

BROKER SPOTLIGHT

Latah Realty



If buyers are looking for recreational land in Latah County, Idaho, odds are they're going to work with Latah Realty. Since 2015, about 55 percent of the county's land sales transactions have been handled by the brokerage.

Ask broker Sean Wilson why his company has built such a major presence in the county, and the answer is simple – it's because of the quality of Latah Realty's team.

"Our people are longtime locals who know the area and are well-versed on the ins and outs of selling to recreational land buyers," said Wilson, who has lived in the county for more than 25 years. "Our team aims to add value to the transaction. There's no high pressure, and we take the time to listen, so we know what the buyer wants."

The dozen or so professionals at Latah Realty, a member of the PotlatchDeltic Preferred Broker Network, work with a combination of local buyers and out-of-state folks from states like California and Washington who want a place to enjoy all that rural Idaho has to offer.

Latah County and its county seat, Moscow, is close to an extraordinarily wide range of options for outdoor recreation, from hunting, fishing, and skiing to hiking, riding ATVs and camping.

Wilson has long known about the quality PotlatchDeltic brings to land management. In fact, he owns a recreational property that was owned by the timber company until 1999. "With PotlatchDeltic property, you know it will be clean and well cared for," he said. "What you see is what you get."

As for what motivates the recreational land buyers who come to Latah Realty, their No. 1 reason for buying is simply is wanting to own their own piece of property. Also, many buyers want to have a property they can pass down to their children.

After they buy a home base, they can have fun outdoors year-round in north central Idaho, whether it's hunting for deer, elk or turkey; fishing for cutthroat trout in the St. Joe River and small-mouth bass in the Dworshak Reservoir; or cross-country skiing on scenic mountain trails.

"We've found if we do a good job helping people with their questions, the rest of the land sale will take care of itself," Wilson said. "A buyer can already see the appeal of a property. Our job is to help them figure out how to make it work, whether it's getting financing, figuring out where they can build a cabin, or checking into how to get water and power to a property."

That's why it's important to work with a realty company that understands the needs of a recreational real estate buyer and knows the area. In Latah County, the choice is pretty simple – that's Latah Realty.



Sean Wilson with his family enjoying rural Idaho.

For more information about Latah Realty or its PotlatchDeltic land listings

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