

BOISE

FEBRUARY 2025

REAL PRODUCERS[®]

Annie & Matt Valentine's

REAL ESTATE
ROMANCE

PHOTO BY CY GILBERT,
SYRINGA MEDIA CO



PARTNER SPOTLIGHT
SHARON OZUNA

AGENT ON FIRE
TJ PIERCE

CONNECTING. ELEVATING. INSPIRING.

EXPERT GUIDANCE. EXCEPTIONAL SERVICE. EVERY TIME.

600+ 5-STAR REVIEWS | 25 YEARS OF EXCELLENCE | CLOSE IN 10-15 DAYS

- **White-Glove Service** from start to finish—no detail is overlooked
- We are **Specialists** in Jumbo and high-net-worth loans, Construction Lending, and Relocations
- **Available 7 days a week**, 8am-8pm for you and your clients
- Fast, efficient closings with proactive updates that **keep deals moving**
- **Dedicated to Partnerships** with Real Estate Agents and Builders for an incredible client journey

Rate cannot guarantee that an applicant will be approved or that a closing can occur within a specific timeframe. All dates are estimates and will vary based on all involved parties level of participation at any stage of the loan process. Contact Rate for more information.

CONNECT WITH US TO ELEVATE YOUR CLIENT EXPERIENCE.



Saul Bailey
SVP of Mortgage Lending
NMLS# 114610
208.789.6405
saul.bailey@rate.com



Team Bailey



Operating as Guaranteed Rate, Inc. in New York. Guaranteed Rate, Inc. D/B/A Rate; NMLS #2611; For licensing information visit nmlsconsumeraccess.org.

YOUR VISION, OUR EXPERTISE

TRANSFORMING HOMES AND BUSINESSES
THROUGHOUT THE TREASURE VALLEY WITH
EXCEPTIONAL PAINTING SOLUTIONS.



Why Choose Us?



Experienced Painters

Our professionals are highly skilled, with years of experience in residential and commercial projects.



High-Quality Products

We use only the highest quality paints, coating, and other materials for beautiful, durable, and long lasting results.



Attention to Detail

From surface preparation to color selection and painting, no detail is overlooked to ensure a smooth, seamless finish.



Customer Satisfaction

We take the time to listen to your needs, provide recommendations, and maintain open communications throughout the process.

SERVICES:

- Commercial Painting
- Residential Painting
- Retail & Hotel
- Exterior Painting
- Interior Painting
- Cabinet Painting
- Siding Repair
- Drywall Repair

CALL FOR A FREE QUOTE
Now **(208) 477-8835**

RightChoicePaintingIdaho.com

RightChoicePaintingservices@gmail.com



Contents

IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Coaches Corner: Roxy Feller
- 14 Partner Spotlight: Sharon Ozuna
- 20 Agent on Fire: TJ Pierce
- 26 Cover Story: Matt and Annie Valentine



26 COVER STORY **Matt & Annie Valentine**

If you are interest in contributing or nominating Agents for certain stories, please email us at tim.ganley@realproducersmag.com

CRUZ Painting LLC

Top quality workmanship, professionalism, and customer satisfaction.

interior/exterior paint | cabinet refinish/stain | stucco/drywall/texture repair

www.cruzpaintingid.com
(208) 617-6999
Free Estimate

2025 MARKET INSIGHTS

WITH **LOGAN MOHTASHAMI**
HOUSINGWIRE LEAD ANALYST

Featured Speaker
LOGAN MOHTASHAMI
LEAD ANALYST AT HOUSINGWIRE
HOUSINGWIRE

Event Host
MATT MORRELL
BRANCH MANAGER | THE MORRELL TEAM
THE MORRELL TEAM

Tue. February 11 | **Waters Edge Event Center**
10:00AM - 12:00PM | 287 E Shore Dr., Eagle, ID 83616

RSVP To Our Event
The first 100 registrants will receive a free one-year subscription to housingwire.com
*Offer available to Realtors only.

Save Your Spot Now

Coffee and pastries will be included!

©2024 JMJ FINANCIAL IS A REGISTERED TRADE NAME OF JMJ FINANCIAL GROUP, INC., NMLS ID #167847, LICENSED BY THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION UNDER THE CALIFORNIA RESIDENTIAL MORTGAGE LENDING ACT. BOTH PARTIES ARE SEPARATE ENTITIES AND NOT AFFILIATED. THE CONSUMER IS UNDER NO OBLIGATION TO USE ONE OR BOTH. CREATED ON 11/18/24

"PICK ME!"

THE SELLER'S CHOICE \$10K UNDERWRITING GUARANTEE MAKES THAT HAPPEN.

