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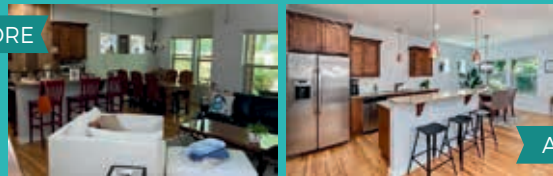
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publisher's note

By Tim Ganley

GRATITUDE & GROWTH

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JOURNEY



As we step into November, a season that naturally invites reflection and gratitude, I find myself looking back—not at a finished product, but at the ongoing growth of *Boise Real Producers*. This journey, much like the real estate careers we celebrate, is far from complete. Instead, it's a story of continuous progress, driven by the passion and dedication of every agent, partner, and member of our community.

When we talk about growth, it's not just about the milestones we've reached, but the evolving relationships and shared experiences that make this publication thrive. From agents who are just beginning their climb to seasoned professionals who continue to innovate, the stories we tell aren't ones of finished success, but of ongoing development, perseverance, and ambition. Each issue, each connection, is a step forward in this shared journey.

I'm grateful for every REALTOR®, partner, and sponsor who has believed in the vision of *Boise Real Producers* from the start—and continues to believe in its potential. We are still growing, still learning, still pushing the boundaries of what this community can achieve together. And that's what excites me the most: the understanding that there's always room for more. More stories to tell, more connections to foster, and more opportunities to showcase the incredible talent and passion within our real estate community.

As we enter the holiday season, I'm reminded that growth is a continuous process, one that never truly stops. Whether you're a rising star or a seasoned professional, the journey forward is ongoing, and it's something we all share. Together, we're not just celebrating success—we're building it, step by step.

Thank you for being part of this ever-growing community. I look forward to the future we're all helping to create.



TIM GANLEY
Owner/Publisher
Boise Real Producers
tim.ganley@RealProducersMag.com

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COACHES CORNER



By Roxy Feller

Achieving success in real estate requires more than hard work and market knowledge—it demands the right mindset. The Law of Attraction helps foster positive thinking, visualization, and aligning actions with goals. For real estate agents, these principles can be powerful tools to grow their business. By combining positive thinking with intentional actions, such as setting clear goals and visualizing outcomes, agents can stay motivated and focused on business growth objectives.

@realproducers

Here's how agents can integrate these strategies into their daily routine to attract more clients, close more deals, and experience greater professional satisfaction:

1 Visualization: See Your Success

Create a vision board with images of dream deals, ideal clients, office space, and personal goals. This visual reminder keeps ambitions front and center.

Spending a few minutes each day visualizing successful transactions, satisfied clients, and business growth can help manifest those outcomes. By picturing success, agents can prime their minds for positive results.

2 Positive Affirmations: Build a Winning Mindset

Using daily affirmations like “I am a successful real estate agent,” or “I attract clients who value my expertise” fosters a positive mindset that helps create success.

By keeping a journal to record daily successes and moments of gratitude, agents can develop a positive mental framework. This focus on the good makes it easier to stay motivated and resilient, even when challenges arise.

3 Setting Clear Intentions: Define Your Specific Goals

It's crucial for agents to set clear, specific, and achievable business goals—whether it's the number of listings, sales volume, or client satisfaction. Focusing on desired outcomes allows agents to trust that the path to achieving them will unfold naturally.

4 Networking with Positivity: Attract Like-Minded Clients

Agents should prioritize building authentic, positive relationships. By surrounding themselves with people who reflect their values, they attract clients and colleagues similarly aligned.

A positive attitude is contagious. Agents who bring enthusiasm and optimism to their interactions become more memorable and likable, which helps them stand out in a competitive market.

5 Aligning Actions with Intentions: Take Consistent Steps

Once goals are set, agents must take proactive steps toward achieving them, like attending networking events, improving marketing materials, or investing in professional development.

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Consistent, aligned actions are key to turning intentions into results. Agents who stay committed to their vision—whether through daily efforts or long-term strategies—are more likely to see their goals come to fruition.

6 Mindfulness and Meditation: Cultivate Focus

Mindfulness helps agents stay present, reduce stress, and maintain a positive outlook. Regular mindfulness practices improve focus, helping agents remain calm and centered, even during busy times.

A simple meditation practice helps agents visualize success, foster clarity, and cultivate a calm, focused mindset that supports long-term growth.

