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Ryan Martello

**PARTNER SPOTLIGHT:**

Junk in the Trunk

**BUSINESS SPOTLIGHT:**

The Wrap Agency

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# TABLE OF CONTENTS

	<b>07</b> Meet the Montana Real Producers Team		<b>10</b> Preferred Partners		<b>14</b> Missoula Toast to the Top Event Recap
	<b>18</b> Business Spotlight: The Wrap Agency		<b>24</b> Partner Spotlight: Junk In The Trunk		<b>32</b> Star on the Rise: Ryan Martello

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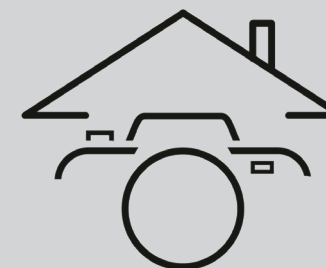
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We really create better relationships and have better transactions if we know one another. Why not have a beautiful atmosphere where we can do that? - Tory Dailey

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# event recap Toast TO THE TOP



Photos by KILN Media

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# THE **Wrap** AGENCY

**Ryan Rickert**



Ryan became hooked on an idea: to cover utility boxes and other unsightly but necessary equipment with beautiful imagery. He even went into “mad scientist” mode, experimenting with over 130 laminate combinations in his garage in an attempt to develop a laminate that could wrap equipment and repel graffiti. Ryan found his way into a meeting with 3M, which took his research and finished developing the product he sought.

“We are a different breed in the sense that we care. We stand behind our work. We out-heart and out-hustle anyone. At the end of the day, a sign shop isn’t so sexy, but the creative expression of our team is unbelievable. We’re here to do good.” -Ryan Rickert, Owner

The Wrap Agency is one of Bozeman’s most unique brands. Its product is second to none, and its care for doing good in the world extends far beyond the decals and signage it provides. Led by Ryan Rickert, The Wrap Agency is on a mission to beautify our world and make a positive impact.

Since Ryan launched The Wrap Agency’s sister company, Clean Slate Group, in 2011, the organization has grown from a three-person operation to an accomplished crew of twelve, including designers, installers, production managers, and operations managers. So whether you’re looking for custom wallpaper, a car decal, or

an advertising sign, The Wrap Agency is your go-to resource.

#### **THE DRIVE TO CREATE**

Ryan has long held entrepreneurial ambitions. He started a promotions company while attending high school in South Dakota. After moving to Bozeman and graduating from Montana State University, he spent nine years as a marketing director in the Arena Football League. After two years at an ad agency, he set out to found Clean Slate Group.

“I needed a truly anti-graffiti laminate that was conformable and met the thermal requirements of power cabinets,” Ryan explains. “And we made that happen.”

#### **THE WRAP AGENCY IS BORN**

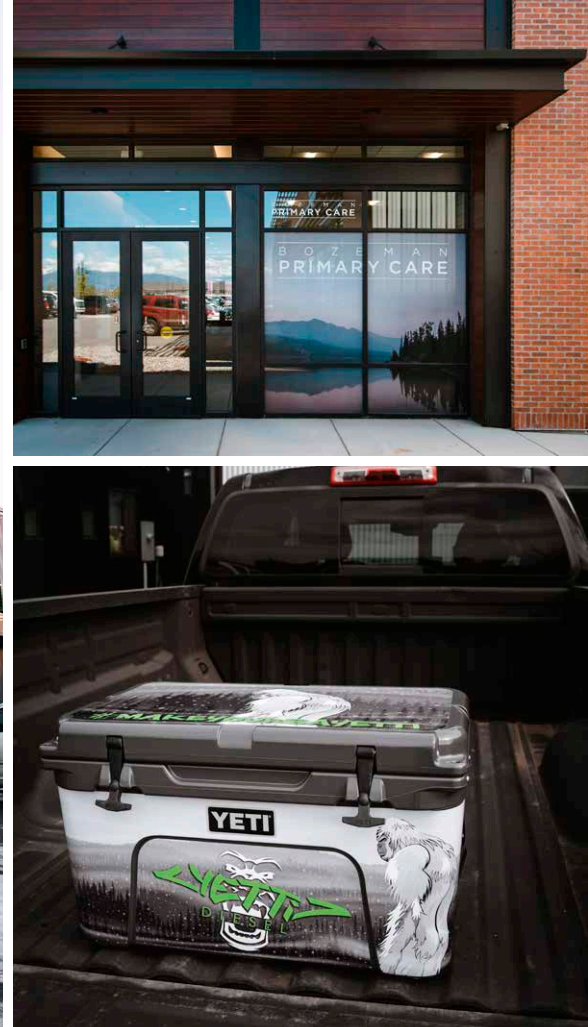
Clean Slate Group was created to wrap power boxes and other utility equipment, and Ryan continues to run that company. However, there are major challenges in that industry—namely, a roughly three-year sales cycle.

