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PARTNER SPOTLIGHT:

Border Magic

RISING STAR:

Rachel Fichel

PUBLISHER'S NOTE:

Hello Boise!



TOP AGENT:

ARROW

TALLMAN

AUGUST 2024

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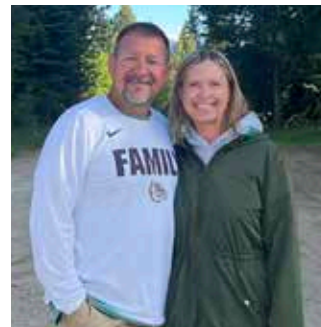
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▶ publisher's note

By Tim Ganley

HELLO BOISE

WELCOME TO BOISE REAL PRODUCERS!

I am honored to bring Real Producers to our great city and to celebrate everything that makes you all an outstanding part of the Boise Real Estate Community. I look forward to highlighting your accomplishments, encouraging your dreams and recognizing you for your continued excellence in serving your clients.

Real Producers started as a simple idea in 2015 in Indianapolis and has spread across the nation like wildfire. The Real Producers community is now available in 140 locations and is changing the way the real estate community interacts across America. As we embark on this journey in Boise, I promise to create platforms to connect this community and forums to recognize and celebrate what makes each one of you iconic. In years to come, I hope to interview every one of you so that I can share your success stories in future publications. I also look forward to celebrating you at our events, providing tools and connections to help you grow your business and representing your passion for this industry that we all share.

Here are some quick facts about Real Producers:

DISTRIBUTION: This magazine will arrive in the mailboxes of the TOP 500 agents in Boise each month. These 500 agents are determined through compiled MLS data from 2023. Across Ada County, we have approximately 3500 licensees, but if you are receiving a hard copy of the publication, it is because you belong to the elite group of top performers.

CONTENT: This publication is all about YOU, the Boise real estate community. We will be writing personal and unique stories on members of this community, giving you a platform to inspire greatness in others. As we grow, we will continue to add fresh content focused entirely on the top 500 and our Preferred Partners. We have NOTHING to sell to real estate agents as it is absolutely FREE to be featured in this publication. To be featured, the agents must be nominated by a peer, leader or influencer in the Boise real estate market. We always encourage nominations and love to hear about agents that are making a huge impact in our market.

PREFERRED PARTNERS: Anyone listed as a "Preferred Partner" in the index of this publication will also be a part of this exclusive community. You will see them advertised in every issue, attending our private events and being a part of our online community. We do not cold call businesses off the street to join us, nor do we allow any business that approaches us to be a part. One or many of you have recommended every single one of these Preferred Partners that you see in this publication. Our goal is to give you as many resources as possible to add to your arsenal so that you always remain that trusted referral source to your clients and customers.

EVENTS: Along with our monthly publication, we will be hosting various social and educational events throughout the year. Our goal is to bring the

best of the best together while supporting our local communities. And we fully intend to have a good time doing it! We will be communicating information on upcoming events through the publication, monthly emailed newsletter and social media.

CONTRIBUTION: If you are interested in contributing, nominating REALTORS for certain features, know of additional top-notch affiliate partners who would be a great fit for our community, or would simply like to learn more, please reach out to me anytime. I look forward to meeting with every one of you in the future. I would also like to give a HUGE THANK YOU to the Preferred Partners who jumped on board with us so that we could bring *Boise Real Producers* to life. Also, a huge shout-out to my team that pulled this together without much guidance. You all are incredible and this first issue is dedicated to you!

I appreciate you all and I look forward to seeing you all at our launch party coming soon!



Tim Ganley
Owner/Publisher
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W E L C O M E

to the **BOISE REAL PRODUCERS** Community!



WHAT IS BOISE REAL PRODUCERS?

This magazine may be completely new to you, but I've been working on this launch for several months and I firmly believe in the mission of this publication. Real Producers is in over 140 markets across the U.S., where each city has its own version of Real Producers. I'm very excited to bring this magazine to our Boise real estate market!

If we haven't met, you might be wondering, "What is *Boise Real Producers*, and why am I receiving this magazine?"