7 Overcoming Limiting Beliefs: Break Mental Barriers

Agents may harbor limiting beliefs about their abilities or the market. Identifying and reframing these beliefs into positive, empowering ones is essential for success.

8 Seek Support: Find Guidance

Working with a coach or mentor can help agents break through mental barriers and stay focused on their goals. Support systems are crucial for maintaining momentum and building confidence.

9 Creating a Positive Environment: Surround Yourself with Success

Decorating the office with motivational quotes, plants, and images that symbolize success helps reinforce a positive mindset and inspire productivity.

Spending time with positive, successful individuals helps agents stay motivated and energized. This environment creates the ideal conditions for success to thrive.

10 Service Mindset: Focus on the Client

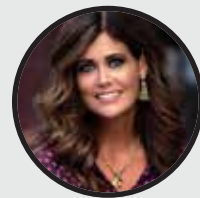
By focusing on high-quality service and genuinely helping clients, agents will naturally attract more business and referrals. A strong service mindset fosters trust and loyalty. Satisfied clients lead to positive reviews and word-of-mouth referrals, helping agents grow their business organically.

11 Acknowledge and Celebrate Success: Keep the Momentum Going

Celebrating every success, no matter how small, reinforces a positive mindset and encourages more success. Acknowledging accomplishments helps agents maintain motivation.

Regular reflection on achievements helps agents stay focused on their progress, further fueling their drive for success.

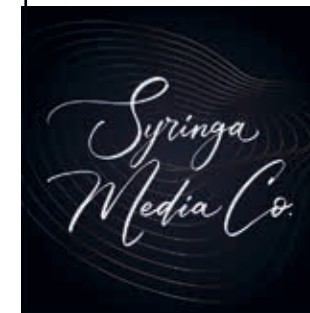
Some of these practices may seem “cheesy” or “silly,” but trust me—they work! These foundational mindset principles changed my life and the lives of my clients. They will change yours too if you stay consistent. By integrating the Law of Attraction principles into daily routines and business practices, real estate agents can create an environment that attracts success and positive outcomes. Start today and watch your business—and life—transform.



If you're ready to elevate your real estate career and leverage the Law of Attraction, I'm here to help. As a coach, I've guided many agents to success. Contact me, Roxy Feller, for a complimentary consultation, and let's create a strategy that aligns your mindset with your business goals. Let's start attracting the future you've always dreamed of!



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to the **BOISE REAL PRODUCERS** Community!



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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?"

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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

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Homes of Idaho

Photos by Garrett Leo, Lux Real Estate Media

Lindsay Kennedy - H3 Realty

1. 3 years in Real Estate

2. 2023 Volume - \$9,671,678

3. Last Year - 26 Transactions

Q: Describe your journey into real estate.

What drew you to this profession?

A: I started real estate in 2022, and from the moment I got licensed, I worked as hard as I could to learn everything—from contracts and legalities to opening a lock-box. After that, I hit the ground running, gaining as much knowledge and experience as possible. I had 9 transactions in my first 9 months and 26 in 2023. I have been constantly learning and I absolutely love helping people with one of the most important decisions of their lives.

Q: What might surprise people to know about you?

A: I was a police officer for 12 years!

Q: What life event(s) led you to become a real estate agent?

A: After 12 years as a police officer and having three kids, I realized it was time for a change. My youngest had a life-threatening health issue as an infant, and I needed more work-life balance. I'm still figuring that out, but this career allows me to be a mom, wife, and provider for my family.



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Q: Can you tell us about any awards you've won?

A: I was nominated and won the 2024 Rookie of the Year for Boise Regional realtors. I've also received top producer awards for Homes of Idaho, and I've earned over 40 five-star reviews from my clients on Zillow and Realtor.com.

Q: What are you passionate about in real estate?

A: Integrity is my number one priority. I learned its value in the police academy and have carried into my real estate career. I'm also passionate about helping people, negotiating the best deals, and building relationships with clients—many of whom start off as strangers and end up as friends.

Q: What are you passionate about outside of real estate?

A: My family! I have three boys—Hunter (7), Hudson (6), and Hank (4)—and watching them play sports is my favorite thing in the world. They keep my husband and me very busy! My husband John and I have been married for 10 years. He's a police sergeant in California, and we met while working together 14 years ago. My husband commutes weekly for work, but we love living here in Idaho. I even named my business, H3 Realty, after my boys.

Q: When you're not working, what do you enjoy doing?

