

2024

REAL ESTATE MARKET FORUM

February 28, 2024

Spokane Convention Center

Spokane, Washington



**SPOKANE - KOOTENAI REAL ESTATE
RESEARCH COMMITTEE**

STCU HOME LOANS



Your dog wants that big backyard.

With low down payment options and competitive rates, our FHA loans could make their dreams come true.



Scan the QR code, visit stcu.org/buy, or call us at (208) 219-5235.



All loans subject to approval.



2024 REAL ESTATE MARKET FORUM AGENDA

8:00-8:07am

Welcome & Introduction of Moderator – Mike Basinger
2024 Chair, Spokane-Kootenai Real Estate Research Committee
Introductions by Moderator – Abbey Parsons
REALTOR®, Coldwell Banker Tomlinson
Presenting Sponsor Welcome – STCU

8:07-8:32am

Regional Economy – Patrick Jones
Executive Director, Institute for Public Policy & Economic Analysis
Eastern Washington University

8:32-9:25am

Special Topics
Introductions – Abbey Parsons, Moderator
Creating Affordable Housing – Maggie Lyons
Executive Director, Panhandle Affordable Housing Alliance
Waterfront Statistics and Trends – John Beutler
Owner, Century 21 Beutler & Associates
The Coming Impacts of Artificial Intelligence – Jeff Turner
Co-Founder, Tangilla/KTK Partners
Questions & Answers – Abbey Parsons

9:25-9:31am

Announcements – Mike Basinger, Chair
Sponsor Presentation

9:31-9:46am

COFFEE BREAK

9:46-9:50am

Announcements – Mike Basinger, Chair

9:50-10:30am

Residential Market in Spokane/Kootenai/Bonner Counties
Introductions – Abbey Parsons, Moderator
Single Family: Kootenai/Bonner – Michael Wendland
2024 President, Coeur d'Alene Regional REALTORS®
Single Family: Spokane – Eric Johnson
Past President, Spokane REALTORS®
Questions & Answers – Abbey Parsons

10:30-11:10am

Investment Real Estate in Kootenai/Bonner Area
Introductions – Abbey Parsons, Moderator
General Commercial: Bonner – Tom Puckett
Partner/REALTOR®, Realm Partners
General Commercial: Kootenai – KC Reese
Broker, NAI Black
Questions & Answers (North Idaho) – Abbey Parsons

11:10-11:20am

Stretch Break and Sponsor Drawings
(please stay in the room)

AGENDA

Investment Real Estate in Spokane

Introductions - Abbey Parsons, Moderator

Office: Spokane – Eric Nelson
Managing Broker, Kiemle Hagood

Retail: Spokane – Chris Bornhoft
President, Bornhoft Commercial

Questions & Answers (Spokane) – Abbey Parsons

11:20am-12:00pm

Future of Residential Rental Development

Introductions by Panel Moderator - Joel White
Executive Director, SHBA

Panel Discussion:

Jeff Hornberger, Co-Founder/Designated Broker
Kelly Right Real Estate - The Hornberger Group

Marie Pence, REALTOR®
Windermere North Spokane

Chad Oakland, REALTOR®/Founder
Northwest Realty Group

Questions & Answers – Joel White

12:00-12:35pm

Closing Comments – Mike Basinger, Chair

12:35-12:38pm

Education Credit Sign Out - Must sign out to receive credit

12:38-12:48pm

Luncheon

12:48-1:00pm

Mike Basinger, Chair, Spokane-Kootenai RERC
Eric Johnson, Past President, Spokane REALTORS®
Dr. Jessica Lautz, Keynote Speaker
Head Table *Michael Wendland, President, Coeur d'Alene Regional REALTORS®*
Chris Schreiber, Vice Chair, Spokane-Kootenai RERC
Abbey Parsons, Moderator
Dale Strom, Administrative Officer, Spokane-Kootenai KRERC
Ryan Walters, Website Manager/Presentation Coordinator, SKRERC

