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TABLE OF CONTENTS



06
Preferred Partners



08
Publishers Note: My Unexpected Journey to Real Producers



10
Coaches Corner - Roxy Feller



12
Rising Star: Holden Raulston - Boise Premier Real Estate



18
Partner Spotlight: Right Choice Painting



26
Top Agent: Shelby Matson - Idaho Life Realty

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Tim Ganley
Owner/Publisher



Robbyn Moore
Writer



Jordan Reich
Photographer
Luxury Portfolio International



Cy Gilbert
Photographer
Syringa Media Co



Garret Leo
Photographer
Lux Real Estate Media

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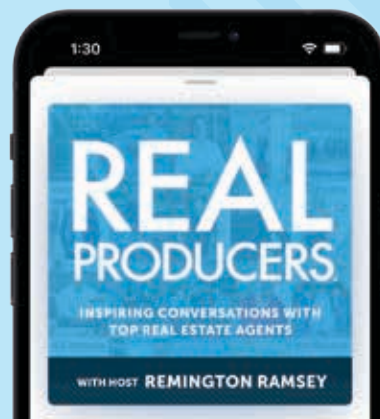


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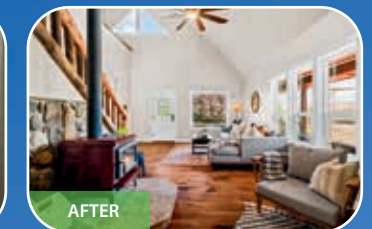
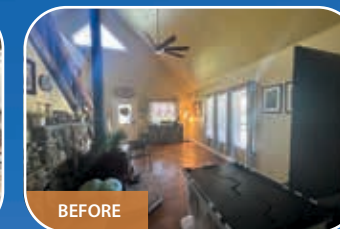
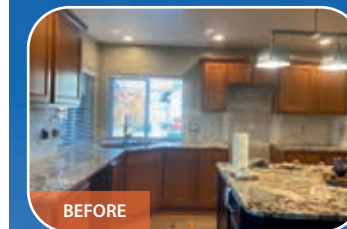
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A Leap of Faith

MY UNLIKELY JOURNEY TO REAL PRODUCERS By Tim Ganley

In the past few issues, I've hammered home the importance of what we're doing with 'What the is this Thing?!', trying to emphasize that everything I'm offering to you, REALTORS®, is FREE—who it's intended for, and what it means to be a preferred partner.

But in this issue, I want to pivot. I want to pull back the curtain and share my personal journey to Real Producers, a path I never imagined I'd take.

I grew up in Boise, with some of my earliest memories tied to learning how to ride my bike near Barber Park. The North End is where my heart resides—North Jr High, Boise High, Boise State—these were my stomping grounds. Like many who call Boise home, I thrive in the outdoors: hiking, mountain biking, skiing, boating, and golfing. But let me be real with you—I've stumbled, made mistakes, and faced challenges. Yet, I always push myself to be 1% better than the day before. My connection to Boise runs deep, and as I witness its growth, I feel a pull to contribute, to be a part of this city's evolution. I remember when the drive from Downtown Boise to Downtown Eagle felt like an endless journey through emptiness. Now, that void is filled with traffic—but I welcome this growth because it brings with it new opportunities.

Opportunities like Real Producers.

My path to Real Producers was anything but straightforward. It was a crossroads moment in my career, a time when I wasn't sure which way to turn. The idea of being a franchise owner and the publisher of a magazine wasn't even on my radar. Who reads magazines anymore,

right!?! (Boy, was I wrong.) Deep down, I knew I wanted to stay in real estate, which had been the focus of my last position, but something kept nudging me toward this unfamiliar path.

I started talking to other Real Producers franchise owners, listening to their stories, and witnessing firsthand the power of this platform to shape the real estate industry for the better. I spoke with agents who raved about how much they loved Real Producers in their cities. I saw the grand events that celebrated the top REALTORS®—and slowly, the idea began to resonate with me.

But was I ready to take the plunge? The fear of the unknown loomed large, much like the apprehension REALTORS® have shared with me when they were first starting out. It's that uncomfortable place where doubt and hope collide. But something kept telling me inside that this was the right path, even if it wasn't the easiest.