A: My husband is big into BBQing—he even developed his own BBQ app called Qitup (Q-it-up). We love cooking and have even won a few chili cook-offs! We also love spending time at home with our kids.

Q: How has your past shaped who you are today?

A: My experience as a police officer has definitely shaped me. Every call was different, and in real estate, every client is different. I've used my life skills and integrity to build trust and confidence with clients. On a lighter note, real estate and police work are surprisingly similar! Both involve spending half your life in a car, usually

“
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eating questionable snacks between each call (or showing). You get to walk into strangers' homes like you own the place, and before you know it, you've somehow become a financial advisor, therapist, and crisis negotiator all in one. The only real difference? In real estate, the only thing you're likely to handcuff is your phone to your hand! The two careers are more alike than you'd think!

Q: Who do you look up to, and where do you find inspiration?

A: First and foremost, God. I believe He has a path for all of us, and trusting in Him keeps me going, even when times are hard. I also look up to successful agents and hope to follow in their footsteps one day.

Q: What legacy do you want to leave on the real estate industry?

A: I want to be known for working hard, helping families, and doing honest work. It's about working for the families, not the money.

Q: What is your favorite quote?

A: "I can do all things through Him (Christ) who strengthens me."
—Philippians 4:13



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Roxy Feller

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HICKAM

A LIFE OF SERVICE AND THE JOURNEY TO REAL ESTATE

For Sage Hickam, service is not just a word; it's the fabric of his life. His path from military service to law enforcement, and eventually to real estate, is marked by sacrifice, and the kind of grit that can only come from facing the hardest moments life has to offer. Today, Sage is a top-producing real estate agent, but his journey to get here was anything but easy. It was forged in the fires of combat, the heartache of trauma, and a deep desire to rebuild his life for the sake of his family.

A CALL TO SERVE

Sage was born into a family that knew the meaning of sacrifice. His father, a Marine Vietnam veteran, instilled in him a deep sense of duty from a young age. While his mother, who battled mental health challenges, showed him the importance of perseverance. This combination of responsibility and resilience laid the foundation for what would become a life devoted to serving others.

At just 18 years old, Sage enlisted in the Idaho Army National Guard. In 2010, he was deployed to Baghdad, Iraq, where he spent a year in an environment of uncertainty and danger. It was a time that would test him in ways he could never have imagined. "There's something about being thousands of miles from home, in a war zone, that changes you," he reflects. "You grow up fast, and you learn what really matters."

The weight of his service overseas stayed with him, but Sage was never one to back down from a challenge. When he returned home, his sense of duty pulled him into a new direction—law enforcement.

FROM COMBAT TO THE STREETS

Sage joined the Ada County Sheriff's Office and quickly rose through the ranks, taking on roles that would test not only his skills but also his emotional and mental fortitude. As a patrol officer and K9 handler, Sage saw the best and worst of humanity, often within the same shift.

But in 2017, one moment would forever alter the course of his life.

It was an ordinary day when a call quickly spiraled into chaos for Sage. A 911 call came in from a frightened homeowner reporting a suspect, high on methamphetamine, trying to break into their home. When Sage arrived on the scene and confronted the individual, the situation escalated, he suddenly found himself staring down the barrel of a shotgun. Sage fired at the suspect, who then retreated into the house, setting it on fire and tragically taking two innocent lives with him. Sage recognizes the fragility of life and is grateful to be here today, knowing how easily the outcome could have been different.

"That moment changed everything," Sage says quietly. "I almost lost my life. I left that day with a commendation medal, but what I really walked away with was PTSD."

The trauma from that day didn't fade. It followed him home, affecting every part of his life. "It's one thing to face danger in combat, but when it happens in your own community, it hits different," Sage explains. "I was angry, broken. I had lost faith, not just in the world, but in myself."

By 2019, Sage knew he couldn't continue in law enforcement. The weight of his experiences had become too heavy, and he made the painful decision to step away from the career that had defined him for so long. "I didn't know how I was going to provide for my family. I didn't know where to turn," he admits. "I was angry at God. I was lost."



A NEW BEGINNING IN REAL ESTATE

But even in his darkest moments, Sage held onto the hope that there was something better waiting for him. In late 2020, he took a leap of faith and pursued real estate full-time, looking for a career where he could channel his work ethic into something positive—something that would allow him to provide for his family and find a sense of purpose again.

"I wanted to get paid for how hard I worked, not on an hourly wage," he says. "And I wanted to work in a space where I could be around people in a positive setting. Real estate gave me that chance."