It's simple. You've earned it!

You are one of the top 500 REALTORS® in Boise by dollar sales volume, and only the top 500 will receive this for FREE every month moving forward.

If you are holding this magazine in your hand, you should be incredibly proud!

- You can't buy this magazine.
- You can't pay to be featured in this magazine.
- You can't pay to attend our social events.

You must be nominated to be featured in this magazine and you must fall within the top 500 in Boise.

This magazine will be a vehicle to highlight all the top-producing agents across the Treasure Valley and to share what makes them so special.

WHAT DOES THIS MAGAZINE MEAN TO THE REALTOR®?

It is a badge of honor to be receiving this magazine out of the thousands of agents in our area. We want to validate your business and achievements! There are so many incredible real estate agents who don't get the opportunity to be in the spotlight as they should. We will celebrate our local legends, industry icons and rising stars each month and all the success they've created.

WHAT DOES THIS MAGAZINE MEAN TO OUR PREFERRED PARTNERS?

Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events. Each business in our magazine has been vetted and personally referred to *Boise Real Producers*, so you can trust they're doing good work! If you are looking for a great business to try or to use, I strongly suggest our preferred partners.

WHAT CONTENT WILL BE FEATURED EACH MONTH?

- Cover Story
- Rising Star
- Industry Icons (Coming Soon)
- Partner Spotlight featuring a Preferred Partner
- Social event recaps (Coming Soon)
- Other content will be added as we continue to grow our publication

▶ what is this thing?

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RACHEL FLICHEL

02 Real
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rising star | Story written by Nick Ingrisani
Photos by Garret Leo, Luxe Real Estate Media

From cheering in hockey arenas to empowering people in her community, Rachel Flichel's journey is a testament to the power of giving back and embracing life's opportunities as they come. Rachel was born and raised in Tacoma, Washington. Growing up, she learned the values of resilience and hard work from her father, a pastor in their community. "My parents were constantly doing and serving for others, knowing that that's the most important thing." After meeting her husband as a teenager, her life was destined to take a unique direction.

Rachel's husband Marty is a professional hockey player who was drafted by the Dallas Stars at 19-years-old. For a while, they followed the path of his career. In her early twenties, Rachel lived in England for two years while working as a makeup and cosmetics artist for Chanel. She also worked as a sales rep for Bulgari and other fashion brands before starting a family with her husband Marty.

"My main role until he retired in 2012 was being a supportive wife, being a mom, and trying to find time for a career for myself."

They moved to Boise in 2002 and decided to settle there for the long term. Despite taking a break from her career path to raise her family, Rachel has no regrets looking back.

"I feel like everything happens at the right time. So I look at not being able to pursue something earlier as a positive. I don't know that I would've been in the same roles I am now if I didn't go down those avenues."

When her husband retired from playing hockey, it opened the door for Rachel to pursue a new path in life. "My whole world had been being a hockey wife, raising our kids, and making sure everything was perfect at home. However, with my husband's retirement came a new-found opportunity to focus on myself."

During this period of change, Rachel drew inspiration from her best friend Kami Brant, a successful realtor and broker who always managed to balance her family, friendships, and career.

"In 2015, over a couple of glasses of wine, Kami mentioned she was needing an executive assistant. It was then that we laughed and joked about me possibly entering the real estate world."

*From Traveling
Hockey Wife
to Women's
Empowerment
Advocate*





I feel like everything happens at the right time.



Rachel took Kami up on her offer for 5 years, learning all that she could about the process, the market, and the industry. Then in 2020, Rachel decided to take the leap and get her real estate license, marking the beginning of an exciting new chapter in her career and life. Since then, she's leveraged her sales and customer service skills to connect with clients and best serve her community.

"I'm a low-pressure salesperson. I just lay it all out for the client, let them know what's happening in the market, and allow them to assess everything for themselves."

Outside of her real estate work, Rachel is passionate about empowering women to find success. She is the executive director of a non-profit called Dress for Success, which is an organization designed to help low-income women get back on their feet and re-enter the workforce. The organization is designed for women from domestic violence shelters, employment and development centers, incarceration programs, welfare and unemployment recipients, and other women's programs. These referral agencies give women the skills they need to get an interview and do a job; Dress for Success provides them with the clothing they need to feel their best and get their careers back on track.