After months of internal debate, I finally took the leap. In January, I signed the deal and officially began the journey of launching *Boise Real Producers*. Over the past 10 months, I've met with over 100 REALTORS® and hundreds of businesses, armed with nothing more than an idea. There were moments of doubt, times when I wondered if Boise would embrace this vision, but in those moments, God's voice echoed in my heart, saying, 'Just one more day, Tim.'

But as I sit here now, three publications in, reflecting on the journey that led me to Real Producers, I realize that every

twist, turn, and challenge has brought me to exactly where I'm supposed to be. My connection to Boise has only deepened as I've seen this city transform, and I'm honored to play a role in shaping its future through this magazine. The fears I faced, the doubts I wrestled with, were all part of a bigger plan—one that has led to the incredible opportunity to serve this community, to uplift our top REALTORS®, and to build something that truly matters.

Boise Real Producers isn't just a publication; it's a testament to the spirit of this city and the resilience of those who call it home. It's about celebrating the people who are driving Boise's growth and ensuring that their stories are told. As we continue this journey together, I am filled with gratitude—for the REALTORS® who believed in this vision, for the businesses that have partnered with us, and for the opportunity to contribute to a community that has given me so much.

The road ahead may still be long, but I'm ready for it. Together, we'll keep pushing forward, one day at a time, and I can't wait to see what we'll achieve next. Thank you, Boise, for embracing this vision and for allowing me to be a part of your story. Here's to many more years of growth, challenges, and success—both for *Boise Real Producers* and for our incredible community.



TIM GANLEY
Owner/Publisher
Boise Real Producers
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RealProducersMag.com

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mastering the MENTAL GAME

By Roxy Feller

Being a real estate agent is not just a job; it's a demanding and often relentless career. The dedication, hard work, and emotional investment required to build a successful business in this industry can be overwhelming, leading to stress and exhaustion. Yet, the strength of your mental mindset can be the key that unlocks success or stands in its way. It's what can truly make or break you in this field.

This month, I'm sharing a few essential tips that I coach my clients on to help them stay mentally sharp and approach life with the mindset that it happens "through" them, NOT "to" them. These insights are designed to empower you to take control of your journey, no matter what challenges come your way.

Be Aware of Your Thoughts

Your thoughts are more powerful than you might realize. It's been scientifically proven that our thoughts carry a frequency or vibration, which means that "what you think about, you bring about." With an estimated 12,000 to 60,000 thoughts crossing your mind each day, it's crucial to make them positive and constructive. Remember, you can't build a rich life with poor thinking, nor can you achieve success with a mindset of failure. Similarly, you won't attract health and vitality if your thoughts are fixated on the opposite. Be mindful of the thoughts you allow to take root, especially those about yourself, as they shape your reality.

Glass Half Full Mindset

Adopting a glass-half-full mindset is a game-changer. By consciously choosing to look for the good in all situations, you invite more positivity into your life. This simple yet profound shift in thinking can dramatically alter your experience, opening doors to opportunities and experiences that might otherwise go unnoticed. It's a small adjustment with a potentially massive impact.

Happiness Is a Choice

Happiness isn't something that just happens—it's a choice you make every day. Science supports the idea that happiness is a habit, one that requires practice and dedication. Our brains are often programmed to focus

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on fear or negativity, but with consistent effort, you can retrain your mind to seek out and embrace joy. Remember, only you have the power to create your own happiness, so choose it daily and watch how your life transforms.

Don't Take Things Personally

One of the most empowering realizations you can have is understanding how people behave, what they say, or how they treat you has more to do with them than with you. By refusing to take things personally, you keep your personal power intact. When you take offense or internalize others' actions, you give away that power, allowing their issues to affect your well-being.

Mind Your Own Business

Staying in your lane is a surefire way to preserve your peace of mind. What others do or don't do, how they act or don't act, is none of your concern. Additionally, what others think of you is none of your business either. You can't

change their minds, and trying to will only lead you down a path of frustration. Instead of getting caught up in the "potential" of changing someone's opinion or behavior, focus on what you can control—your own actions, thoughts, and feelings. Pay attention to the facts people show you about who they are, and keep your energy centered on your own growth and happiness.

