

Carrying on a powerful RE/MAX legacy in Sisters

Ryan and Tim Buccola understand the importance of legacy. They're a third-generation Oregon real estate family — and they have assumed the mantle of the RE/MAX brand in Sisters through their Bend-based RE/MAX Key Properties.

"RE/MAX has been an established brand in Sisters for a long time," Ryan Buccola said, noting that the agency has been a long-time supporter of community organizations such as the Sisters Folk Festival.

"The whole vision really started with Peter Storton, who built the brand in Sisters," Buccola said.

Buccola sees his business very much as the torch-bearer for a valued tradition of service delivered with diligence and integrity.

"They're just great people," he said of Peter and his wife, Janet, who now live in Arizona. "He created a real legacy in Sisters and we're just proud to be part of that."

Integrity and service are always the keystones.

"The only thing we have is our integrity and our name," Buccola said. That puts a premium on a simple mission: "Doing what we say we're going to do."

That, for RE/MAX Key

Properties, means supporting its brokers.

Buccola says that RE/MAX Key Properties is "a broker's brokerage... Our clients are our brokers and buyers and sellers are the clients of the brokers."

That means engaging a full-time, in-house marketing staff and a board of directors that is looking not at next quarter's trends, but 24 to 36 months down the road. That means providing technical support that allows brokers to operate in a tight market and a pandemic-constrained environment.

RE/MAX Key Properties brokers use 3-D imaging tools like Matterport to virtually show properties to prospective buyers. That technology was in wide use before COVID-19 hit, but it's become an even more vital tool as people try to minimize unnecessary in-person contacts. The days of lookie-loos and tire-kickers are past.

"We don't want to parade people through houses that are not already up to speed," Buccola said.

"The benefits to the seller are that you have qualified buyers... that are educated and ready to go. The benefit to the buyers is that all of the information is available and ready to go.

Buccola foresees a significant and ongoing influx of people from the Willamette Valley, Seattle and San Francisco who are looking to get out of metropolitan areas and work remotely. Pandemic restrictions have encouraged work-from-home capabilities, and turbulence has made getting away from the big city ever more attractive.

"It's really a very exciting time in real estate," he said. "Internet is going to be paramount for people to be able to work remotely. If you have an occupation in which you are able to work remotely, you're going to take advantage of that now... If I don't have to go to the office every day, where do I want to be?"

The answer for many is Sisters Country.

RE/MAX Key Properties is planning a fall launch of a Ranch & Land Division to serve those who are looking for larger acreage and a ranch lifestyle.

"We're doing the groundwork on that and we're really excited



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about that," Buccola said.

With a strong foundation built up since the 1990s in Sisters, and an eye on the future, RE/MAX Key Properties is positioned to serve the local community — a prospect that pleases Ryan and Tim Buccola.

"We look forward to growing with Sisters."



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