

McCrystal works with integrity, passion

Jennifer McCrystal of Coldwell Banker Reed Bros. Realty has had great success in residential and commercial real estate all across Central Oregon, from agricultural properties to downtown homes.

This success has come after two decades of family and business life in Sisters, during which McCrystal co-created Jen's Garden and The Cottonwood Café and served her community through nonprofits ranging from the Sisters Trails Alliance to the Sisters Folk Festival. Having raised two school-aged daughters, she well understands the assets of the Sisters School District.

That community foundation is a key to her success.

"People know me," she said. "People trust me."

They also know that McCrystal works out of a wide and deep base of expertise in the Sisters area and a work ethic that comes out of a rural raising and an entrepreneurial spirit.

"I'm not a commission hunter," she said. "I do this because I love it and I'm passionate about it."

McCrystal sees changes in people's approaches to residential real estate coming out of the coronavirus pandemic and extended quarantines.

"Their home is more important to them emotionally than they ever realized," she said. "I'm definitely seeing a difference in the things people are looking for in a house."

Those differences include space for remote work, which is poised to become a major factor for Sisters buyers.

Jen is an active person — a runner, hiker, and fly-fisher, among other things — and she has a deep appreciation for all the natural bounty that Sisters Country has to offer.

With her deep roots in Sisters, McCrystal understands better than most that finding a house is only part of finding a home. She tends to forge friendships with her clients because she's not just managing a transaction for them. One of her great passions is "helping people who have moved here from other areas to integrate into our town."

Bratton Appraisal Group stakes claim in Sisters

Dana Bratton has built a career as one of the most highly-regarded real estate appraisers in Central Oregon.

Bratton and his wife, Nancy, moved to Sisters in 2019 with a heritage of living in a small town in Eastern Oregon. The Brattons grew up in the farming community of Nyssa, Oregon, a town with a stable population of 3,000.

Dana says he grew up in the era of small farms and large families, a time when everyone in the family worked as a community growing crops that flourished in the Treasure Valley.

"My dad was an equal opportunity employer and all the kids had a serious job list," he said.

After a wedding in the 1970s, the Brattons settled in rural Deschutes County and Dana, a graduate of the University of Oregon, began a 40-year career as a real estate appraiser.

Over the years he has trained appraisers and built a prestigious appraisal firm that has grown along with the communities throughout Central Oregon.

The Brattons were happy that their four children were able to experience a rural neighborhood


lifestyle. But after the kids graduated from high school and moved on they decided it was time to sell the farm home and return to their heritage of small town living by staking a claim in Sisters.

Nancy enjoys gardening, biking, walking and loves the fact that the people she meets have time to wave and share friendly conversation. Dana commutes to Bend four days a week, where he leads a team of appraisers and support staff specializing on the valuation of investment-grade real estate.

Bratton Appraisal Group, LLC provides a wide range of services valuing office buildings, industrial properties, apartment complexes and hotels. Property owners appreciate the support a qualified appraiser can give when making financial decisions about their investment property.

"When I mentor investors looking to increase their real estate asset value I explain that they need to be an agent of change," Bratton said. "A change of use, building addition, or renovation are all ways to increase the value of your home and commercial property as well."

I'd Love To Be Your Broker, Too!




"Jennifer is the quintessential professional and is fun to work with! She gets out in front of potential speed bumps, and listens to her clients. She helped us find our perfect home in Sisters. She was all over the details and didn't let anything get in the way of a timely closing. The day we moved into our new home, we found her shoveling snow from the walkway. Jen is the best!" — Lois & Doug P.

I take pride in anticipating and exceeding the needs of buyers and sellers, both residential and commercial.




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**EXPERTS
IN REAL ESTATE ANALYSIS**

- 40 years specializing in the valuation of investment-grade real estate like office buildings, industrial properties, apartment complexes and hotels
- Mentoring real estate investors to be agents of change... change of use, building additions or renovations that increase home and commercial property values
- Advocate for giving back to small towns through community volunteering



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