Mastering the mental game is crucial for thriving in the fast-paced and challenging world of real estate. By being mindful of your thoughts, adopting a positive mindset, and choosing happiness daily, you set the stage for success not just in your career but in all aspects of your life. Remember, the power to shape your reality lies within you. Stay focused on your journey, protect your personal power, and mind your own business. These practices will help you not only survive but truly thrive, turning every obstacle into an opportunity for growth and every challenge into a stepping stone towards your goals.



If you're feeling overwhelmed, stuck, or simply looking for ways to elevate your real estate career, don't hesitate to reach out to me, Roxy Feller. Whether it's mastering your mindset, overcoming obstacles, or unlocking new levels of success, I'm here to help you navigate the challenges and achieve your goals. Let's work together to turn your potential into reality. Contact me today and take the first step toward a more empowered and fulfilling career.

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From Hospitality to Homes: A Journey of Trust, Family, and Real Estate Excellence

Photos by Garret Leo, Luxe Real Estate Media

Holden Raulston - Raulston Real Estate

- 1. 5 years in Real Estate**
- 2. Career Volume- \$71 Million**
- 3. Last Year - 11 Sold, 25 tracked for 2024**

Q: Describe your journey to getting into real estate. What drew you to this profession?

A: I really didn't know what I wanted to do as I grew up. Quite often though, I was told I should look into real estate. I ignored everyone until I bought my first home. It was then that I realized the level of care and professionalism that was shown to my family and me was something I could replicate and give to others who were looking to buy or sell.

Q: Tell us more about your past history, the events, and people that have shaped who you are:

A: Throughout my life, I've been shaped by many men who experimented and persevered through what life threw at them. I think of my old boss Charlie, who was a great example that hard work and trusting in God nearly always worked out. But in the circumstances that it didn't work out, I was still exactly where I needed to be.

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

A: I became a real estate agent after I bought my first home. It was during that process that my eyes were opened to the reality of how daunting that process is and the value I could add to families who needed a trustworthy guide during that time.

Q: What separates you from your peers? What do you do differently?

A: I am unreasonably hospitable. When it comes to other real estate agents, I'm the one that goes over the top to deliver an exceptionally personalized experience. Once, at an open house, I found out it was a kid's birthday that day, and he had a weird obsession with gorillas and trash trucks. From our conversation, I learned where they lived, and I mailed them an AI-generated coloring page of a gorilla driving a trash truck and wished him happy birthday. I like to think that was why they used me to buy a home a few weeks later.

Q: What are some things you are passionate about in real estate?

A: I'm passionate about making sure both sides win during a transaction. Boise is a small town, and I strive for strong relationships with other agents in the valley, so when I call or send over a contract, they look forward to working with me.



I'm also a big believer that it's the realtor's responsibility to get the deal done no matter what. I've had so many clients in absolute shock when I let them know that I pay to stage their home so they can sell it. If you hire me, I'm going to spend my money and do everything I can to sell your home!

Q: What is the most challenging thing you have faced in this industry?

A: Isolation. Hands down, that is the hardest part of this job and my role as a realtor. There are plenty of people who offer help, training, and coaching, but at the end of the day, it is up to me to figure this whole thing out.

I realized this when I was door-knocking the week of Christmas in the snow. My pipeline was low, and I needed business bad, but all I wanted to do was call it a day and head home. I realized quite quickly that if I wasn't the one who put in the work (even when it wasn't ideal), then no one would, and this wasn't going to last.

Q: Tell us about your family:

A: I've got a wonderful family, and I've been married to the love of my life for nearly 9 years now. We moved to Idaho with our first daughter when she was only 8 weeks old.



“

I've had so many clients in absolute shock when I let them know that I pay to stage their home so they can sell it.

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Now we've got a third on the way, and we've settled into our "forever home" in Meridian, where we're close to our friends and church.

Q: When you are not working, what kinds of things do you enjoy doing?

A: When I'm not working, I really enjoy fishing. With how busy I've been, I don't get to explore and travel for fishing, but thankfully, there are so many great fishing ponds and lakes here in the valley.

Q: What is something others might be surprised to know about you?

A: Something others might be surprised to know about me is that I was a certified free diver and spearfisherman in California. I was able to hold my breath for three and a half minutes and free dive to nearly 70ft on a single breath.

