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STAR ON THE RISE:

Ashley Inglis

PARTNER SPOTLIGHT:

Gooden Construction

SEPTEMBER 2024



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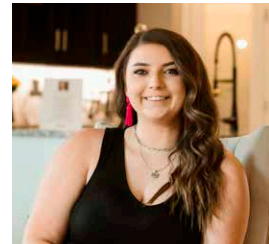



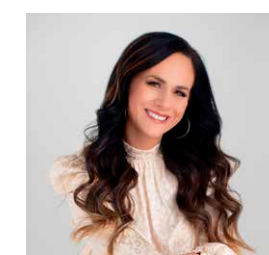

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 If you are interested in contributing or nominating REALTORS® for certain stories, please email us at rachelle.schmid@realproducersmag.com

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▶ publisher's note



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By now, you are catching wind of Montana Real Producers and our mission to connect, elevate, & inspire the top-producing REALTORS® from across Montana. We are honored to tell the stories of the agents across our state and want you to know you can count on us to deliver this quality publication each month- connecting our industry- and making it easier for everyone to do business together, which we have already seen the ripple effect of. However, the physical magazine is just one part of what MTRP is all about...

Here at Montana Real Producers, it is our goal to create a platform to unite the top agents from the Montana Regional and Big Sky MLSs for the first time. We believe that nothing beats relationship-based business, but we saw that the platform to connect REALTORS® statewide in person didn't yet exist.

To that end, we are excited to announce the details for our first Montana Real Producers statewide event connecting YOU top producing agents. We recently had our first Southwest Montana Connect event. The turnout was amazing, and the testimonies speak to the excitement around this platform:

"I really feel Montana Real Producers is a rifle shot into the best of the best and these events are time incredibly well spent amongst our peers. I respect all of these people and love working with them, and to have a concentrated group like this together, collaborating and celebrating each other, is unheard of, and it's really fabulous."

-Martha Johnson (Big Sky Real Estate Co)

I'm SUPER excited to announce the details for our first statewide event!

WHO: The top 500 REALTORS® (by volume as reported to the MLSs last year) in the Montana Regional & Big Sky MLSs combined.

WHEN: Friday, Sept 6th

WHERE: The Montage Big Sky

TIME: 5 PM

OTHER DETAILS: If you plan to stay the night or weekend and would like to stay in Big Sky on the property at the Montage or at their sister hotel, The Wilson, please contact Lindsey Foote for their generous block rate options.

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event recap Toast TO THE TOP



Photos by Kyle Lux, PRSPCTV MEDIA

Thank you to everyone who made it out for our first event in Southwest Montana. We are immensely grateful to our platinum sponsor, Lone Mountain Ranch, for hosting such an impactful and memorable time.

A special thank you goes to each of our incredible partners who were nominated into this community and helped bring this platform to Montana. Additionally, we extend our heartfelt thanks to Teton Heritage Builders, Flying S Title, Blinds of Bozeman, and Lohss Construction for their generous prizes. Your support and participation made this occasion truly exceptional.





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“Why Flying S?” Flying S stems from a cattle brand that the company founder’s son, Dwain H. Stufflebeam, and his wife Joyce, created years ago and have since used in their ranching operations in Southeast Idaho. The “S” signifies the family name, Stufflebeam, and the “wings” on each side represent Dwain’s love for flying.

This new brand reflects ranchers’ and farmers’ “Whatever It Takes” attitude. It is this same attitude that the company wants to reflect in its culture.

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▶▶ partner spotlight

By Zachary Cohen
Photos by Missoula Real Estate Photography

GOODEN

CONSTRUCTION

Wade Gooden

“
We’re a true custom home builder, and
everything we do is based on providing an
amazing product and amazing service.”

“
 Seeing what you build is exciting. You start in dirt, and, eventually, there is a structure in front of you. That excited me from the very beginning.”



PART OF THE FAMILY

In the current real estate market, homes are being constructed with increasing cost efficiency. While this can benefit a certain type of homebuyer, this pricing efficiency has its drawbacks. Often, building designs become standardized, and lower-cost materials are used to keep prices down for buyers. Custom home building is becoming something of a lost art.

Yet, there are a few custom home builders who still take pride in the artistry and craftsmanship of their builds. One such outfit is Gooden Construction, a fully custom home building company that specializes in timber framing. Gooden Construction is keeping the old ways alive, mixed with a dose of modern flair and top-notch customer service.

