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TOP AGENT:

TYLER



SMITH  
SR.

**TOP AGENT:**  
Tyler Smith Sr.

**PARTNER SPOTLIGHT:**  
Castle & Cooke Mortgage  
- Suzi Boyle

**RISING STAR:**  
Laurel Hamblin

**COACHING CORNER:**  
Roxy Feller

SEPTEMBER 2024

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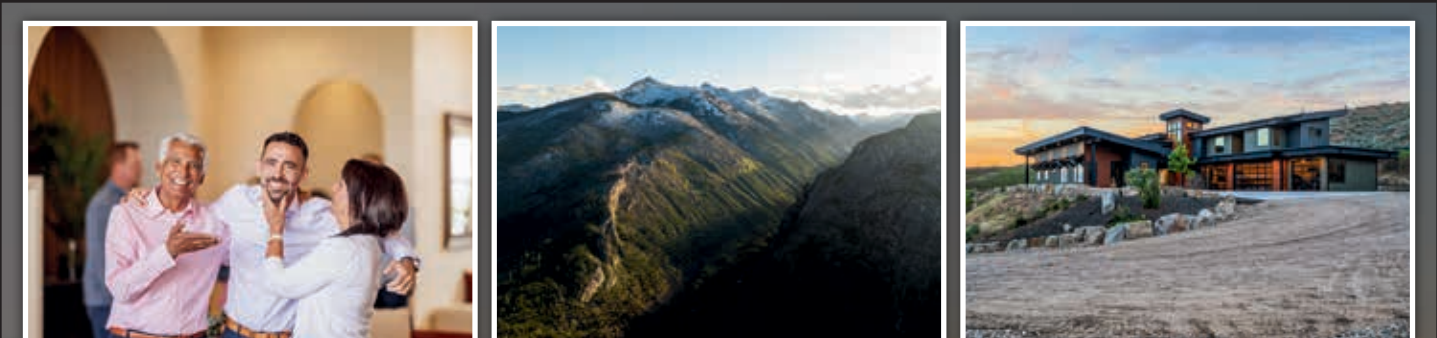


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# THE POWER OF RELATIONSHIPS

## THE POWER OF REAL PRODUCERS

When I meet with REALTORS, I like to ask one specific question: "Do you have REALTOR® friends that you do transactions with? And how do those transactions compare to others?"

The answer is always the same: "It's night and day, much more seamless and easy."

So, what is preventing every interaction from being seamless and easy? What needs to change to make each process smooth and straightforward?

I believe the answer lies in the profound power of relationships. Establishing a genuine connection and truly understanding the person on the other end of a deal can transform the entire process. When trust and rapport are built, transactions become collaborative rather than combative, turning challenges into shared goals.

Our industry is filled with remarkable individuals with rich, diverse backgrounds. My mission is to highlight these stories, foster connections, and UNITE the industry. By cultivating relationships, we can make every transaction feel like working with a trusted friend, creating a more harmonious and efficient real estate landscape.

I invite you to dedicate just 10 minutes each month to read about the REALTOR® being highlighted. Discover their unique stories, learn about their contributions to the industry, and understand their approach to real estate. This simple act can transform your next transaction. Imagine the ease and trust of working with someone familiar, someone whose values and methods you already know. Let's turn every deal into a partnership, fostering a community where every transaction feels like working with a trusted friend.

Who knows, your very next deal could be with one of them.

### 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**  
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cover story  
Written by Robbyn Moore

TYLER  
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BOISE PREMIER REAL ESTATE

## THE JOURNEY OF A GOD-CENTERED REAL ESTATE ENTREPRENEUR

**TYLER SMITH** is a man of strong faith that serves Jesus, his family and his real estate clients. With eight years of experience in the real estate industry, specializing in helping buyers and sellers find real estate solutions in Ada County. Tyler is the owner of Realty Wise LLC, a firm brokered by Boise Premier Real Estate. He was originally drawn to real estate because of the unique blend of relationships, finance and market knowledge. "Each client has much at stake, and there is a tremendous opportunity to impact someone's life," Tyler remarked. "I prioritize relationships over transactions and strive to establish long-term connections, while overseeing the value of their most significant asset while keeping them informed about market conditions, economic shifts and future growth."