Q: What sort of legacy would you like to leave on the real estate industry?

A: The kind of legacy that I would like to leave on the real estate industry would be to bring back the small realtor model. Nowadays, I see mega real estate teams, and everyone has a "down line" of income from other agents.

I want to be the hyper-local agent that your family can trust. Leaving a legacy like that among my friends and family might be a small splash in our industry, but I think it's one worth pursuing.

Q: What is your favorite quote?

A: Surely goodness and mercy shall follow me all the days of my life, and I shall dwell in the house of the Lord forever.

- Psalm 23:6



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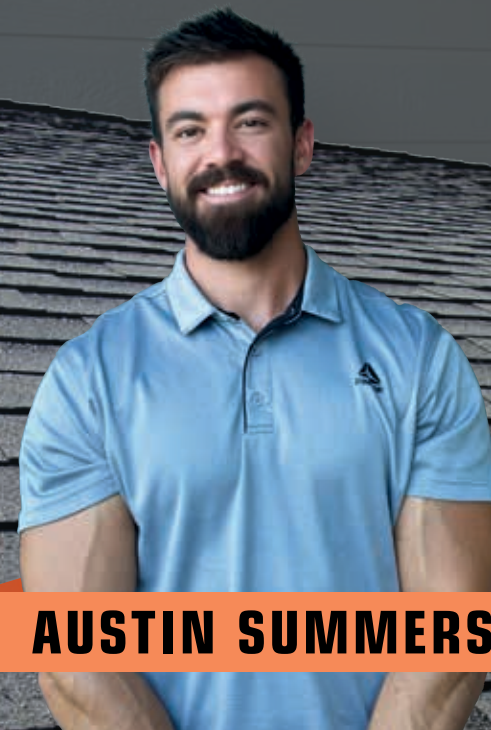


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STEVEN MERCHANT

PAINTING A LEGACY: THE TOUCH OF RIGHT CHOICE PAINTING SERVICES

As the crisp fall air settles over Boise, the determination of the city's business leaders doesn't wane with the changing season. Among them is Steven Merchant, the owner of Right Choice Painting Services. With eight years in the industry, Steven has built a business that's not just about skill and expertise, but also about family, community, and quality craftsmanship.

The Roots of Right Choice Painting
The story of Right Choice Painting Services is built on a foundation of

family values and personal growth. Before starting his own company, Steven worked alongside his father, who taught him the importance of hard work and the art of painting. "Working with my dad wasn't just about learning a trade; it was about understanding what it means to deliver quality work and build lasting relationships with clients," Steven reflects. These early lessons shaped his work ethic and became the cornerstone of the values that define Right Choice Painting Services today.

Undoubted Belief

The decision to start his own business was shaped by significant life events. Steven's marriage and the birth of his children brought new priorities into focus. "The arrival of our kids was a pivotal moment," Steven recalls. "It made me realize the importance of building a stable and fulfilling future for them." This realization, along with the inspiration and guidance from his father, pushed Steven to take the leap into entrepreneurship. He saw the potential in creating a business that aligned with his values—one that could provide for his family while serving the community.



▶ partner spotlight



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What Sets Right Choice Apart

In an industry as competitive as residential painting, standing out requires more than just skill—it demands a unique approach and a commitment to delivering superior results. For Steven, what sets Right Choice Painting Services apart is their understanding that a home or business is more than just a structure; it's a reflection of the owner's personality and style. "We don't just paint walls; we help our clients express their individuality," Steven explains. This personalized approach, coupled with a steadfast focus on quality and detail, ensures that each project truly reflects the client's vision.

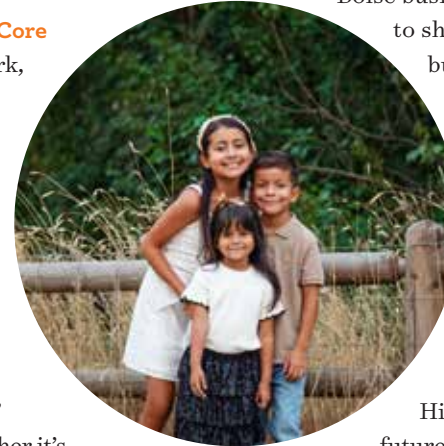
A Passion for Transformation

Steven's dedication to customer satisfaction extends beyond the ordinary. Right Choice Painting Services prioritizes transparent communication and exceptional service from the initial consultation to the final brushstroke. "We keep our clients informed and involved every step of the way, ensuring that the outcome is exactly what they envisioned," Steven says. This approach has

earned Right Choice Painting Services a reputation for reliability and quality in the Boise area.