Based in Frenchtown, just outside Missoula, Gooden Construction has built a reputation for being one of Montana’s best custom home builders, and for good reason. The company has been around for 25 years and produces some of the highest quality builds in the state. They take pride in their customer service, understanding that a custom home build is a high-touch experience.

“I love what we do because we bond with the customer. There’s a lot more contact with a custom home build,” owner Wade Gooden explains. “We’re a true custom home builder, and everything we do is based on providing an amazing product and amazing service.”



BUILDING A FOUNDATION

Wade’s father worked in excavation, and the trades were a part of his life from an early age. After spending time in the military and attending college, Wade began working in construction. By 1997, he founded Gooden Construction.

“Seeing what you build is exciting. You start in dirt, and, eventually, there is a structure in front of you. That excited me from the very beginning,” Wade says. “I also love math and, truly, all the aspects of what it takes to construct a home.”

Gooden Construction has now been in business for 25 years. It’s a family business, too; Wade’s wife, son, and nephew all work for the company.

“My superintendent/project manager, this is his 24th year with us. That means a lot,” Wade continues.

THE ART OF HOMEBUILDING

Gooden Construction specializes in custom builds that reflect the individuality and personality of their clients—whether that is a contemporary look or custom timber work. Gooden Construction’s specialty is timber framing and hybrid timber framed homes, but they can also handle more modern builds. They use state-of-the-art tools—a requirement for timber framing, where the framing itself is finish work.

“And we tend to have more employees than your average builder, who would sub out most of the process. With that,

FUN FACT

Every weekend, Wade opens up his lake house for his employees to come and relax. They often head to the lake with their families, park their campers, and enjoy nature and good company.



it allows us to care more for our clients,” Wade explains. “We do our own framing, our own finish work, our own trim, painting, and more. My wife is the cabinet design girl.”

Wade prides himself on answering his phone and responding to customers any time of day. He understands how important their home build is, so he keeps communication high and is willing to work through challenges. When a client refers him to a friend or family member, he knows he’s done his job well.

“We’re very caring when it comes to our clients. If someone takes the time to recommend us and wants us to be a part of their project, I want them to know that we’re here and we plan to stay here. We understand you can’t take the business for granted.”

THE NEXT GENERATION

Wade and his wife, Heather, have three children: Shon (28), Seth (17), and Shae (16). Shon already works for Gooden Construction. Although Wade has no plans to retire anytime soon, he hopes that Shon will take over the company one day.

“We enjoy exactly where we are. We are a great fit for custom home building,” Wade smiles. “I’m not one to want to retire; I’m kinda a workaholic. I’d probably go crazy if I didn’t have this to do; I love this work.”