Announcements, Mike Basinger, Dale Strom

1:00-1:10pm

Keynote Speaker, Dr. Jessica Lautz

Deputy Chief Economist and VP of Research, National Association of REALTORS®

Top Trends in Real Estate

1:10-1:40pm

Questions and Answers/closing - Mike Basinger

1:40-1:50



NOTES

NOTES

KEYNOTE SPEAKER

Dr. Jessica Lautz, Deputy Chief Economist and VP of Research

National Association of REALTORS®

Top Trends in Real Estate

Jessica received her Doctorate of Real Estate from Nottingham Trent University in the United Kingdom. She also holds a Master's in Public Policy from American University and undergraduate degrees in Political Science and Law and Justice from Central Washington University.

In 2021, Dr. Lautz was named one of Housing Wire's Women of Influence, a list representing 100 of the most influential women in leadership in the housing industry. In 2022 and 2023, Dr. Lautz was named a RISMedia Newsmaker in the Influencer and the Crusader categories, respectively. She also volunteers at Nottingham Trent University as an industry fellow mentoring real estate graduate students.



OUR PRESENTERS

Abbey Parsons, REALTOR®

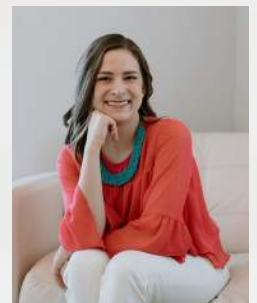
Coldwell Banker Tomlinson

Moderator

Abbey grew up in rural North Dakota and is a proud graduate of the University of Utah. She and her husband Cole have lived in Spokane since 2011. Abbey has fallen in love with Spokane and its community and has thrived in making lifelong business and personal connections by pursuing her career here.

Once a professional ballet dancer and hotel manager for Marriott, Abbey made a career change to real estate in 2013 and went to work with Coldwell Banker Tomlinson. She whole-heartedly believes that Coldwell Banker Tomlinson is a strong team of professionals, focused on achieving team goals. They are dedicated not only to their careers, but to family and friends, as well.

When she is away from the office, she and her husband spend most of their time chasing around a young child, Haines. As a family they enjoy traveling to experience new and different cultures...and cuisines!



Mike Basinger, 2024 Chair

Spokane-Kootenai Real Estate Research Committee

Mike is committed to the growth and prosperity of the city. In this role, he is charged with improving the economic outlook for the city and promoting the city as a great place to live, conduct business, and to visit. He administers a diverse range of programs that include business retention, recruitment, and expansion; business licensing; destination marketing; current and long-range planning; and geographical information systems. He continually collaborates with stakeholders, including businesses, property owners, residents, and neighboring communities recognizing that multiple perspectives and true partnerships will result in a thriving and sustainable community.

Mike has a master's of Public Administration and a bachelor's in Urban and Regional Planning from Eastern Washington University (EWU). He also served as an adjunct professor at EWU teaching spatial analytics. He is a certified planner with the American Institute of Certified Planners (AICP). Mike spends his free time hiking, biking, whitewater rafting, kayaking, fishing, scuba diving, and camping.



OUR PRESENTERS

Patrick Jones, Executive Director

Institute for Public Policy & Economics Analysis, Eastern Washington University

The Institute engages in data and analytical projects throughout the state of Washington, especially east of the Cascades. Recent housing analysis includes a forecast of housing demand in the Tri Cities and an estimate of need of heating assistance for low-income households in the Washington service districts for Cascade Natural Gas.

Jones has served on the City of Spokane's Mayor's Advisory Council on Economic Vitality since its inception. Other board posts include the Washington State Data Center, the state advisory to U.S. Census; a panel of the National Academy of Science, Engineering & Medicine on Community Resilience to Floods; and the steering committee of Priority Spokane, a Robert Wood Johnson Foundation-honored organization. He holds a Ph.D. in Applied & Agricultural Economics from the University of Wisconsin-Madison.

For his local community impact, Jones was inducted into the Hall of Fame of the City of Spokane in 2016.