Prior to embarking on his real estate career, Tyler gained extensive experience in sales within the pharmaceutical industry. During this period, he honed his skills in relationship building, face-to-face interactions and maintaining constant communication. After his time in pharmaceutical sales, Tyler was ready for a change. He was naturally drawn to real estate, influenced significantly by his desires to offer a more

personalized experience in the real estate industry. "I viewed real estate as the platform to transform lives and create a meaningful impact on others," he shared. "I am passionate about identifying the hidden opportunities that enhance a person's life."

The journey to launching his career was marked by humility, hard work and perseverance. "At the beginning of my career, my bank account

was negative...literally," Tyler explained. "I felt like it was time to man up and make a change. It was a humbling experience, as I did not want to disappoint my family, so I did what any man would do and sought out every opportunity to help families here in Idaho, doing over 135 open houses that first year. I placed my faith in Christ and responded to every challenge with effort and determination."





Tyler has helped over 80 families accomplish their real estate goals. To date, he is on track to sell over \$50 million in real estate within his first three years in Idaho as a solo agent.

Tyler's motivation is deeply rooted in his passion for providing for his family and his aspiration to build a business that reflects his faith in Jesus. "If I can help your family buy or sell and share the good news of Jesus Christ during our time together then I have accomplished my mission," he said. "I define success as a leader by the ability to serve others over self. I see parallels between the principles in the Bible and my work in real estate everyday. Personally, I believe the words, 'Don't be selfish; don't try to impress others. Be humble, thinking of others as better than yourselves. Don't look out only for your own interests, but take an interest in others, too. You must have the same attitude that Christ Jesus had.' This is from the scripture in Philippians 2:3-5."

Tyler is inherently competitive and utilizes his skills to guide his clients effectively. "I serve as their professional negotiator and



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protector in every deal or transaction," he stated. "I care more about my clients and their purchases than they do - that's my job! I understand the significance of reputation and how it can impact someone for life, so I do not take this responsibility lightly."

Beyond his professional life in real estate, Tyler is supported by his incredible wife and two remarkable children. He finds great joy in watching his four-year-old son at the BMX bike track and cherishes moments spent with his two-year-old daughter. Additionally, Tyler enjoys working out, boxing and spending quality time with his family, whether traveling or at home.

"My most rewarding experience as a REALTOR® and leader in this industry is when clients feel that I have exceeded their expectations as their agent and friend," Tyler shared. "My advice to aspiring agents entering the business is to avoid getting distracted by the multitude of tasks. Choose one area to focus on and strive for excellence in that domain. Stay in your lane, remain consistent, and above all, place your faith in Jesus."

“  
I AM PASSIONATE ABOUT  
IDENTIFYING THE HIDDEN  
OPPORTUNITIES THAT  
ENHANCE A PERSON'S LIFE.  
”



▶▶ partner spotlight

# SUZIE BOYLE

Castle & Cooke Mortgage



## A JOURNEY OF RESILIENCE AND DEDICATION

*In the heart of Boise, Idaho, you'll find a woman whose life story is as remarkable as her professional achievements. Suzi Boyle, Branch Manager at Castle & Cooke Mortgage, embodies dedication, resilience, and a deep commitment to her community. Her journey from a modest beginning to a distinguished career in the mortgage industry is a testament to her tenacity and passion.*

Suzi's story started in Tokyo, Japan, where she was born to a unique family. Her father, a writer and cartoonist from Gloucester, Massachusetts, and her mother, a pure-blood Samurai from Japan, overcame significant challenges to be together. When Suzi was one year old, her family moved to the Treasure Valley in Idaho, where she has lived ever since. Growing up in a rural agricultural town, with influences from both Eastern and Western cultures, shaped Suzi into a goal-driven and ambitious person. She attended Payette schools all her life and graduated her senior year of high school at Moscow High, while simultaneously attending the University of Idaho. She later earned a bachelor's degree in public accounting from Boise State University. This blend of cultures and values instilled in her a sense of humility and self-sacrifice, qualities that have guided her throughout her career.