**PRODUCTS WITH PURPOSE**

» business spotlight

By Zachary Cohen

“  
**WE WILL OUT-HEART  
 AND OUT-HUSTLE  
 ANYONE. OUR  
 CUSTOMER SERVICE  
 IS AMAZING, AND  
 OUR TEAM IS  
 WICKED SKILLED.**  
 ”



Meanwhile, Ryan began getting requests for decals on cars, boats, and more. He recognized an opportunity to use his team and expertise to serve the broader public, so in 2012, he spun off a new company, The Wrap Agency.

Fast forward 12 years, and The Wrap Agency has developed a reputation for being the best in the business. Their creativity, customer service, and products are top-flight. The company provides custom vehicle wraps, wall wraps, signs, window graphics, decals, banners, and more.

“I’m so proud of our team,” Ryan says. We’ve been blessed to attract amazing people. We will out-heart and out-hustle anyone. Our customer service is amazing, and our team is wicked skilled.”

**DOING GOOD**

The Wrap Agency’s product is impressive, but behind the product, there’s a greater cause: to make a positive impact in the world. As Ryan grew The Wrap Agency over the past decade-plus, he also took a closer look at his purpose.

“In 2010, I went from being a self-proclaimed agnostic to a believer in Jesus. I became a Christian, and it became heavy on my heart to do good,” Ryan reflects. “I started reflecting about people who helped me along the way. I was an at-risk youth, so supporting that group is very important to me.”

Ryan stays involved in giving back, especially to at-risk youth and anti-human trafficking groups. The



Wrap Agency also donates to these groups by providing signage and more for fundraising events.

“My heart is bigger than my brain or my care for money,” Ryan shares. “Whether it’s through giving back or providing the products we provide, my life’s mission is to add value and make people smile. I love the joy we bring by taking a very unsightly but necessary item and helping it become beautiful.”

For more information, visit <https://www.thewrapagency.com>.



**FAMILY SPOTLIGHT**

Ryan and his wife, Maggie, and four kids: Berron (11), Bradford (9), Bowen (6), Ruthie (2.5). “I spend as much time as I can with them and in the woods,” Ryan says.

“  
**MY HEART IS BIGGER THAN  
 MY BRAIN OR MY CARE  
 FOR MONEY. WHETHER IT’S  
 THROUGH GIVING BACK OR  
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By Zachary Cohen  
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# JUNK IN THE TRUNK

LISA &  
CRAIG  
GAMBREL

MORE THAN  
JUNK REMOVAL





Junk in the Trunk is more than your typical junk removal company. Clearing unwanted items is the company's primary business task, but they also offer a host of other services: estate and property cleanouts, furniture delivery, furniture and appliance removals, donation pickup services, moving services, yard debris cleanup, construction debris pickup, and demo services.

Better yet, owners Lisa and Craig Gambrel are committed to using Junk in the Trunk to make a positive impact in their community.

"There's more to our story," Lisa says proudly. "We're a family business, and we want to do good."

#### NEW BEGINNINGS

Owners Lisa and Craig Gambrel began a new chapter of their lives in 2023, when they got married and blended their families. Lisa, a former Certified Surgical Technician, had worked in the hospital for many years. Most recently, she was working for Stryker Corporation. Craig, on the other hand, has owned a radiant heat business.



When the pair got married, they also decided to embark upon a new professional venture together. So, in the spring of 2023, they made two significant changes:

They were married in March and launched Junk in the Trunk in May.