Maggie Lyons, Executive Director

Panhandle Affordable Housing Alliance

Maggie is a licensed, now retired, CPA. She likes to say her professional work during the past 25 years has been helping people resolve their fights over money. Her work has led to the recovery and distribution of more than \$500 million in assets to thousands of creditors.

In 2018, Maggie founded Charity Reimagined as a grassroots effort in Kootenai County to shift the community's heart-felt generosity from hand-outs to hand-ups. It's slow progress, but today, many of Kootenai County's previously siloed charities are now collaborating and working together with a shared goal of supporting people to move from merely surviving to thriving.

In 2018, Maggie also assumed the leadership role for Panhandle Affordable Housing Alliance, or PAHA. Since COVID, PAHA's mission has dramatically expanded to promoting and developing stable housing for working families through shared-equity home ownership solutions.

John Beutler, REALTOR®

CENTURY 21 Beutler & Associates

I've been helping people buy and sell real estate in the Inland Northwest since 1978 with great success. I've ranked as the #1 Century 21 Agent in the World in both 2003 and 2005. The office I started in 1997 (Century 21 Beutler & Associates) has been a market leader and produced amazing results for our clients, earning the distinction of #1 Century 21 Office in the U.S. (2010) #1 Century 21 Office in the World in 2009 and 2007.

I specialize in the Luxury Home and Waterfront markets. My journey in real estate began at Washington State University, where I attended on a Golf Scholarship, earning a degree in Marketing in 1976. I have been very active in the community as well as the past President of both the Coeur d'Alene Association of Realtors and the Coeur d'Alene Rotary.

My passion for real estate is evident in my approach to client service. I take pride in matching properties to the unique needs and desires of my clients, ensuring their satisfaction and success. I am grateful for the trust my clients have placed in me, which has led to significant achievements on both local and national levels. Surrounding Coeur d'Alene Lake, Hayden, and the Spokane River and work in both Idaho and Washington. Additionally I have earned my Certified Residential Specialist (CRS) designation as well as Certified Commercial Investment Member (CCIM) designation.

My passion for real estate has been a key to my success, I enjoy working with people and thrive on matching property to the needs and desires of my clients. Thanks to all my clients I've had significant success on a local and national level.

OUR PRESENTERS

Jeff Turner, Co-Founder

Tangilla/KTK Partners

Jeff specializes in helping technology startups understand and navigate the complexities of the North American real estate market. He is also an internationally recognized speaker on topics at the intersection of technology trends and human behavior.

As founder & CEO, Jeff led the digital media firm, J.J. Grace, onto Inc. Magazine's list of the 500 Fastest-Growing Companies. He entered the real estate space in 2002 with his founding of the Real Estate Shows virtual tour platform. Since that launch he has served as a Founder, President, or CEO of multiple real estate technology companies, including Australia-based RealSatisfied, acquired by Placester in 2016, and Immoviewer, a world leader in virtual tours founded in Potsdam, Germany.

Jeff is currently a partner at KTK Partners (Tangilla), an Advisor to Venture MLS, and is a strategic advisor/mentor to multiple real estate technology startups.

Michael Wendland, 2024 President

Coeur d'Alene Regional REALTORS®

Michael purchased his first home in CDA at the age of 19 years old and acquired his real estate license 2 years later at 21. Michael has been a REALTOR in North Idaho for more than 12 years, earning many along the way. In addition to selling real estate, Michael owns and operates a real estate development and building company. Between the two, he has bought, sold, and developed, over 80 of his own properties.

Michael has served on both CDA Regional REALTORS & CDA MLS boards since 2017. Michael is currently the 2024 CDA Regional REALTORS President, CDA MLS Past President (2023), and North Idaho Builder Contractors Association 2nd VP.

In his 2 seconds of spare time Michael likes to be outdoors with his family enjoying all of what Idaho has to offer, along with spending time on his ranch south of Coeur d'Alene.

