LORRIE SEWARD Realty

FREE SELLER GUIDE | WASILLA, PALMER AND THE MAT SU VALLEY

The Wasilla and Palmer Seller Guide

Acreage, wells, septic, shops, access and pricing in the Mat Su Valley



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MAT SU VALLEY

Selling Valley property the right way

In Wasilla and Palmer, the land, the outbuildings and the details often sell the home. Here is how to price and market a property that rarely has a perfect match.

$455K	$430K	3.3
Wasilla median sale, last 30 days	Palmer median sale, last 30 days	Months of supply across the Mat Su, August

Sources: Alaska MLS data for the Matanuska Susitna Borough compiled by Real Broker, LLC, as of September 30, 2026; city figures from Alaska MLS data via the LorrieSewardRealty.com market snapshot, September 5 to October 5, 2026.

MARKET

The Valley market right now

Across the Matanuska Susitna Borough, 179 homes sold in September 2026, up from 161 a year earlier. Inventory grew faster: 626 active listings in August, up 13 percent from a year earlier. Wasilla homes averaged 89 days on market and Palmer homes 94 over the last 30 days. Buyers have more choice, so pricing and presentation matter more than they did two years ago.

DUE DILIGENCE

Rural property considerations

Topic	What buyers and lenders ask	What to have ready
Wells	Flow, water quality and well location	Well log, any prior test results, treatment equipment details
Septic systems	System type, age, condition and pumping history	Septic records, as built drawings if available, pumping receipts
Access	Who plows and maintains the road, year round access	Road maintenance agreement or HOA information
Shops and garages	Size, heat, power, insulation, door height, permits	Measurements, permits where required, utility costs
Acreage	Usable versus wooded or wet ground, boundaries, covenants	Survey, covenants and any recorded restrictions
Heat	Fuel type and winter costs	Twelve months of heating and utility bills



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Qualified inspectors test wells and septic systems for buyers. Sellers who gather records before listing avoid surprises and delays later.

PRICING

Pricing acreage and unique homes

Alaska is a nondisclosure state, so sale prices are not in public records, and the best data is in the Alaska MLS. For Valley properties, I start with the closest sales, then adjust for the things that set yours apart: acreage, cleared and usable ground, views, outbuildings, fencing, water and septic, and access. When comparable data is thin, I show you the range and the reasoning behind the recommendation.

- ☐ Residential subdivisions: compare age, layout, garage size, finishes and lot usability
- ☐ Acreage: compare usable land, frontage, clearing, driveway length and utilities
- ☐ Shops and garages: compare size, heat and construction quality
- ☐ Farm and animal property in Palmer: compare fencing, water for animals, barns and soils
- ☐ Lake property: compare frontage, depth and shoreline condition

> **Example: why acreage is not just acreage**
> Two 5 acre parcels list near Palmer. One has 3 cleared, level acres, a heated 30 by 40 shop and a recent septic pumping record. The other is mostly wooded and wet with no outbuildings. On paper they look alike. Buyers, appraisers and lenders see them very differently, and the price should reflect that.

MARKETING

Marketing Valley property

A Valley property is often bought for its setting, so the marketing has to show the land, not just the kitchen. Every listing gets professional photography; for acreage, lake frontage and properties with shops, I add video and aerial footage where it fits, showing boundaries, outbuildings, views and access. Listings go on the Alaska MLS and the major search sites, with targeted reach across YouTube, Instagram, TikTok and Facebook and direct outreach to Anchorage buyers moving north for space and military buyers weighing the JBER commute.

EXPERIENCE

Local experience

From October 2024 through September 2026 I closed 12 transactions in the Mat Su Valley, including Wasilla and Palmer, counting buyer and seller sides.

> *"We have used Lorrie to sell 2 homes for our family this last year and are getting ready to close on a third. The first, she had a spectacular offer in 3 days!"*
>
> Jadine Melville, sold homes in Palmer, 2022, client review

FAQ

Common Valley seller questions

Should I sell land in winter?

Land shows best without snow, so late spring and summer are popular. Serious buyers shop year round, and summer photos and video keep a winter listing competitive.

Does my shop add value?

Usually, especially heated, insulated and well documented shops. The amount depends on size, construction and how buyers in your price range value it.

Do I need a well and septic inspection?

Buyers and lenders commonly require testing by qualified inspectors. Requirements vary by loan type and location, so plan early.

LET'S TALK

Thinking about selling in the Valley?

I will prepare a pricing analysis that accounts for your land, outbuildings, water and septic, plus an estimated net sheet, free and with no obligation.



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A lifelong Alaskan since age two with more than ten years in Alaska real estate. RealTrends Verified Top Agent, ranked #4 in Anchorage by transactions based on 2025 sales data. Anchorage Daily News Best of Alaska Real Estate Professional, four years. Real Broker Elite Agent, four years. Featured on HGTV House Hunters: Grand Alaska.

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MORE FREE RESOURCES

Wasilla seller page | Palmer seller page | Mat Su report

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