With 33 years of experience in the mortgage industry, Suzi has become a trusted name in Boise and beyond. She started her professional journey as a tax accountant but soon realized that her true calling was in a field that allowed her to interact with people and make a tangible difference in their lives. At the age of 25, she received her real estate license, and by 31, she had transitioned into mortgage lending, a profession that perfectly balanced her analytical skills with her passion for helping others. Specializing in self-employed borrowers

and VA loans, Suzi has been recognized as the No. 1 VA loan originator in Idaho. Her expertise and dedication have also earned her a place among the top 200 mortgage originators in the United States ten times throughout her career.

Outside of her professional achievements, Suzi is deeply committed to her community. She has chaired or served on committees for over 100 non-profit events, raising millions for philanthropic organizations. Her passion for giving back is rooted in the values instilled by her parents, who led lives of service and self-sacrifice. Despite personal tragedies, including the violent loss of her parents, Suzi has continued to honor their legacy by dedicating herself to helping others.

At Castle & Cooke Mortgage of Boise, Suzi is known for her relationship-oriented approach. She believes in challenging the status quo by prioritizing service over transactions. Her clients benefit from quick and easy pre-qualification, lightning-fast approval and turnaround, and expert advice tailored to their future goals. With more than 8,000 happy homeowners and a reputation for excellence, Suzi is a trusted advisor in the home financing process.

The history of Castle & Cooke Mortgage is as rich and varied as Suzi's own story. Founded by the descendants of Captain Cook, the company has evolved from land development in



Hawaii to a dominant mortgage lender in the Bay Area and beyond. Today, under the leadership of CEO Rick Cardillo, Castle & Cooke Mortgage operates in 42 states, maintaining a boutique, family-owned approach that emphasizes quality over quantity.

When she's not working, Suzi enjoys a range of activities that keep her grounded and balanced. She loves listening to smooth jazz, golfing, traveling, and spending time near the water with her family. Her personal experiences, including overcoming a turbulent divorce and the tragic loss of her parents, have shaped her into a compassionate and resilient individual, always ready to support others in their times of need.

Suzi faced a turbulent divorce at 30 and chose to leave a successful real estate business she had built with her husband. Her father's advice guided her through this tough time. In 1998, both of Suzi's parents were tragically murdered. Despite overwhelming grief, she chose to honor her parents' legacy by focusing on the positive impact they had on their community, celebrating their lives through memorials and dedications.

Suzi's experiences have made her a beacon for other women facing similar challenges. Drawing from her own journey, she has empowered hundreds of women navigating divorce, offering support on emotional, physical, financial, and legal fronts. Her story of overcoming adversity and finding strength in the face of hardship serves as an inspiration to many, demonstrating the power of resilience and the importance of community support.

Throughout her illustrious career, Suzi has achieved numerous professional



**AS A BRANCH MANAGER, SUZI HAS BROUGHT INNOVATION AND A PERSONAL TOUCH TO CASTLE & COOKE MORTGAGE.**

milestones that underscore her expertise and dedication. She has served on dozens of nonprofit boards, is a graduate of Boise Chamber Leadership, and has received the TWIN Award in 2000, the Women in Business Award in 2003, and the Women of the Year Award in 2006 & 2024. Suzi was also President of Mortgage Bankers/NAPMW for 4.5 years, served on the Department of Finance Board, and received the IBR Financial Excellence Award in 2021 and the ICON Lifetime Achievement Award in 2022. These accolades reflect not

only her skill in navigating the complexities of the mortgage industry but also her unwavering commitment to serving her clients with integrity and care.