Since she began working there in 2011, Rachel has helped over 6,000 women get the clothes they need to begin a new chapter in their careers. She was recognized as the 2022 CEO of Influence for her work with

Dress for Success and was recently selected by the Idaho Business Review's Power List as one of the 50 most influential in Idaho

"It's amazing the confidence that comes when you have the right outfit for something. That first impression of how you look is very important. Not even so much how people treat you and respond to you, but how you feel yourself. We want this to be available to any woman who needs our services. Real estate is the only reason I can do it. It's the only career that gives me the flexibility - to be able to be successful in real estate and still run a non-profit for something that I'm passionate about."

Above all, Rachel loves spending time with her husband and their two daughters, Brinley and Rylee. Whether they're going on Disney vacations together, enjoying a movie night in their home theater space, or taking long bike rides on the Boise Greenbelt, she cherishes every moment they spend together.

Rachel's journey, from a traveling hockey wife to a community-centric agent, showcases her unique blend of empathy and understanding. She is not just a realtor, but a beacon of inspiration, proving that it's never too late to redefine success and make a lasting impact on the world.

If you would like to support Dress for Success, you are invited to join us on September 14th at our annual fundraising Gala! Sign up/donate now at: <https://dfsgala.maxgiving.bid/>



FAQ

ALL ABOUT BOISE REAL PRODUCERS



Q: WHO RECEIVES Real Producers MAGAZINES?

A: The top 500 real estate agents across Boise Idaho.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in the Boise real estate industry.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet

with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please email: Tim.Ganley@realproducersmag.com

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **REAL** stories of **Real Producers**.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Boise in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!
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**A LUMINARY
IN UNWAVERING
DETERMINATION**



▶▶ cover story • Written by Robbyn Moore | Photos by Jordan Reich

Real estate has always been more than a career for Arrow Tallman; it's been a lifelong passion, deeply ingrained in her from an early age. Her initial exposure to the field came from assisting on her parents' job sites, absorbing the intricate process of property development and nurturing a growing interest in architectural design; and the fascination only deepened as she explored architectural wonders among the picturesque Boise foothills. "The stunning homes perched amidst natural beauty fueled my enthusiasm," Arrow recalled. "Each drive through this scenic area was a reminder of the potential that lay within the real estate industry and the unique blend of artistry and commerce it represented."

However, it was a particularly challenging experience that served as the catalyst for Arrow's full-fledged entry into the real estate profession. "I received a job offer in the industry that, while promising, was fraught with hurdles," she said. "Rather than being deterred by these setbacks, I chose to view them as an opportunity. It was a chance to tap into my passion, to navigate the complexities of the industry, and to learn and grow in the process."

Arrow's unwavering determination and clear vision to success has been steadfast for more than 10 years. As the founder & CEO at Real Estate by Arrow & Company, Arrow leads a powerful team of REALTORS® in one of the fastest growing real estate markets in the Nation. She's ranked in the top 1% of agents in the Treasure Valley and is nationally recognized. "This dynamic field, with its constant evolution and opportunities for growth, felt like a perfect fit for my ambitions," she said. "I was, and continue to be, driven by a desire to excel, to learn and to contribute to the vibrant world of real estate."

After gaining insights with various team experiences in the Treasure Valley, Arrow identified a unique opportunity to enrich the team dynamic by fostering a spirit of collaboration. "Inspired by this vision, I founded Real Estate by Arrow & Company in 2017," she shared. "I am a firm advocate of the principle that within a team, collaboration is not merely advantageous, but it's an absolute necessity."

By pooling our varied experiences and areas of expertise, Arrow's team offers unparalleled customer service — an approach that allows them to consistently achieve outstanding results that not only meet but exceed their clients' expectations. "This commitment to excellence and team synergy keeps our clients returning to us for their real estate needs, attesting to the success of our collaborative effectiveness."

