

Biography for Alistair Craft, Broker Associate at Sereno Group

Edited by Jacklyn Kohls

Alistair Craft is a historically top producing real estate professional with a demonstrable record of successfully guiding local and multinational clients, buyers and sellers, developers and investors in a variety of transactions. Being the most heavily sought after agent in Santa Cruz, he is notorious for protecting his clients' interests and has received personal referrals as well as repeat business from loyal clients that have helped shape his career.

Highly skilled in making savvy negotiations and using innovative marketing strategies, Alistair provides a service that is uniquely honest and incomparable to that of others'. He strategically applies his exceptional market knowledge to broker luxury homes, oceanfront estates and condominiums that constantly exceed the expectations of his clients. Through his proven ability, great expertise and high ethical standards, he has become exceptionally well-respected in Santa Cruz and is reputable for dedicating himself to ensure the success of his clients.

In addition to his success in real estate, Alistair is a lifelong surfer and former big-wave professional who has won the Nelscott Reef Tow-In Championships for three consecutive years. His great accomplishments in the ocean have led to his current position as Judge for the World Surf League Big Wave World Tour.

Incorporating judgment of character, skill and experience, Alistair has carefully selected his associates from the finest in the business to form a close-knit "alliance" that caters to the needs of the client for every aspect of a real estate transaction.