As a branch manager, Suzi has brought innovation and a personal touch to Castle & Cooke Mortgage. She has been instrumental in fostering a culture that prioritizes relationships over transactions. This approach ensures that clients receive personalized service tailored to their unique needs and goals. Her ability to simplify the mortgage process, combined with her deep knowledge of the industry, has earned her the trust and respect of her clients and peers alike.

Whether you're a first-time homebuyer, looking to refinance, or seeking expert advice on VA loans, Suzi Boyle and her team at Castle & Cooke Mortgage of Boise are ready to guide you every step of the way. Suzi's blend of professional expertise and personal dedication ensures that every client receives the best possible experience. In a world where the mortgage industry can often seem impersonal, Suzi Boyle stands out as a beacon of trust, compassion, and excellence. Her life's work is a testament to the power of perseverance, the importance of community, and the impact one person can have on countless lives.

**For more information or to get in touch with Suzi Boyle, you can reach her at Castle & Cooke Mortgage: Email: [suzirboyle@gmail.com](mailto:suzirboyle@gmail.com), Phone: 208-859-3303, Website: [castlecookemortgage.com/suzi-boyle](http://castlecookemortgage.com/suzi-boyle)**



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# 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](mailto: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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# LAUREL HAMBLIN

AMHERST MADISON

► rising star

Laurel Hamblin's path to real estate began somewhat unexpectedly. As a young mother, she found herself at a crossroads, uncertain about her future and hesitant to pursue a traditional college education with an infant to care for. It was then that a real estate coach introduced her to the possibilities within the industry. The flexibility and potential for personal growth and financial independence resonated with her, prompting her to dive into real estate. Five years later, Laurel has not only carved out a successful career but also emerged as a rising leader within her brokerage.



Laurel stands out not just for her impressive sales record but for her leadership, passion, and dedication to making a difference in her community. As a real estate agent with Amherst Madison, Laurel's journey into the industry is a testament to her resilience, ambition, and unwavering commitment to her clients and her team.

From the beginning, Laurel recognized a shortage of young, powerful leaders in the real estate industry who could relate to her goals and aspirations. Rather than waiting for someone to fill that void, she decided to step up and be that leader herself. Her drive and determination quickly set her apart, earning her the Rising Star Award at Amherst Madison and a ranking in Gold Production. With \$14 million pending and sold right now, encompassing 33 transactions, these accolades are a testament to her hard work, strategic thinking, and dedication to excellence. Laurel's journey has been shaped by her experiences as a young mother and an independent entrepreneur. Growing up in a split family instilled in her the importance of independence and self-reliance. These qualities have been crucial in her real estate career, where she has had to navigate challenges and seize opportunities with confidence and poise. Her ability to balance her professional responsibilities with her role as a mother to her six-year-old child is a testament to her exceptional organizational skills and commitment to maintaining a healthy work-life balance.

One of the key aspects that sets Laurel apart from her peers is her unwavering commitment to professionalism and ethical standards. She strives to "keep it classy and ethical from all perspectives." This dedication to integrity has earned her the trust and respect of her clients and colleagues alike. Laurel is particularly passionate about new construction developments and design, finding joy in sharing these experiences with others and helping them achieve their real estate goals.

Outside of real estate, Laurel is a devoted mother who cherishes quality time with her family. She loves exploring everything Boise has to offer, from its vibrant cultural scene to its beautiful outdoor spaces. Traveling is another passion of hers, and she looks forward to embarking on more adventures in the future. Her ability to manage a successful career while also prioritizing her personal life is a testament to the strong support system she has built around her, including a dedicated team that shares her vision and values.