"We built a life and business together," Craig smiles. "It was very exciting. I'm very mechanical and have a lot of trucks and trailers, while Lisa is amazingly smart and has a great skill of reaching out to people and connecting. We were trying to find something to do together. One thing we did a lot on weekends was garage sale-ing. We realized we could just pick people's junk up in Bozeman and make a killing."

#### FINDING PURPOSE

What began as a means to work together and build a business quickly became much more. As Junk in the Trunk took on its first few jobs, Lisa and Craig saw the magnitude of the items it was taking in. Many of them were in great condition—sofas left by sellers moving out of town, lawnmowers in like-new condition, and more.

"We had to ask ourselves, what do we do with those items? Nine out of ten times, they were reusable, so we didn't want to bring everything to the dump," Craig says. "We started donating to Family Promise and Love Inc. and finding veterans online to give things away to. It opened a whole door to us. We don't sell anything, but now, we try to rehome and recycle as much as we can. There is obviously some waste involved, but nine out of ten times, the item is donatable or movable."

Lisa and Craig are so committed to donating items that they've even rented two large buildings to store them until they can be donated.

"We like to give back to the community. That's our biggest thing," Lisa shares.

"It wasn't part of the initial vision, but it showed up at our front door," Craig adds. "We realized we needed to help our community and donate more. It opened this door—this



IT'S IMPORTANT FOR OUR FAMILY TO BE A PART OF OUR COMMUNITY. PART OF THAT MEANS WORKING WITH EVERYONE, FROM BIG SKY TO THE PEOPLE CAMPED BEHIND WALMART. WE WANT TO BE PART OF ALL OF IT.



WE REALIZED WE  
NEEDED TO HELP  
OUR COMMUNITY  
AND DONATE MORE.  
IT OPENED THIS  
DOOR—THIS IS WHAT  
WE ARE DOING, AND  
THIS IS WHAT WE  
ARE MEANT TO DO.

is what we are doing, and this is what we are meant to do. It pays more than the business does. Helping a family, showing up to donate beds to children, and seeing the look on their faces when we say they don't owe us anything gives us faith in humanity."

#### MAKING A DIFFERENCE

Outside of work, Lisa and Craig enjoy spending time with their blended family of three kids: Trinity (14), Laney (14), and Bentley (13). They are always up for an adventure, from traveling to camping to ATV riding.

While Junk in the Trunk has been a big success in its first year in business, family, and community-building come first for Lisa and Craig.

"We want to make a continued positive impact. We want to continue repurposing and recycling to people in need. There are plenty of people struggling," Lisa says.

"We want to be part of our community," Craig shares. "Our kids go to school here. It's important for our family to be a part of our community. Part of that means working with everyone, from Big Sky to the people camped behind Walmart. We want to be part of all of it."

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▶▶ star on the rise

By Zachary Cohen  
Photos by Arnica Spring Photography

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SETTLE

# Ryan

MARTELLLO

REALTY ONE GROUP PEAK

“We all have a unique purpose and a unique set of skills during our time on this Earth, so don’t sell yourself short. Work to become the best version of yourself and serve those around you.”  
-Ryan Martello

Ryan Martello was born and raised in Ennis, Montana, about an hour’s drive south of Bozeman. Ennis is small-town Montana; with a population under 1000, family values were central to life. “Everyone was close-knit, for better or worse. It was a great place to be raised,” Ryan recalls.

Hard work and treating others well were values that were instilled in Ryan from an early age. Ryan’s first taste of the working world came when he began working at his grandfather’s hardware store in eighth grade. That set the tone for a lifetime’s worth of business ventures.

While at Montana State University, he started his first business, becoming a College Pro Painters franchise owner.

“Growing up, I was very involved in team sports. Once my playing days were over, it was time for a new chapter. My next venture was into business,”

Ryan explains. “I was drawn to business, and it helped fill a competitive edge and being part of a team. I was going to school at MSU for exercise science, but I was being pulled toward the business world.”

Ryan grew his painting business to fifteen employees spanning five crews. After a year as a general manager for the company’s corporate arm, he opened a landscaping and irrigation business, which he ran for the next six years.

