substantially in providing housing for the lower and middle income citizens of our state. Gradually financial institutions and the buyers and sellers

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Board Election!

Don't forget the election of directors for the Anchorage Board takes place October 12th at an 8:15 general membership breakfast meeting at the Ramada Inn. You must be present to vote!! Please call your reservation to the Board office at 272-3833 or 274-1845.

The Executive Director of the **Alaska Real Estate Commission**, **Jim Magowan**, had a regular column and when new regulations were proposed we produced a pull-out section everybody could mark up and take to the public hearings to speak knowledgeably about proposed changes.

We got a Commendation from Gov. Jay Hammond for that.

The number of ads I sold determined the size of the editorial hole we would need to fill. In a matter of months **Realtor News** went from being a 11" x 17" fold-in-half b&w newsletter to a 26 page magazine with full-color ads. I was making money as the market was headed to a recession and after O'Bannon wasn't president anymore the Board decided they would hire an executive director and do the same boring thing all these kinds of organizations do with happy talk newsletters.

Today the inclination is to have boring websites! Watch for a coming story on one option to change that dynamic in YOUR organization!

Realtor News was fun over two years while it lasted; advertisers included every bank and title company in Anchorage as well as a variety of other companies wanting to reach real estate professionals here. I would draw an idea for an ad on an artist pad as I talked to a potential advertiser, schedule photo shoots, and produce a mock-up of the ad for their approval signature.

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A LOOK AT CHRISTMAS TRADITIONS

by Pat Swain

Holiday traditions can be ones that you and your family have kept through generations. Or, ones you have started yourself, such as the annual trek into the Alaskan winter to chop the Christmas tree.

We talked to several REALTORS who were willing to share their holiday traditions with us.

Joan Sheppard observes the Norwegian custom of the traditional Christmas Eve meal of lefse, salt herring and boiled potatoes.

Food is an important part of traditional Christmases. The Joegen Lillberg family celebrates on Christmas Eve with Danish fare, roast goose, red cabbage and a special rice and whipped cream dish into which almond is hidden. The member of the family who gets the almond receives a special gift for the year.

Johnny and Whitney Ellman started a Christmas letter several years ago. To make it more interesting they include pictures of the family in various activities and have the whole thing professionally printed. Whitney said that she realized that it had become a tradition when there was an outcry of protests the year she thought about not doing it.

Siduel Bergmann and brother, Jim Anneson, were born in Norway, but spent many years in Japan with their missionary parents. Siduel recalls such Christmas food as premeate cooked spareribs, made headcheese and salted leg of lamb.



Two years of REALTOR NEWS—Anchorage Board of REALTORS Publication Committee members posed recently at Downtown office where they informally considered past accomplishments and future plans of the publication. From left to right they are: Lee Adair, Committee Chairman; Pat Swain, Editor; Susan Detchler, George Oliver, Director Liaison; Mary Buster, Donna Linton and Ruth Edmondson. Other members not shown are Matt Sullivan, Bill Neel, Skell Goens, Christy Johnson, Carole Bangs, Leo Thompson and John Erskine. Anyone interested in participating in this ongoing publication process is invited to join in weekly meetings at the Board office, 1818 W. Northern Lights Blvd., Mondays at 8:30 a.m.

Because Christmas trees were very expensive, they would purchase a small tree for their Christmas Eve celebration and then carry it to church the next morning. Siduel celebrates Christmas with a very large tree...and turkey.

Many families have their traditional meal and exchange gifts on Christmas Eve. Lottie Baccetti tells us that all of her family goes to her mother's house on Christmas Eve, where her mother dons a red velvet robe and hands out gifts.

It was traditional in Barbara Jensen's family to feature food from a different country each Christmas dinner. Since coming to Alaska, Barbara is keeping the tradition alive with her children.

Skell Goens began a custom in her family when her children were small. Each year they each receive an ornament of their own, and when they are grown with homes of their own they will have enough ornaments for their Christmas

trees, each with a special meaning.

Sewell Faulkner makes his Christmas a real family event by gathering his children for one of his sumptuous gourmet feasts of roast ribs of beef and Yorkshire pudding.