Since then, Sage has flourished in real estate, closing over \$14 million year-to-date. But for him, it's not just about the financial success. It's about building something new—a life for his wife Kristen and their three children, Jonah, Jaxon, and Brynlee. "They're everything to me," Sage says. "I wouldn't be here without my Lord and Savior Jesus Christ and my wife. She's been my support through it all."



The path wasn't easy. There were moments of doubt and days when the trauma from his past felt too overwhelming. But Sage's resilience, his faith, and his deep love for his family pushed him forward.

FINDING PURPOSE AFTER TRAUMA

Sage's transition from service to real estate wasn't just about switching careers—it was about rebuilding his life. "I had to find a way to take care of my family and regain control over my life," he reflects. Today, his real estate business is thriving, but he never forgets where he came from or the experiences that shaped him.

He's currently working on building ten tiny homes in Wilder and has flipped multiple properties, including the one he now lives in with his family. But even more than the projects, it's the opportunity to help others find security and stability through real estate that drives him.

"I love helping people build wealth and find homes where they can create memories with their families. It's a privilege to be part of that process," Sage says. For him, real estate is about more than transactions—it's about giving people a foundation for their future, just like he's worked to build for his own family.



A LEGACY OF LOVE AND SERVICE

When asked about his legacy, Sage doesn't talk about his achievements in real estate or his accolades from the military or law enforcement. Instead, he says, "I don't care if anyone remembers me in real estate. I want my family to know that I loved the Lord and that I loved them."



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For Sage, his greatest accomplishments aren't the deals he's closed but the relationships he's built—with his family, with God, and with the clients who trust him to guide them through one of the biggest decisions of their lives.

Sage Hickam's story isn't just about success. It's about the strength to keep moving forward, the importance of faith, and the deep dedication to those we love, even in the face of life's greatest challenges.



UNLOCKING REAL ESTATE SUCCESS THROUGH SOCIAL MEDIA:

Why Realtors Need to Get Social

By Carrie Holmes, Owner of Approved By Carrie Social Media Manager & Instagram Coach

In today's fast-paced digital world, social media has become a powerful tool for connection, relationship-building, and business. During my 21-year mortgage career, I found success in an unexpected way—through social media. It not only helped elevate my career but also ignited a passion for teaching others, especially real estate agents, how to use these platforms to grow their businesses.

Last year, I fully embraced this passion. I hung up my mortgage license and launched my social media management agency, Approved By Carrie. With my background in both real estate and mortgages, I help professionals nationwide use social media in strategic and authentic ways to expand their client base and build trust.

Why Should Realtors Use Social Media?

For real estate agents, social media isn't optional—it's essential. In a field driven by relationships and trust, your online presence can break down barriers even before meeting potential clients. The key is authenticity. People want to know who you are, not just as a real estate agent, but as a person. By sharing relatable content, you create familiarity, which lowers their guard, reduces objections, and builds trust.

The Numbers Don't Lie

If you're unsure about the value of social media, consider these stats:



- Instagram: Over 1.3 billion monthly users, with 70% discovering new products or services, including real estate agents.
- TikTok: With 1 billion active users, it's a hotspot for younger buyers entering the market.
- Facebook: With 2.8 billion monthly users, it remains a favorite for real estate professionals and clients alike.
- YouTube: The second-largest search engine, with 2.5 billion monthly users, perfect for property tours and showcasing expertise.
- LinkedIn: A professional network of 900 million users, ideal for establishing authority in your niche.

Buyers and sellers research agents on these platforms before they ever pick up the phone. Consistent, authentic posting helps you establish yourself as the go-to expert in your market.

Be the Mayor of Your Town

Boise is one of the fastest-growing cities in the U.S., making social media even more crucial. People relocating often turn to Instagram, YouTube, and Facebook to get a feel for the city and its neighborhoods. Realtors here have a unique opportunity to position themselves as local experts.

Share your favorite coffee spots, local restaurants, or hiking trails. Highlight weekend activities or showcase hidden gems. You're not just selling a house—you're selling a lifestyle. When you share your genuine love for your town, people will trust you to help them become a part of it, too.

Keep It Real and Build Trust

Social media allows you to go beyond a business card. Share your successes, but also be open about your challenges. Talk about handing the keys to a first-time buyer or a deal that fell through and how you handled it. Vulnerability can be powerful in connecting with people.

Your audience wants to see your true personality. People aren't just looking for an agent; they're looking for someone they can trust during one of the biggest financial decisions of their lives.

