

BROKER SPOTLIGHT

United Country – Banning Junction

For Natalie Cowart, selling recreational real estate runs in the family. She and her brother, Tom Jensen, bought their real estate business, United Country Banning Junction Real Estate, from their parents in 1999, 15 years after it was founded.



**Banning Junction
Real Estate, Inc.**

Growing up just miles from the office has helped their business, with roots in the community that they don't take for granted. Natalie works alongside her brother, his wife Jamie, and several other agents who have been with their office for many years.

"Having many agents with us for so long, it really is a family business," she says. Because of their longstanding reputation in the community, midway between the cities of Minneapolis/St. Paul and Duluth, their repeat and referral business is something they value.

"I think my passion for what I do shows through," she says. "I have a hard time not showing that excitement. Our clients know they will always get that level of sincerity and service."



Natalie's business is affiliated with United Country Real Estate, a well-known national franchise system with exceptional rural properties for sale around the country. "Being a part of United Country Real Estate and utilizing the UC network has been such a blessing for our business," she says. "People know the name and the reputation."

She also feels fortunate to have desirable Potlatch land to share with buyers. From price to location, the land is reachable geographically and attainable financially for many people. Also, buyers appreciate the certainty that goes with a Potlatch purchase, since Potlatch has already handled such details as providing access and marking boundary lines.

Buyers today have done their homework, Cowart says. "They know what they want and what they can afford. And since we're in a small town, we can send them to a local bank as a name, and not just a number."

While she gets plenty of buyers over 50 years old looking to buy recreational property, she's seeing more younger buyers who want to enjoy recreation with their families before their kids finish high school. And with a healthy market for home sales, she sees many buyers using proceeds from a home sale or funds from a home equity line to pay for a getaway.

Cowart has fun not just selling land, but showing it as well. Her relationship with Potlatch has allowed her to indulge in her favorite pastime: putting on her boots and exploring the land.

"Being in this business has been the best thing for myself and my family," she says, which includes her husband of more than 25 years, two boys, and an extended family who all share a passion for the outdoors.

"Our family has 300 acres with a cabin, where we love to hunt, recreate and head out on the ATVs," Cowart says. "We also have a couple of hunting parcels, rental properties and a vacation home in Florida, so we stay pretty busy. I truly believe we wouldn't have any of these things if I weren't in this business."

For more information about United Country – Banning Junction or its Potlatch land listings

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