Eric Johnson, Past President

Spokane REALTORS®

A Spokane native, Eric graduated from Mead High School and earned a Business degree from Washington State University. As a second-generation Realtor, he joined his family's real estate company in 1994, working alongside his brother and sister. Throughout his career, Eric excelled as a top-producing agent before transitioning to the role of Managing Broker in 2003, overseeing multiple offices. Real estate is not just his profession but his passion, demonstrated through his active involvement in local, state, and national Realtor parties, with a focus on government affairs. Eric is also a licensed instructor in Washington and Idaho, delivering courses in pre-license education, Fair Housing, CORE, and continuing education, as well as providing training in technology and best practices. He is currently the Designated Broker of Century 21 Beutler and Associates in Spokane.

Tom Puckett, Partner/REALTOR®

Realm Partners

As a fifth-generation Sandpoint resident, graduate of Sandpoint High School and North Idaho College, I bring local expertise. I possess a broad network of community individuals to connect people with property. An impressive amount of leads and my vast knowledge of the area works for my clients.

Before settling down and starting a family in the Sandpoint community, I spent 3 amazing years in the US Navy on the aircraft carrier USS Carl Vinson (CVN 70) and was involved in Desert Strike as an EN. Before my honorable discharge, I earned a CAP to an E4 and a Letter of Commendation from the Rear Admiral of the United States Navy.

When I'm not putting real estate deals together, you will find me swimming at the beach in the Sunnyside area, camping with my family, or skiing at nearby Schweitzer Mountain Resort. I also enjoy boating, fishing, waterskiing, wakesurfing, and golfing.

OUR PRESENTERS

KC Reese, Broker

NAI Black

KC Reese began his Commercial Real Estate career in 2018 as a licensed assistant to Steve Ridenour where he learned the ins and outs of deal making and also how to produce behind the scenes. He continues to work with Steve and do deals as an agent/broker at NAI Black in Coeur d'Alene, ID and Spokane. He specializes in Investment Sales, Development and Retail Sales/Leasing to include National Tenant Rep but has traded in all aspects of commercial real estate. He currently is marketing several brand new, A+ shopping centers in varying stages of development while continuing to represent many national clients seeking new locations in our market. He lives in beautiful Coeur d'Alene, Idaho with his wife, three kids, and two mastiffs.

Erik Nelson, Managing Broker

Kiemle Hagood

Erik joined Kiemle Hagood in October 2006 and is currently managing broker. As a licensed REALTOR® in the states of Washington and Idaho, Erik specializes in sales, investment properties and landlord and tenant representations. Erik is part of a three-person team that had transaction volume of \$157 million of commercial property in 2023.

Erik is a graduate of Gonzaga University and holds a Bachelor of Business Administration degree with an emphasis in business & marketing. He has also earned the Society of Industrial and Office REALTORS® (SIOR) designation and has served as president of Washington State Commercial Association of REALTORS® (2020-2021).

Chris Bornhoft, President

Bornhoft Commercial

Chris has several years of Brokerage experience with an emphasis on commercial real estate. With a background in property development and management, financing, leasing, sales and commercial property; Chris's unique background makes him one of the most qualified commercial real estate professionals in the field.

Chris earned his CCIM (Certified Commercial Investment Member) designation in 2015, and is a commercial real estate investor himself. He has walked in his clients' shoes, knows every aspect of the commercial real estate business, and has a passion for what he does.

Joel White, Executive Director

Spokane Home Builders Association

Joel has served as the Executive Officer of the Spokane Home Builders Association for the past 18 years. He has been recognized as a leader in the construction industry on the local level and was named the Executive Officer of the Year in 2020 by the National Association of Home Builders. Throughout his career he has worked with numerous industry leaders and staff to remain focused on delivering programs and services that benefit the members of the Association. Growing up at a family owned lumber yard in North Idaho he understands the challenges facing small business and values the great people who build homes in our community. A passionate advocate for the housing industry, he fights for the interests of our members and their ability to provide attainable housing in communities throughout Northeastern Washington. Outside of managing the operations of the SHBA, Joel follows Washington State University athletics and enjoys spending time with his family and time at their property in North Idaho.