In old Greece gifts weren't given for Christmas, but coins were given for New Year. According to Penny Prefanis, she and Nick follow the American tradition of gift giving, but on New Year's they have the traditional Greek loaf of sweet bread inside which is baked a coin. The first slice is for the home, the second slice is for the father, the third for the mother, fourth for the oldest child and so on. Whoever gets the coin in their slice of bread will have good luck for the entire year.

Whichever traditions you continue in your family, we would like to wish all of you a very traditional Merry Christmas and Happy New Year!

Our last issue of **Realtor News** as a community effort by members of the **Anchorage Board of Realtors**. I am included in this picture in the back right. I sold my business in 1983 and moved to Juneau where I lived 20 years. I gained an Alaska Type A teaching certificate before returning to Anchorage with my late wife Cathy in 2003—who had a major heart attack that December.

Cathy and I became friends with David Windsor and Kathy Windsor in 2008.

It was a hoot!

The real estate business has changed since those days, but honor and integrity are still essential for practitioners. Knowing *David Windsor*, I can say he is detail-oriented and impeccable in all his dealings, but he doesn't take himself too seriously.

I served in the Australian Army, stated Windsor jovially. They made me a temporary corporal for two years so I could SERVE BEER, sell cigarettes, an occasional T-shirt, and manage a canteen SERVICE in remote jungle locations. I had to have that level of authority because I had a private working for me—I was in charge of the cash register. I did not actually fight but I SERVED my country! I was discharged when the Vietnam War ended.

Next Windsor became a non-denominational evangelist through an association in accounting school when he was converted to Christianity by a school chum.

Being the passionate person that I am, I was out on the back of a pickup truck outside a bar with a microphone, continued Windsor. I was recently married (much too young at the age of 21). But, I got a position as chief accountant with a chemicals company in Australia after my military service and worked for them for a few years. I'm a person who escalates out of employment.

Back to the Preaching Deal

At the age of 27, I decided to go to the best Theological College in Perth, Western Australia, at Baptist Theological College, continued Windsor. I became pastor at the same time at one of the largest Baptist churches in Perth and, by then, had a wife and three children. I pursued theological studies for four years but, when I was asked to be ordained, I declined on ideological grounds. I realized personally that Christians don't love unconditionally—only Jesus does. In fact, the church has a habit of crucifying their leaders—as occurred in the life of Jesus.

Windsor's life took a new twist when he saw an ad for an administrative manager for an offshore drilling company in Houston, Texas. They had never done business in Australia before and they needed someone who knew about insurance, trade unions, accounting, taxes and materials: And, by golly, although I'd been in the ministry for 10 years—Donn, they hired me with just an old accounting degree!

Being unaware of Australian ways and ocean currents off Western Australia the company decided to tow a jack-up rig with three 310 foot legs in the air from Darwin to Fremantle, continued Windsor. We told them to put it on a barge, but no, they said we're going to tow it. Two towing vessels were hired to tow that rig from Darwin to Fremantle where, less than 24 hours away from Fremantle Harbor, a storm came up. There are no land-masses between Perth and Antarctica; Huge seas, 52 men on board this thing with 310 feet legs swinging wildly. Overnight, it started taking water and listing, and we were having radio chatter urging them to slow down to half a knot, but they wanted to get home to Fremantle so bad. So, the tow lines broke and they radioed our office in Perth: We've lost radar contact with the Rig.

They managed to get all the men off that rig with heroic efforts before it sank in 185 feet of water—where it remains today.

That's what led to me coming to Alaska, continued Windsor. They sent me to Japan to join the crew bringing a similar, specially designed environmentally sensitive jack-up rig to Alaska. I rode inside that rig and at one point we had a force 11 storm for two days when we were not able to walk across the deck.



This is a photo of the jack-up rig David Windsor rode from Japan to Alaska through a Force 11 storm.

After that trip the rig was finally parked in Kachemak Bay and Alaska became Windsor's soon to be home. But, in an interval after he declined the Drilling Company's offer to send him to the Congo, he had an opportunity to serve as area manager for Australasia region for **Baskin Robbins Ice Cream** from the Philippines to Australia.



David Windsor opened the first Baskin Robins Ice cream store in Australia and here he hands a treat to their first customer.

Again David worked himself out of a job.

Back in Anchorage David got his real estate license. With his experience he knew that the secret to business is to do what everyone else is doing, but do it better. So, he started a newsletter and began building a mailing list.