Ready to Elevate Your Social Media Game?

If you're ready to take your real estate business to the next level through social media, let's chat! Follow me on Instagram, Facebook, TikTok, and LinkedIn @approvedbycarrie. I also offer a free strategy call to help you get started on the right path. Let's make your social media presence as authentic as you are.



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Bill Zimmerman



A Career of Integrity, Diligence, and Service in Mortgage Lending

Photos By Cy Gilbert, Srynga Media

Bill Zimmerman has spent the last 28 years helping people achieve their dreams of homeownership. As a Sr. Mortgage Advisor and Regional/Branch Manager with Summit Mortgage Corporation since 2008, he has built a successful career based on trust, expertise, and a genuine passion for guiding clients through the lending process. From his early days in the mortgage industry to becoming a trusted partner for real estate professionals, Bill's journey has been one of continuous growth and adaptation.

Though Bill initially pursued a career in the music industry, early on he found his path in mortgage lending—a field where he discovered fulfillment in helping others. With nearly three decades of experience, Bill has earned a reputation for providing an easy, stress-free lending experience while consistently delivering on his promises. His attention to detail and genuine care for his clients have made him a standout in the industry. Known for going above and beyond, Bill has built lasting relationships with both his clients and the real estate professionals who refer them to him.

Although Bill's original goal was to build a career in music—having earned a degree in Music Industry/Business from BYU—his focus shifted when he met his wife, Stephanie, and started a family. With a growing family to support, Bill realized that mortgage lending offered the stability and opportunity he needed, and he quickly discovered a new talent for helping people secure their homes.



Over the years, Bill has earned multiple Summit President's Club production awards, and his business has thrived, with approximately 75% of his clients coming from real estate agent referrals. "I love seeing my clients enjoy a smooth, stress-free lending process," Bill says. "That's what makes all the hard work worthwhile."

One of the key offerings that sets Bill apart from others in the industry is Summit Mortgage's \$10,000 Seller's Choice Guarantee. This unique program ensures that for qualifying borrowers, Summit will either close the loan or pay the seller \$10,000 out of pocket. This guarantee gives buyers and sellers confidence and makes their offers stand out in competitive markets. In fact, Summit's internal data show that those buyers who are approved for the \$10,000 Seller's Choice Guarantee are TWICE as likely to have their offer accepted and close on their dream home than those who make an offer with only a traditional pre-approval letter! Bill's dedication to providing top-notch service is evident in his consistently high client ratings and five-star reviews highlighting his commitment to making the process as easy as possible.

Beyond his work in the mortgage industry, Bill is deeply involved in his community. A member of the Hobble Creek Ward of The Church of Jesus Christ of Latter-Day Saints, Bill dedicates much of his time to serving his neighbors and mentoring youth. His values of hard work, faith, and family were shaped by his upbringing in rural Minnesota, where he spent his childhood on a 20-acre hobby farm. Those early experiences taught Bill the importance of responsibility

and the value of working toward long-term goals—lessons that have stayed with him throughout his life and career.

Despite his busy professional life, Bill has managed to maintain a healthy work-life balance, thanks to Summit Mortgage's remote work setup, which has been in place since 2009. This flexibility has allowed him to be present for his family, which includes 10 children—eight boys and two girls—and a granddaughter. Bill takes great pride in supporting his children in their activities, whether it's attending sporting events, fine arts performances, or family gatherings. When Bill isn't working, he enjoys a wide variety of hobbies (mainly whatever his kids enjoy doing at the time!), from traveling and fishing to listening to music and spending time with his family.

As he looks to the future, Bill hopes to leave a legacy of integrity and care in the mortgage industry. "I want people to know that I did my job with integrity and that I truly cared about the people I worked with," he says. "In a world full of chaos, I strive to be a steady and calming influence."

Bill continues to make a positive impact on his clients and the real estate community. He is passionate about educating others on the home-buying process, creating educational videos for real estate agents and clients to help them navigate financial markets and lending options with confidence.



Bill Zimmerman's career is a testament to the power of adaptability, expertise, and genuine care. His success isn't just measured in numbers, but in the relationships he's built and the trust he's earned. For Bill, every loan is an opportunity to make a positive difference in someone's life, and that's what truly drives him.



I love seeing my clients enjoy a smooth, stress-free lending process.

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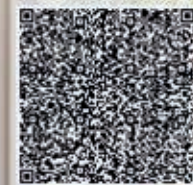
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