OUR PRESENTERS

Jeff Hornberger, Co-Founder/Designated Broker

Kelly Right Real Estate/The Hornberger Group

At 35, I've been immersed in real estate and property management since obtaining my license at 19 during my studies at Eastern Washington University. My first opportunity to invest came in 2010 when I purchased a bank-owned duplex in the valley that my wife and I house-hacked. This purchase sparked a series of investments in duplexes and four-plex's in the valley. This experience in investing really propelled my passion for investing and property management. I learned at this time just how crucial a good PM is to an investment.

I was fortunate enough to start a property management business with my family in 2011 where I would learn the ins and outs of property management for over 10 years. In January 2022 my business partner and twin brother decided to open a brokerage called The Hornberger Group and later that year in October we started Hornberger property management. Now, we lead a team managing just north of 400 doors all around the Inland Northwest. Our PM team specializes in small and midsize multi-family properties. My life is grounded in my faith and my role as a dedicated husband, and a father to three beautiful daughters.

Chad Oakland, Founder/REALTOR®

Northwest Realty Group

Chad has been a licensed REALTOR® for 30+ years, and has sold North Idaho real estate full time. He has a superior knowledge, and somewhat of an insider view, of the area and its amenities. Chad is the co-owner of Northwest Realty with offices in CDA & Sandpoint. Chad is a firm believer in real estate, and the power it has. He is not only a REALTOR®, he is a real estate investor as well, owning all types of real estate from multi-family to commercial to vacant land.

He and his wife Niki have been married since 2005. They have 4 children, Brady, Cooper, Miller and Tatum. Their house is busy with the 6 of them. They try to spend as much time on the lake in the summer as possible, and their winters are spent up at Schweitzer. Chad and Niki feel blessed to be able to raise their kids in North Idaho and take advantage of all 4 seasons and what they offer.

Marie Pence, REALTOR®

Windermere North

My real estate career began several years ago when my husband and I built our real estate portfolio by purchasing affordable homes and duplex's for rental properties. We fixed up and later sold those properties through 1031 exchanges and purchased land to build multi-family units. We have developed and managed over 500 multi-family units throughout Spokane County and Post Falls.

I am a broker with Windermere North and deal in all types of Real Estate transactions. I appreciate and respect every aspect of all real estate transactions and I continue to educate myself at every opportunity in order to further my expertise and to accommodate each client's needs.

My husband and four children are the best part of this busy crazy life, plus we are also raising our nephew. I am a Spokane native who spent almost 10 yrs. working for local city government as a patrol officer with the Spokane Police Department before getting my real estate license in September of 2007. I am on the boards for The Spokane Police Foundation, The Spokane Police Chaplains and Family Promise of Spokane. I love being a member of the Spokane Community and plan on being an active part of it for life.

NOTES

NOTES

NOTES

COFFEE BREAK SPONSOR



Fall in Love with Convenience and Reliability

As the official lockbox solution for the National Association of REALTORS®, Sentrilock has enabled more than 10 million home sales for 500,000+ agents with a 96% customer support satisfaction rating. With our **SentriKey Showing Service®** now included for all current and future lockbox customers, REALTORS® can spend more time helping clients achieve their real estate dreams.

[learn more at sentrilock.com](https://www.sentrilock.com)

 **SENTRIKEY® SHOWING SERVICE**
BASIC PLAN NOW INCLUDED
FOR ALL LOCKBOX CUSTOMERS



 SENTRILOCK

 NATIONAL ASSOCIATION OF REALTORS®
MEMBER OF THE INTERNATIONAL REAL ESTATE FEDERATION
ESTABLISHED 1908

MAJOR SPONSORS



OTHER SPONSORS

CCIM Institute Washington State Chapter

Cutco Closing Gifts

Kiemle Hagood

National Assn of Residential Property Mgrs

Old Republic Home Protection

Urban Settlements & Tuntland Enterprises

Wallick & Volk

Coeur d'Alene Regional REALTORS®

Spokane REALTORS®

Equity Advantage Inc - 1031 Exchange

Hayden Homes

Idaho Central Credit Union

Idaho Housing and Finance

Spokane Home Builders Association

Spokane Transit