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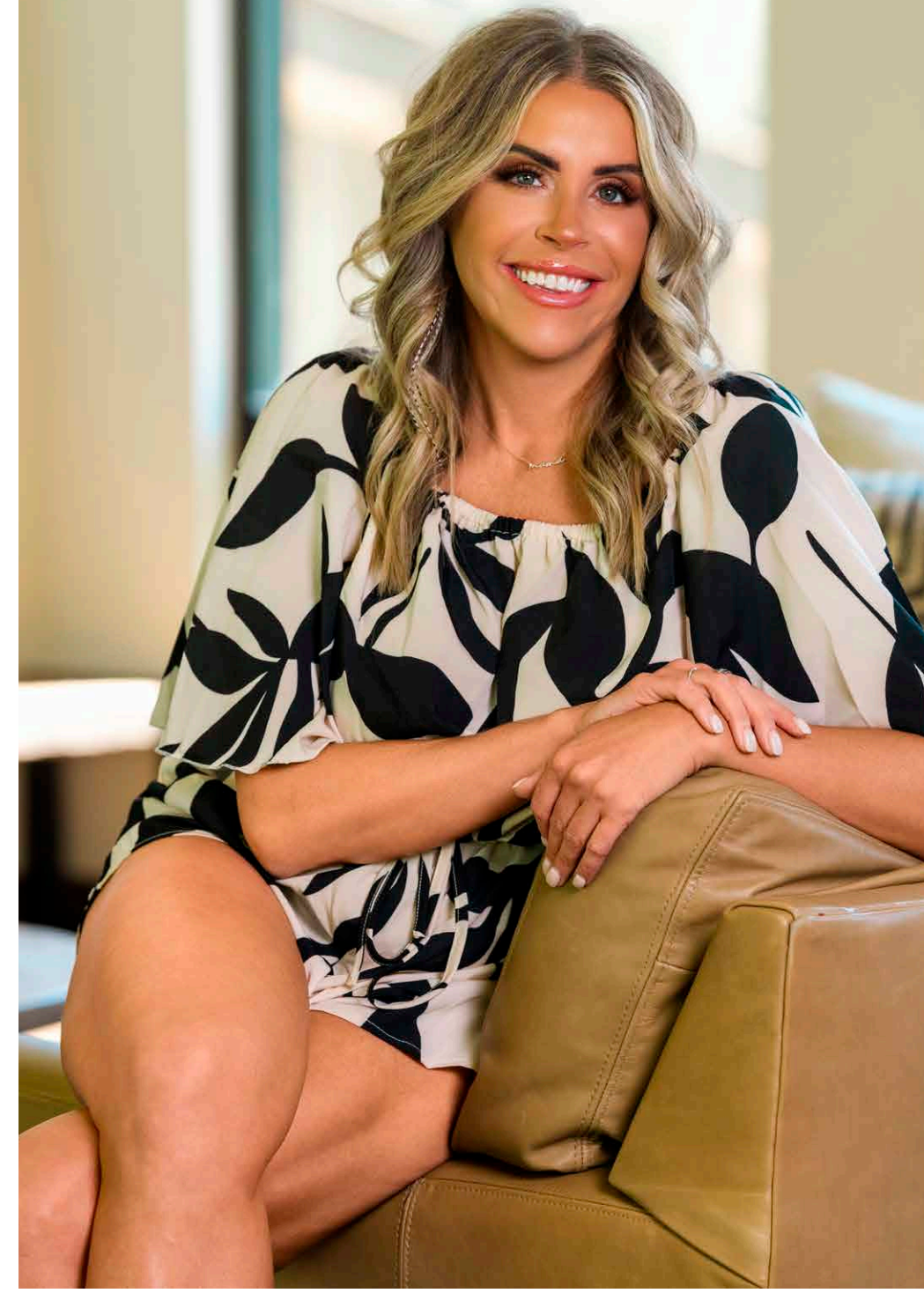
Ashley Inglis was born and raised in the idyllic setting of New England. She spent much of her childhood in Massachusetts, lived on the Maine coast for a time, and went to college in New Hampshire. But after marrying, Ashley and her husband, Greg, were ready for a new adventure. Greg is a professional fly fishing guide, and he had his heart set on moving to Montana. In May 2018, Ashley and Greg landed in Montana.

Although New England has its merits—the classic Victorian homes, the bright oranges and reds of the fall foliage, and the majesty of the ocean—Ashley was pleasantly surprised with life in Montana.

“When I came to the West Coast, I didn’t realize this existed—the beauty of a 360-degree view of mountains and the big sky. When you come from the city and a metro area, it is so different in a great way,” Ashley explains.

Back in New England, Ashley worked for a commercial HVAC company. After moving to Montana, she was able to keep that job in a remote position, but in 2020, she left that role to become an entrepreneur. She began selling jewelry for a multilevel marketing organization and

ENGEL & VÖLKERS WESTERN FRONTIER





Everyone says I have the Cinderella story, but not everyone wants to work as hard as I have for it.



quickly became one of their highest-producing salespeople.

“It really took off,” she says. “In the three years I did that job, I grew a team of over 700 people. I sold \$5 jewelry at a very high capacity. In my last year, my sales were \$250,000, and 45% of that was commission. I did really well. I had residual income from my team on top of that.” Ashley understood that her entrepreneurial skills would be useful in almost any industry. So, after giving birth to her son, she turned her attention toward real estate.

“My husband and I struggled to get pregnant, and we realized a lot of it had to do with stress at work. After getting pregnant, we decided we would change things up. I saw how successful I was in my previous business and knew I could be successful in real estate,” Ashley says. “My goal was to serve people in a fulfilling way. Real estate did that for me.”

Ashley’s confidence in herself was well-placed. She began her career in 2022, closing 16 transactions for \$5.5 million in a six-month span. In 2023, she nearly doubled her business while being named the #3 agent (for sales volume) in the Engel & Völkers Stevensville office. She’s tracking to double her volume again in 2024. Ashley also recently obtained her broker’s license.

Now with Engel & Völkers Western Frontier, Ashley is grateful to be with

the brokerage she believes gives her the best opportunity to come through for her clients.

“Everyone says I have the Cinderella story, but not everyone wants to work as hard as I have for it. I’ve had to really work for my clientele, and what has gotten me to the point I have is that I sell myself. I sell my personality, and people are attracted to my energy. I know what I provide my clients with is top-notch,” Ashley shares.