“I really liked owning my own business,” Ryan recalls, “but I realized I didn’t love the industry I was in. Landscaping required hard manual labor, seasonal workers, and recruiting was difficult.”

By then, Ryan had accumulated quite a bit of entrepreneurial knowledge for a 20-something. So, as he turned the page to something new, he took a moment to assess his options. He asked himself big questions like, What do I like? What am I drawn to? and What business should I start next? Those questions ultimately led him to real estate.

“I realized I enjoyed marketing, working with people, serving, and problem-solving. I was drawn to real estate. My grandfather had been successful in real estate, so I chatted with him, and I felt the pull toward this industry.”



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IT DID.



In 2019, Ryan went all-in on real estate. He sold his landscaping equipment, got his license, and dove into his new work.

“I knew what I was getting into,” he continues. “It’s a competitive industry, and I knew it would be. I knew I would have to earn everything, and I did that. It took me many months to get my first sale, but I just kept serving my sphere, kept planting seeds, and kept marketing my business with the faith that once I could get that ball rolling, it would take off. And it did.”

Fast forward five years, and Ryan is thriving in real estate. As an individual agent with Realty ONE Group Peak, he closed roughly \$20 million in 2022 and 2023 combined. His business has been built upon referrals, word of mouth, and standout customer service.

Looking ahead, Ryan envisions even more growth.

“I’m just trying to build. My biggest fear is to settle. I always want to push and get to the next level,” he says. “I’m always pressing toward the next thing, but I also like to keep my options open. I’m taking things one day at a time, doing what I can in the moment to become better. Whatever the future holds, I’m optimistic.”

#### BEYOND THE OFFICE

When he’s not selling real estate, you’ll find Ryan spending quality time with his wife, Brittney, and sons, Gianni (5) and Antonio (2). He also enjoys playing golf, working out, watching sports, and traveling. He and his wife own a CrossFit gym; the gym community is his home away from home. “I’m there getting a workout in three or four times a week, if I’m lucky. It’s a really great group of people that are part of our family.”



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► cover story

By Zachary Cohen  
Photos by KILN Media

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JEN CLEMENT

## FOR THE LOVE OF MONTANA

Montana has always held a special place in Jen’s heart. With family living in Dillon, Montana, she spent her childhood summers immersed in the beauty of Big Sky Country. These summers became some of her most cherished memories, eventually leading her to move west.

“Many of my favorite childhood memories are from my time in Montana,” Jen recalls. “There was something magical about stepping off the plane and immediately noticing the fresh mountain air. Those experiences stayed with me. We spent time hiking, camping, and fishing in the mountains, creating memories I’ve always treasured.”

As she reached adulthood, Jen and her twin sister moved to Bozeman, beginning her college journey at Montana State University before transferring to the University of Montana. In Missoula, she finally felt like she had found home.

“I just loved the proximity to mountains, rivers, and lakes,” she continues.

### THE ROAD TO THE TOP

Jen graduated from the University of Montana in 2002. Inspired to make Missoula home, she began looking for careers that would keep her in the area.

Jen already had an interest in real estate; she had purchased a duplex while attending college and rented half of it out while living in the other half. So, it was a natural fit to begin her working life in property

management. Two years later, she got her real estate license and transitioned into sales.

“Stepping into a real estate career wasn’t necessarily planned, but I’m glad my path has led me to where I am,” Jen shares.

### TWENTY YEARS AND COUNTING

Jen has now been thriving in real estate for over twenty years. She’s currently a Broker at Berkshire Hathaway HomeServices Montana Properties and one of the state’s top agents, closing nearly \$30 million in 2023.

Jen’s team includes Everett Fred and her sister and social media manager, Jes Gaffney, who runs a social media marketing company.

Jen’s goal is to take the stress out of what is likely the largest financial purchase a person will make in their life. Understanding the stresses of a real estate transaction allows her to be a client advocate and problem-solver.