As a leader, Laurel has faced her share of challenges, the most significant being finding authentic people to surround herself with in the industry at her age. Despite these challenges, she has achieved remarkable milestones, such as selling out her first new construction development and securing a \$4 million listing. These achievements highlight her strategic acumen and ability to deliver exceptional results for her clients.

Laurel is most grateful for the opportunity to help others achieve their real estate dreams. Whether it's guiding a first-time homebuyer through the process or assisting a family in finding their forever home, she finds immense satisfaction in making a positive impact on people's lives. Her success is defined not just by her sales volume but by the consistent flow of clients and referrals she receives, a testament to her professionalism and client satisfaction.

Beyond her professional achievements, Laurel's legacy in the real estate industry is one of inspiration and empowerment. She wants to be a role model for others, proving that with determination and hard work, you can achieve anything you set your mind to. Her advice to aspiring agents is straightforward and bold: "You can truly achieve anything that you set your mind to. Make a plan. Write it down, and work on it. EVERY. SINGLE. DAY." This reflects her competitive,

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caring, and relentless nature, qualities that have driven her success.

Laurel draws inspiration from figures like Mel Robbins, admiring her achievements and the traits she embodies. However, she also recognizes the importance of self-inspiration, often reminding herself to “be the woman you would look up to.” This quote encapsulates her philosophy of leading by example and striving to be a person of integrity, strength, and compassion.

In conclusion, Laurel Hamblin’s journey in real estate is marked by determination, passion, and a deep commitment to excellence. Her story is one of overcoming challenges, seizing opportunities, and making a lasting impact on the Boise community. As she continues to grow her career and inspire others, Laurel remains a beacon of what it means to be a successful, ethical, and compassionate real estate professional.

For more information or to get in touch with Laurel Hamblin, you can reach her at [laurelhamblinrealestate@gmail.com](mailto:laurelhamblinrealestate@gmail.com) or 208-830-5881

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# Common Fears FACED BY REAL ESTATE AGENTS

As we embark on this new journey, let's provoke some simple thoughts to better help you (REALTORS®) with your business. Each month, we will discuss topics and issues I am seeing with my current clients within the Real Estate Industry. It all starts with a conversation, it all starts here.

**THINK ABOUT LAST YEAR:**

- Did you reach your goals, or did they slip by?
- What held you back?
- What are you actively doing to not just hit your goals but blow right by them?
- What are you afraid of?

One thing that I have learned is that real estate agents face a range of FEARS and challenges when building their business.

**THE 8 MOST COMMON FEARS AND HOW TO FACE THEM HEAD-ON**

**1 Finding & Retaining Clients**

The FEAR of attracting and maintaining clients is a common challenge. Regular check-ins with past clients are vital. Implement cross-marketing campaigns with local businesses specializing in seasonal needs. For instance, collaborate with a fall sprinkler blowout company to offer clients mutual discounts, enhancing client-agent relationships and facilitating follow-up calls.

**2 Market Volatility**

The FEAR of economic downturns, interest rate hikes, or market changes impacting housing demand and prices is common. Overcoming this fear involves mindset—focusing on what agents can control. Increase client engagement, transparency in market conditions, and expertise in distressed properties like foreclosures or short sales to mitigate risks during downturns.

**3 Income Inconsistency**

The FEAR of irregular income due to the commission-based nature of real estate can create financial instability. Effective strategies include financial management, budgeting, saving, building emergency funds, setting up automatic transfers, and diversifying income with rental properties. Offering additional services like rental property management can stabilize finances despite the commission-based structure of the industry.

**4 Competition**

The FEAR is standing out in a crowded market and staying ahead of competitors. Competition in the real estate market can be fierce, but embracing it as a motivator (mindset) rather than a FEAR can help you thrive. Strengthen your unique selling point, identify and highlight your strengths, and develop a strong personal brand that reflects your values, skills, and area of expertise. Provide exceptional customer service, adapt quickly, and build your confidence by focusing on your accomplishments and strengths. Practice self-affirmations and visualize success. It works! It's why Olympic athletes do it.