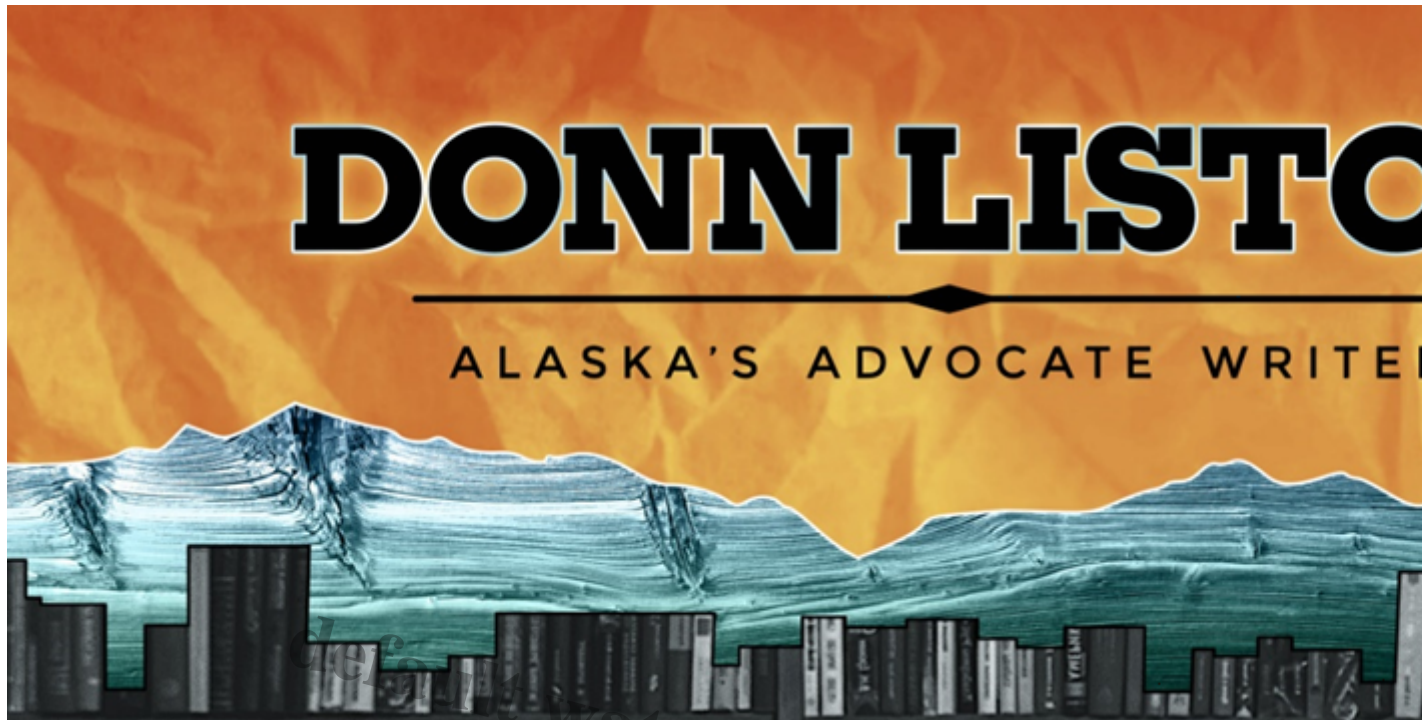
Iâ??ve always enjoyed writing, Donn, and I almost canâ??t stop myself writing, said Windsor. Thereâ??s a lot of information in the real estate industry that remains classifiedâ??or in fact, if I may say so, largely unknown even by Realtors! Some of this information might be manipulated by the industry for their benefit, as opposed to the public benefit.



I like to share knowledge. I like to teach the general public about this industry, said Windsor. When I see new information or get an idea, I ask: “Should the public know about this?”

I grew up in a poor home, where I struggled to get an education, which my parents said would always lead me to a better life, concluded Windsor. And, I found knowledge is the path to power.

We hope readers are empowered by information provided on this website.



Advertising is available on this website. I will write your story and it will gain continuous clicks through monthly display ads: Contact me at Donn@DonnListon.net

Category

1. Business
2. Real Estate

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