Outside work, you’ll find Ashley with her husband, Greg, and their son, Hunter, who is now almost three. Her parents and in-laws have moved to Montana, which has been great with a toddler in tow. Ashley and her family live in Lolo, which has become one of her favorite parts of the state.

“I love it here,” she beams. “You can’t beat my view. I overlook the Missoula Valley and turn the other direction, and can see down the Bitterroot Valley. It’s amazing.”

Looking ahead, Ashley hopes to continue growing her business while perfecting the art of work/life balance. She intends to build a real estate portfolio with the goal of getting back some of her time through passive income generation. That next step may be a challenging one, but if there’s anyone who can do it, it’s Ashley.

“My drive and ambition are above and beyond,” she smiles.





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PollyAnna SNYDER

ENGEL & VÖLKERS



cover story

By Zachary Cohen
Photos by Arnica Spring Photography

RIGHT AT HOME

PollyAnna Snyder has had the gift of living and brokering real estate in several different areas. Although she was born and raised in Kentucky, PollyAnna has sold real estate all over the country, from California to North Carolina to Colorado. However, Bozeman is, by far, her favorite place to call home.

“I love Bozeman for all the same reasons we moved here,” PollyAnna shares. “It has great natural resources, all four seasons, it is a university town, it has the busiest airport in the state for the best connecting flights, and it has a great medical system. All those reasons are also why other people are moving here.”

PollyAnna has now called Montana home for over 15 years. Meanwhile, she’s built one of the top real estate businesses in Montana, and solidified her place in the community by giving back.

COMING HOME

PollyAnna is no stranger to moving. She grew up in a military family, and continual relocations were a part of her upbringing. While it wasn’t always easy, those moves taught her how to be adaptable and flexible. They also taught her an important lesson about the power of choice.

“Moving so much has taught me that I can really pick and choose where I want to live. I’ve learned my success is about my drive and work ethic. I’m at the cause, not at the effect of my life.” PollyAnna explains.

PollyAnna began her real estate career in 1998 while living in California. That’s the year she and her husband, Bret, began working for international real estate developers on projects in New Zealand and Grenada. After flirting with the idea of moving to New Zealand, they got licensed in California and built a more traditional residential real estate business in Orange County.

By 2006, PollyAnna and Bret were ready to leave California. They accepted a position with a

developer in North Carolina. But, as PollyAnna says, “Once you’ve lived out west, you can’t go back east.” After 18 months in North Carolina, they picked up, this time moving to Telluride, Colorado.

After 14 months in Colorado, PollyAnna and Bret once again set sail for greener pastures. Tired of the volatility of the second home market and wanting a community to truly be a part of, they chose Bozeman for their next move.

“By the summer of ‘09, real estate was crashing. We were in the throes of the recession, and Telluride only has two industries — tourism and real estate. I was tired of the secondary home market. I prefer a primary residential market, where people live and work and go to school. I really enjoy being in a university town; I grew up in a variety of university towns, and I really like their energy. It creates a sense of community, a vibrancy, and stabilizes an economy,” PollyAnna explains. “Bozeman was a perfect fit for our family.”

As it turns out, PollyAnna’s move to Bozeman may be her last. She is in love with all the city has to offer and has built one of the area’s top real estate businesses.

“My graduate degree is in trend analysis. I look at a lot of trends. Bozeman was just getting started, really getting recognized nationally. I knew I could build a real estate business anywhere, and this is where I wanted to be,” PollyAnna says.

Over the past 15 years, PollyAnna has given her all to the community. She supports organizations like the

Museum of the Rockies and Haven, a nonprofit that provides confidential support, legal advocacy, counseling, and a safe place to stay for anyone impacted by domestic violence, sexual assault, sex trafficking, or stalking.

RIGHT WHERE SHE'S MEANT TO BE

Today, PollyAnna is a Private Office Advisor with Engel & Völkers. She has two team members: her brand manager, Ceci Bohr, and her licensed sales assistant, Cody Adams.

Although PollyAnna has been selling real estate for over 25 years, she has no intention of slowing down. In many ways, she's just getting started.

"We're just coming out of our phase of having children. Finn is 23, and Marin is now 20," PollyAnna shares. "This is a business that can carry someone through all stages and all ages of life, and I think that's important. I'd like to leave a legacy of commitment to my family, commitment to my friends, and a very highly competent commitment to the profession. I really love and enjoy what I do."



“
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my drive and work ethic.
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not at the effect of my life.”



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