“
LIFE HAS PRESENTED A SERIES OF HIGHS
AND LOWS, AND I'VE FACED EACH WITH
**FORTITUDE AND
RESILIENCE.**”



While Arrow has been influenced by numerous remarkable role models throughout her life, she said it's been her relentless determination that has been the most significant driving force. “My unwavering mindset and resistance to succumbing to adversity has been a constant companion from my childhood to adulthood,” she explained. “Life has presented a series of highs and lows, and I've faced each with fortitude and resilience. I subscribe to the belief that every challenge serves as a lesson, contributing to personal growth and strength. These experiences have not only made me more



resilient but have also fueled my resolve to accomplish my dreams. Additionally, my past hardships have become a source of empowerment, inspiring me to encourage others to confront their challenges head-on.”

For Arrow, the definition of success has evolved beyond financial achievements to encompass a broader spectrum. It includes empowering her team members, fostering an environment that encourages growth, and creating a space where everyone feels valued for their contributions. Beyond that, Arrow finds success in client satisfaction. “This is paramount, for building lasting relationships that are rooted in integrity and transparency,” she said. “I strive for consistency in delivering exceptional service, exceeding expectations.” Moreover, Arrow views success by leading by example. “I aim to demonstrate unwavering dedication, professionalism and a commitment to excellence in all my undertakings. Ethical leadership is also core to my definition of success, maintaining the highest standards of honesty and professionalism to earn the trust of clients, colleagues and stakeholders. Ultimately, success in this industry is about striking a balance between financial accomplishments, personal fulfillment and making a significant impact on the lives of those I serve.”

Arrow's competitive nature energizes her relentless pursuit of excellence and superior performance in the real estate market. Whether it involves securing the most favorable terms for a client, navigating complex situations, or identifying and capitalizing on lucrative opportunities, she is deeply committed to securing victories. Her success is the cornerstone of her professional philosophy, which is a unique blend of market

savvy, negotiation skills, and strategic thinking, underpinned by a thorough understanding of the real estate landscape. This potent combination has resulted in a proven track record of delivering exceptional results. “My clients' triumphs in their real estate ventures stand as a testament to my ability to transform their real estate goals into reality.”



There are five core areas that Arrow is deeply committed to: financial independence, wealth building, design, security, and education and empowerment. “My primary aim is to help my clients achieve financial independence through strategic real estate investments,” she said. “I believe that real estate offers unparalleled opportunities for wealth creation, and I am dedicated to helping clients identify these opportunities by implementing effective wealth-building strategies. I also have a strong interest in design, assisting clients in envisioning and realizing their dream properties. And finally, I am passionate about ensuring security for my clients, which offers peace of mind for them and their families, as well as educating and empowering my clients, equipping them with the knowledge, confidence and clarity to make informed decisions about their real estate transactions.”

For those aspiring to enter the real estate business, Arrow recommends a holistic approach. “Begin by acquiring a comprehensive understanding of the industry, including market trends, regulations and best practices,” she advised. “Networking is crucial; connect with fellow agents and industry professionals. Develop effective communication skills, practicing active listening, and honing your ability to articulate ideas and value propositions confidently, which are key to establishing rapport with clients.”

While the current market has posed some challenges, Arrow's resilience and persistence have been vital. “Be prepared for potential setbacks and obstacles, but maintain your determination and focus on your goals to achieve success.”

