

AT HOME

NORTHWEST MONTANA

NORTHLAND
*Subdivision
launches
next phase*

FREE GUIDE TO REAL ESTATE

Daily Inter Lake publication

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WESTCRAFT'S ROSEMONT model features an open kitchen connected to a spacious dining area. One home in this style is currently available at Northland, a growing subdivision developed by Westcraft Homes on the north side of Kalispell.

A new phase for Northland

Westcraft subdivision putting almost 100 more lots on market

By HEIDI GAISER
Daily Inter Lake

Though development of Northland began more than a decade ago, the subdivision by Westcraft Homes is set to double in size as it kicks off its next phase.

Located off 4 Mile Drive to the west of Kidsports complex in Kalispell, Northland currently has about 100 houses and Westcraft is preparing more land for sale this spring.

"Northland is tucked back in this quiet pocket and many people don't know about it," Brenda Wilkins, one of the co-owners of Westcraft Homes, said. "It's so accessible to all the features of north Kalispell, but it's not affected by the increasing traffic."

Wilkins noted the area's quick commute to Kidsports, Flathead Valley Community College, Glacier High School and local bike trails. Northland also offers its own parks

and trails, with more green space planned for the new phase. Some lots within the subdivision offer sweeping views of the valley and into Glacier Park. Ten of those view sites are available now, with about 75 more quarter-acre single-family lots and 15 lots for townhomes ready soon.

Two new Westcraft homes, the Rosemont and Maple models, are also ready for purchase.

"The Rosemont looks all the way down the largest green belt," Wilkins said.

Wilkins said Westcraft hasn't locked in the land prices, but the lower-level quarter-acre lots will probably be around \$75,000 with larger lots on the hill in the \$100,000 range.

Westcraft will construct homes on any lot, but buyers are welcome to

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NORTHLAND has convenient access to the business and shopping districts of north Kalispell, yet offers a rural feel with expansive views of mountains.

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use any builder they choose, which isn't always the case in an established subdivision, Wilkins said. Westcraft homes currently comprise about 80 percent of the current homes in the development.

Northland was the first of five Westcraft subdivisions in the Flathead Valley, which include Silverbrook Estates, The Meadows and Buffalo Mountain in Kalispell, and Whisper Village at Meadow Lake Resort in Columbia Falls.

Wilkins said Westcraft is well-known in the building industry for its warranty program.

"We've been asked for many interviews on what you should look for when talking to a builder and evaluating a home warranty," she said. "We're vigilant about home warranty programs. We're one of the original developers of the homeowner warranty program in Alberta, and it's now the standard for the province."

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A LARGE ISLAND stands at the heart of the Maple model kitchen. One completed home in the Maple design is currently available at Northland.

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Wilkins expects the Flathead Valley housing market to continue supporting developments such as Northland.

"We are economists at heart and we pay close attention to the market in the valley and regionally," she said. "We know there's a huge demand in the valley. There's plenty of land in general terms, but not much of that is developable. We expect demand to be high in the next couple years.

"We're making sure we develop true neighborhoods. With the inevitable growth, we hope we're doing our part to create communities and homes that are well taken care of."

FOR MORE INFORMATION:
<https://westcrafthomes.com/>



WESTCRAFT'S MAPLE design features an open, light-filled main room.



Montana Brokers, Inc., Realtors®



(406)758-4747



DEBRA MILLS

Broker/Owner

(406)250-4747

homes@montanabrokers.com



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REALTOR Q&A

JANINE RUBINFIER, Keller Williams Realty Northwest Montana



AGENCY AFFILIATION: Keller Williams Realty Northwest Montana, 1830 3rd Ave E. #102 Kalispell, MT 59901

FAMILY: My close-knit family includes my longtime significant other, a daughter who attends Glacier High and a menagerie of happy equines, dogs, hogs and chickens

EDUCATION: Art Center College of Design, BFA Graphic Design and Packaging; Licensed Real Estate agent, State of Montana

COMMUNITY SERVICE: Flathead Valley 4H Leader, Kalispell FFA, Montana Master Gardener Program and Northwest Montana Pro Rodeo Pageant

TO CONTACT: 406-314-3336; jrubinfier@kw.com email; Download Janine's KW mobile app: <http://app.kw.com/KW2LDTTZG>

How did you become interested in selling real estate?

I've always been fascinated with residential real estate. I've been through the buying and selling process a gaggle of times as a home buyer and investment property owner before pursuing a career in Real Estate. I've always felt that being a good Realtor was something I could get really passionate about, especially after working with some not-so-good ones and experiencing what not to do.

Do you specialize in any particular areas of the real estate market? Describe any special designations you hold.

I specialize in residential property, investment properties and land. I'm currently pursuing my GRI (Graduate Realtor® Institute) designation.

Tell us a little bit about yourself.

I launched into selling real estate in Montana after a 20-plus year career as an award-winning creative director in a huge West Coast advertising agency. I never looked back. I believe that integrity and honesty are paramount to success in all pursuits. Always do the right thing and have a great work ethic.

What attributes help you be a successful Realtor?

I ask a lot of questions, listen carefully to my clients and respond in a timely manner. Being an enthusiastic member of the community coupled with my local knowledge allows me to provide personalized service to all of my clients.

What sets you apart from other agents?

Whether my clients want to go on a trail ride or

house hunting, I'm always up for the adventure.

What is the single most important aspect of selling real estate?

I believe in client-focused service where good enough is not enough. One must create a win-win experience and provide seamless assistance for every aspect of the home purchase or sale.

How would you describe the Flathead Valley market right now? What are the opportunities and challenges for buyers and sellers?

The Flathead Valley market is not necessarily a seller's market or a buyer's market right now. It's more of a balanced market — not a bad thing — just a little different. Interest rates have dropped a bit (but we all know how that can vary). Now is a good time if you're considering selling your property. Get it on the market while the winter inventory is still low. The downside to this is that buyers don't have as many properties to choose from within their search parameters. Entry-level buyers are challenged to find homes as prices are escalating within that category. Regardless, the Flathead market is seemingly active and has many great opportunities for both buyers and sellers.

What kind of preparation does a Realtor need on a day-to-day basis to best serve clients?

It's essential to be knowledgeable about our current inventory and financing opportunities, as well as market trends, comparable sales and property values. In order to provide optimum service to clients, it's equally imperative to be able to communicate, search and do business via technology. A great attitude goes a long way too!



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