**5 Negotiation Skills**

The FEAR of negotiation. Negotiation skills are crucial in real estate, as ineffective negotiations can lead to lost deals and client dissatisfaction. Preparation is key: conduct thorough market analysis, understand both client and seller/buyer needs, motivations, and priorities. Strong listening skills are essential for effective communication. Maintaining a calm, professional demeanor in tense situations fosters constructive dialogue. Focus on win-win solutions to secure favorable terms and prices for your clients. Continuous improvement in negotiation techniques enhances your advocacy and success in real estate transactions.

**6 Client Expectations**

The FEAR is the failure to meet or manage the expectations of demanding clients. Dissatisfied clients can damage reputations and lead to loss of referrals. Dealing with demanding clients can be challenging, but with the right approach, you can meet and even exceed their expectations. Establish clear communication. I sometimes have to remind my clients that most everyday people do not understand "real estate lingo"; clear communication is so important. Set expectations early, provide regular updates, be proactive and organized, and anticipate your clients' needs. Turn challenges into opportunities, and build a reputation for exceptional service.

**7 Time Management**

The FEAR is balancing multiple responsibilities, including showings, paperwork, and personal time. Poor time management can lead to burnout and reduced productivity. Prioritize and plan. Use the Eisenhower Matrix to classify tasks into four categories: urgent and important, important but not urgent, urgent but not important, and neither urgent nor important. This can be a game-changer. It's about being intentional with your time and creating a life by "design," not by "default."

**8 Work-Life Balance**

The FEAR is struggling to balance professional responsibilities with personal life found common in real estate, with potential for stress and burnout. Setting personal boundaries is essential. It involves unplugging from work to be fully present with family—a crucial choice. Delegation is beneficial; involve your family in goal-setting and celebrations. Achieving work-life balance is ongoing, requiring daily mindful choices to prioritize both personal and professional fulfillment. Balancing these aspects enhances success and overall happiness in the real estate profession.

Believe in what is possible, believe that there is no FEAR large enough to hold you back from your goals. You are the answer to your own success story. DO NOT let FEARS get in your way.

I helped a past client conquer her FEARS and reach nearly \$11 Millions in sales. Over twice the amount that she had originally set a goal for!

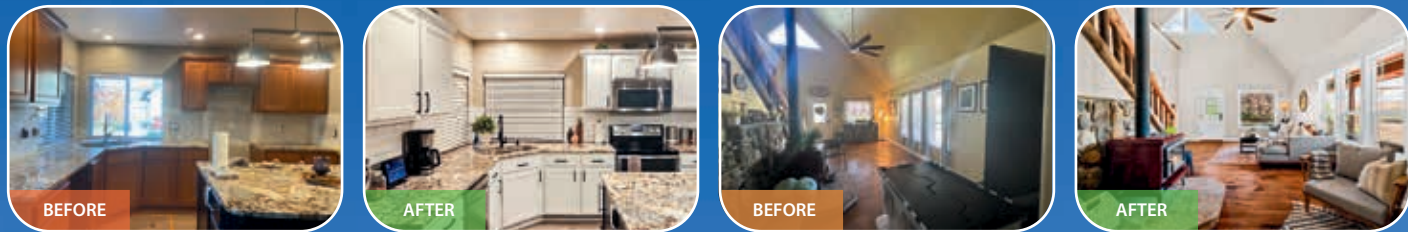
As we navigate these challenges, remember that as a mindset and confidence coach, I, Roxy Feller, don't just identify the obstacles; I show you how to overcome them. I create winners and turn potential into reality.

**TAKE ACTION:** If you're ready to confront your FEARS head-on, forge a path of unstoppable progress, and conquer your challenges, seize the moment. Schedule a call with me to see if I'm the right coach for you. Visit [www.roxyfeller.com](http://www.roxyfeller.com).



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