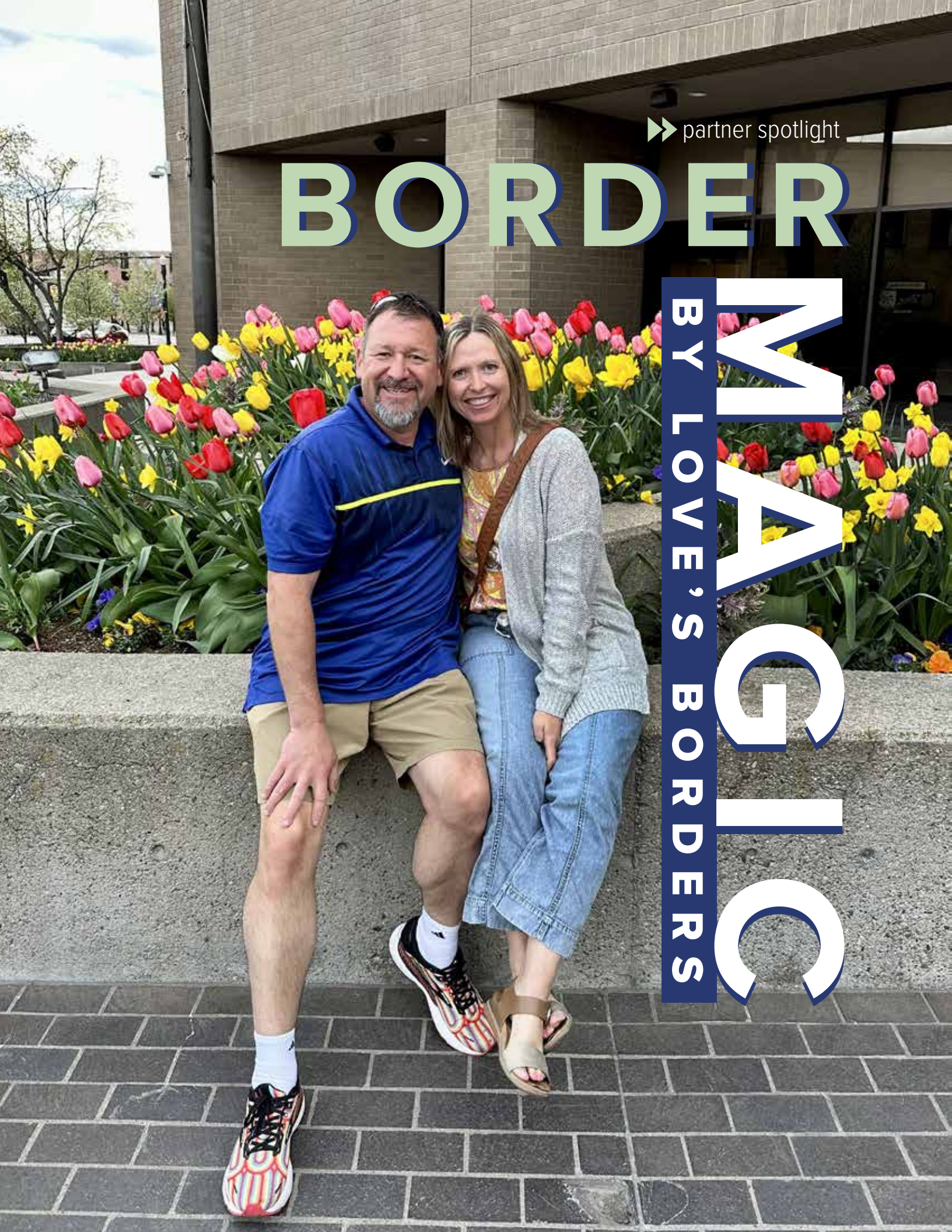
Beyond Arrow's real estate career, she enjoys traveling, engaging in outdoor activities and spending quality time with her pets. Her outdoor pursuits vary with the seasons, from lake visits in the summer to exhilarating snowmobile rides in the mountainous terrains during winter. Travel serves as a wellspring of inspiration for many of her projects and revitalizes her spirit.



▶ partner spotlight

BORDER

MAGIC BY LOVE'S BORDERS



AARON LOVE'S MAGIC TOUCH: ELEVATING BOISE ONE YARD AT A TIME

In the bustling realm of Boise's business community, one name stands out for its commitment to quality and exceptional customer service: Aaron Love, the driving force behind Border Magic by Love Borders. With a career spanning over two decades in sales management and leadership, he has transitioned into entrepreneurship with impressive momentum. His journey is a testament to hard work, dedication, and a passion for excellence.

Aaron's professional journey began in the high-pressure world of sales, where he honed his skills and developed a profound understanding of people management. His tenure at Vector Marketing was particularly influential, teaching him the art of empowering salespeople and the importance of treating everyone with respect and significance. This experience laid the foundation for his future success, instilling in him a leadership style centered around mentorship and motivation.