Family at the Core

Outside of work, Steven's life revolves around his family. "Spending quality time with my wife and kids is what keeps me grounded," he says. Whether it's enjoying a day at the park with his children or exploring new travel destinations, these moments are precious to him. Balancing work and family life can be challenging, but Steven is committed to finding harmony. "I make it work by prioritizing and managing my time effectively," he explains. "Staying organized and planning ahead allows me to be fully present in both my professional and personal life."



A Vision for the Future

Looking ahead, Steven is focused on leaving a meaningful legacy in the Boise business community. He aims to show that it's possible to build something significant from the ground up. "I want to contribute to a supportive and community-focused business environment where integrity and striving for the highest standards are the cornerstones," Steven says. His vision is to inspire future generations to pursue their goals that have driven him.

Steven also draws inspiration from his faith and the achievements of others in his field. "My belief in God gives me a sense of purpose and strength," he shares.



"It helps me navigate challenges and stay grounded in my journey." This faith, combined with the influence of industry peers, fuels Steven's drive to continuously improve and innovate in his work.

A Lasting Impact

As Right Choice Painting Services continues to expand, Steven keeps his priorities clear: family, quality, and community involvement. His evolution from working beside his father to establishing his own thriving business showcases his commitment to these core values. Every brushstroke from Steven and his team goes beyond mere aesthetics; it contributes to a legacy that positively influences the Boise community and will endure for years to come.



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Roxy Feller

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Change your Mindset Change your Life

Increase your personal and professional success now!

What is a Mindset & Confidence Life Coach?

I speak and coach on creating transformative experiences by helping individuals improve various aspects of their personal and professional lives. I guide my clients on how to overcome their own obstacles and become the incredible person they were born to be by developing the right mindset!

Don't wish it was easier, wish you were better.

I work with people to break through their barriers and self-limiting beliefs so they can enjoy a fulfilled life. Here's how:

- BUILD SELF-ESTEEM & OVERCOME SELF DOUBT
- BUILD RESILIENCE TO OVERCOME SETBACKS & ADVERSITY
- FINDING & MAINTAINING MOTIVATION & DRIVE
- MANAGE STRESS & MAINTAIN A BALANCED LIFE
- UNDERSTANDING & MANAGING EMOTIONS
- OVERCOMING PROCRASTINATION
- ADDRESSING & REDUCING FEARS & ANXIETIES

"Roxy's message translates to both business and everyday life. I would recommend Roxy to anyone looking for a quality speaker."

— Jeff E. Collins | Vice President Internal Operations of Hayden Beverage



Join the Roxstar Rollcall Today at

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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.

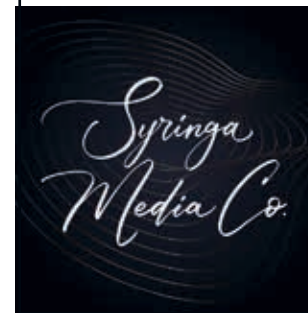
WHAT CONTENT WILL BE FEATURED EACH MONTH?

- 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

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SHELBY MATTSON

Idaho Life Real Estate



Unstoppable Strength and Unyielding Success in Real Estate

Written by Robbyn Moore | Photos by Cy Gilbert

When Shelby Mattson decided to launch her real estate career in 2021 at Idaho Life Real Estate, she did so with an uncompromising mindset. Her exceptional skills and commitment to work has earned her accolades among her peers and referrals from her clients. Her story is not just one of professional achievement but also a testament to personal strength and transformation.

Before venturing into real estate, Shelby spent an impressive 23 years in the healthcare sector. Despite her success in healthcare, Shelby always harbored a deep-seated passion for real estate. “My interest was nurtured over years of personal property transactions, where various agents encouraged me to consider a career in the field,” she recalled. “When my family relocated to Idaho, I seized the opportunity to pivot my career, embarking on a new journey in real estate.”