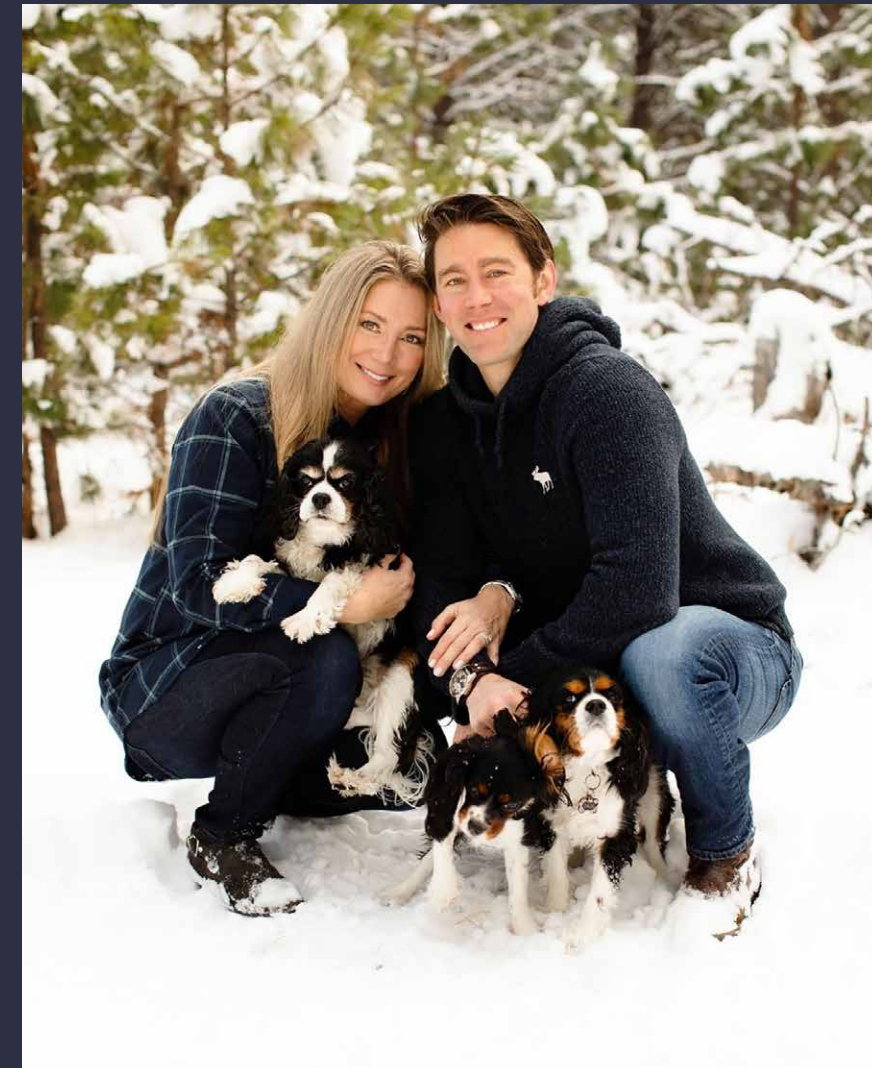
“I like to say that I’m always a work in progress because I believe in lifelong learning and constant growth. That mindset is what has brought me to where I am today.”



“

I LIKE TO SAY THAT I'M ALWAYS A WORK IN PROGRESS BECAUSE I BELIEVE IN LIFELONG LEARNING AND CONSTANT GROWTH. THAT MINDSET IS WHAT HAS BROUGHT ME TO WHERE I AM TODAY.

”



#### LEAVING A LEGACY

When she's not helping her clients and immersed in real estate, you'll find Jen with her husband, Matt, and their three dogs. Jen has been an instructor with Oula Fitness for 12 years, a dance fitness format that was started in Montana. She also enjoys playing on aerial silks, spending time outdoors, and visiting with family and friends.

While she's proud of her accomplishments as a REALTOR® and broker, what matters most to Jen are the relationships she builds and the service she provides.

“I want to ensure that, at the end of the day, we can turn what can often be a stressful experience into one where people's dreams come true. It's the relationships that truly matter.

Creating a stress-free experience is what's important, and I feel fortunate to have had the opportunity to do this work for so long,” Jen shares. “I count my blessings. This industry gives back what you put into it, and I'm grateful for the business I've been able to build.”



“

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