The leap from sales management to owning a franchise in the concrete edging industry might seem unconventional, but for Aaron, it was a natural progression. Seeking a business that would allow him to spend more time with his family while providing a valuable service to his community, Aaron found the perfect match in Border Magic. The company, known for its superior products and customizable solutions, offered an exciting opportunity to blend family values with professional ambition. In just two years, Border Magic by Love Borders has not only established itself but has also earned the accolade of being the fastest-growing franchise in the company's history. This remarkable achievement underscores Aaron's business acumen and his ability to drive growth through exceptional customer service and product quality.

What sets Border Magic by Love Borders apart from its peers is a relentless commitment to excellence. Love emphasizes that their superior product, comprehensive warranty, and the ability to customize services to meet individual client needs are key differentiators. However, it's the company's top-notch customer service that truly sets them apart. The team is trained to go the extra mile, ensuring that every customer feels valued and satisfied.

Deeply embedded in the Boise business community, Aaron actively participates in the Boise Chamber of Commerce. This involvement not only helps him stay connected with other local business leaders but also provides opportunities to collaborate and contribute to the community's growth and prosperity. His approach to business is not just about making a profit; it's about making a difference.

His success is not just a result of his hard work but also the influence of inspiring figures in his life. He particularly credits Bruce Goodman, a former CEO he worked with for over 20 years, as a major source of inspiration. Goodman's leadership and achievements demonstrated what is possible with dedication and vision, leaving a lasting impact on Aaron's approach to business and life.

For Aaron, family is paramount. He is a devoted husband to Andra, his high school sweetheart, and a proud father to four children—Hailey, Hannah, Zoe, and Eli—and a grandchild, Will. Despite his busy schedule, Love is committed to maintaining a healthy work-life balance. He achieves this by setting boundaries, such as shutting off his phone to be present in the moment with his family. This practice not only helps him recharge but also strengthens his family bonds.

Passion for his business is matched by his enthusiasm for his personal interests. He enjoys watching sports, bike riding, and spending quality time with family and friends. His clean freak nature might come as a surprise to some, given his work with concrete, but it reflects his meticulous attention to detail—an attribute that undoubtedly contributes to his business success.

Border Magic by Love Borders vision extends beyond immediate business goals. He aspires to leave a lasting legacy



in the Boise business community, one characterized by genuine customer-first practices and a commitment to going the extra mile. He wants to be remembered as someone who not only provided an excellent product and service but also made a meaningful impact on his community.

Although currently, only a small percentage of his business comes from the real estate industry, Aaron sees immense potential in this sector. He is excited about forging new relationships with real estate agents and showcasing how Border Magic's services can enhance their clients' homes. By transforming ordinary yards into stunning landscapes, his team helps homeowners fall in love with their properties all over again.

His favorite quote, "Be kind to everyone, you may be the best thing that happens to them today," encapsulates his approach to both life and business. It's a reminder of

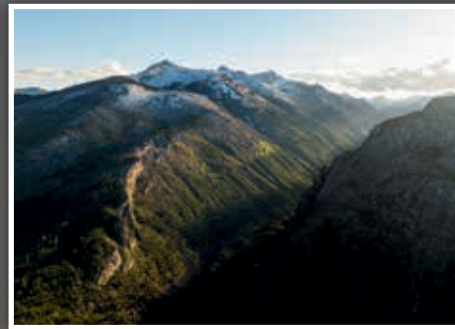
the power of kindness and the positive impact it can have on others. This philosophy is evident in every aspect of his work, from customer interactions to team management.


As Aaron continues to build and expand Border Magic by Love Borders, his dedication to quality, customer satisfaction, and community engagement remains unwavering. His journey from sales manager to successful entrepreneur is a source of inspiration, illustrating what can be achieved with vision, passion, and a commitment to excellence. The Boise business community is undoubtedly richer for having Aaron and his team, and the future looks incredibly bright for Border Magic by Love Borders.

In the competitive world of business, Aaron stands out not just for his professional achievements but for his integrity, kindness, and the positive impact he strives to make every day.



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