The transition, however, was not without its challenges. Initially, Shelby faced the uncertainty of stepping away from a stable income. “I found myself at a bit of a loss because it was the first time in my adult life that I did not have a steady salary,” she shared. “To support myself while earning my real estate license, I took a job at a local furniture/designer store. However, this decision was not enough to gain traction in the real estate industry. Thankfully, with the unwavering support of my husband,



Marshall, I made a courageous leap and committed fully to real estate.”

The full-time move into real estate proved to be significant as it propelled Shelby’s career in the direction she had envisioned. In just three years, she has distinguished herself as a top producer. Her impressive performance includes a total volume of nearly \$14 million in sales for the past year. Her achievements have not gone unnoticed, with awards such as: 2024 Idaho’s Best Real Estate Agent, 2023 Idaho’s Best Real Estate Agent in the Treasure Valley, Top Producer for 2023, Top 5% Producing Agent in 2021, Top Producer Runner-Up in 2021 and Top Sales Under 1% in Year One at an Idaho Fortune 500 Company. These accolades reflect not only her stellar skills but also her dedication to her clients and the real estate profession.

Shelby’s journey is intertwined with personal fortitude and strength. She was raised by a single mother who made significant sacrifices, demonstrating resolve and responsibility. Her mother’s partner, whom Shelby later called Dad, also played a crucial role in her upbringing, officially adopting her during her senior year of high school. “My adult life brought its own set of challenges, including a divorce and a heartbreaking diagnosis of a rare form of cancer in my first-born daughter,” Shelby said. “Tragically, my daughter passed away five months later. This profound loss tested my strength but also led me to a place of deep resilience where I emerged with a renewed sense of purpose and a commitment to offering the best version of myself in all areas of my life.”



Through this experience, Shelby built a greater sense of empathy and authenticity, qualities that now define her approach in real estate. Her personal journey has enabled her to connect with clients on a deeper level, guiding them through the complex process of buying or selling a home with compassion and understanding.

“My success in real estate also exemplifies the importance of mentorship and guidance,” Shelby explained. “Under the counsel of my mentors, I developed important skills that helped me transition into leadership roles within the industry. My broker, Garrett Thill, has been the cornerstone and a determining figure in my growth, providing invaluable support and encouragement.”

As a leader, Shelby has embraced the opportunity to mentor others, sharing her experiences and insights to help her team succeed. Her approach is characterized by authenticity, transparency and a commitment to nurturing the growth of those around her. “I lead with my heart and do my very best to instill confidence in each interaction, whether it’s with my teammates, clients, friends or family.”

Beyond her professional achievements, Shelby’s allegiance to community service is rooted in compassion and kindness. As a former domestic violence awareness liaison, she has spearheaded initiatives to raise awareness to support victims of domestic violence. Her efforts include coordinating with



local organizations, conducting educational workshops, and advocating for policies to enhance community safety.

When she’s not working, Shelby and her husband cherish time with family, enjoying outdoor activities such as walking along the Greenbelt, paddle boarding, bike riding, and spending time with their two-year-old Labrador, Winston. Shelby’s family also includes her 25-year-old daughter, Taylor, who has recently graduated and is pursuing a career in real estate; her 19-year-old daughter, Savannah, a political science student at BSU; and her 17 year-old son, Jake, who is set to play baseball at Columbia Basin College in Washington.

As she continues to grow in her career, Shelby is determined to make a significant impact in the real estate industry, grounded in integrity, excellence, and community impact. ‘My aim is to cultivate an environment where clients feel truly valued and empowered,’ she expressed. ‘I strive to make a positive difference not only in their lives but also in the wider community

Shelby’s journey from healthcare professional to top real estate agent exemplifies sincerity, integrity and a tenacity for helping others. Her rapid ascent in the industry, coupled with her personal strength and community involvement, makes her a remarkable figure in the real estate world.

“
MY SUCCESS IN REAL ESTATE ALSO EXEMPLIFIES THE IMPORTANCE OF MENTORSHIP AND GUIDANCE.
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