BILL ZIMMERMAN
NMLS: 3773
Personal Mortgage Consultant

\$10,000 SELLER'S CHOICE UNDERWRITING GUARANTEE

CALL ME TODAY TO LEARN MORE!
208.939.0002
 bzimmerman@summitmortgage.com
 SummitMortgageIdaho.com

Summit MORTGAGE CORPORATION
NMLS #1041
Guiding You Home.

Summit Mortgage Corporation licensed as Summit Home Mortgage, Inc. in NC, OR, UT and WA. AZ Mortgage Banker license 1038277, CA - Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act; WA - CL-1041

COMMERCIAL AND RESIDENTIAL

Just the Flooring Service Provider for You!

5% DISCOUNT TO VETERANS & MILITARY.

PHILLIPS
HARDWOOD
Installation, Refinish, Repair.

INSTALLATION. REFINISH. REPAIR.
 Flooring Service · Hardwood Floor Repair Service
 Hardwood Refinishing · Solid Hardwood Flooring
 Engineered Hardwood Flooring · Flooring Installation

BOOK A FREE IN HOME CONSULTATION NOW!
 Dan Phillips | (208) 608-1228 | phillipshardwoodid.com

Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

1031 EXCHANGE

Leader 1031
Kayla Frerking
(760) 622-7716
www.Leader1031.com

BUILDER

Swaggart Builders
Logan Swaggart
(208) 204-1730

CLOSING GIFTS

Gifts With an Edge
Tara Michielli
(509) 701-2130

COACHING

Roxy Feller Mindset and Confidence Life Coach
(208) 713-2949

Sharon Ozuna LLC
(206) 300-9577

ELECTRICAL SERVICES

All 4 You Electrical
Jezrael Wilson
(208) 794-7431

EVENT SERVICES

The Venue Assistant
Nikki Keller
(805) 407-3996

FLOORING - HARDWOOD

Phillips Hardwood
Dan Phillips
(208) 608-1228

HANDYMAN SERVICES

TruBlue Of Treasure Valley NE
(208) 800-8441
www.trublueally.com/
treasure-valley-ne

HEATING & AIR

Izzy's Heating & Air
(208) 547-5708
izzysservice.com

HOME INSPECTION

Boise Home Inspections
Danny Hammock
(208) 794-3483

Presidential Inspections

Craig Burden
(208) 573-5300

HOME RENOVATIONS

Home Enhancement Co
Spencer Bingham
(208) 282-2792

Renovation Sells

Treasure Valley
Kristen Sartori
(208) 581-4309

HOME STAGING

Creative Touch Staging & Design
Dana Motta
(208) 292-7715

LANDSCAPE CURBING

Border Magic
(986) 213-5767

LANDSCAPE DESIGNER/ LANDSCAPE CONTRACTOR

Legacy Landscape Design
(208) 906-6237

MOLD REMEDIATION

Boise Mold Removal
Tylor Desilet
(208) 412-0899

MORTGAGE / LENDER

New American Funding
Norm Blaskoski
(916) 220-6614

Saul Bailey
(425) 750-2594

Summit Mortgage Corporation

Bill Zimmerman
(208) 939-0002

The Morrell Team Powered by JMJ Financial

Matt Morrell
(208) 957-3245

MOVING SERVICES

Vantage Moving Solutions
(208) 809-1693
www.vantagemoving.com

PAINTING

Cruz Painting LLC
Jose Cruz
(208) 617-6999

Right Choice Painting

Steven Marchant
(208) 477-8835

PHOTOGRAPHY

Lux Real Estate Media
Garret Leo
(208) 912-4984

Syringa Media Co

Cy Gilbert
(208) 353-6300

PROPERTY MANAGEMENT

24k Property Management
Susan Pratt
(208) 696-1292

ROOFING

Summers Roofing
Austin Summer
(208) 908-3536

SOLAR

Native Solar
Bob Davis
(208) 447-7921

TITLE COMPANY

Pioneer Title Company
(208) 377-2700
Pioneertitleco.com

WINDOW TINTING

Idaho Window Tinting Inc
Darran Crager
(208) 442-5501

PTC PioneerTitleCo.
GOING BEYOND

Unlock Your Dream Home with Expert Guidance.

Are you thinking of buying or selling a home? Trust the experts who know the market inside and out. With years of experience, real estate agents provide unparalleled service and insight, ensuring the best deals and smooth transactions. Don't leave your most significant investment to chance. Teamed with us, experience the peace of mind that comes with a real estate agent because now, more than ever, **experience matters.**

PTC 75 CELEBRATING 75 YEARS 1949 - 2024

BUY IDAHO

A Great Partner in Helping You Sell Homes!

\$100 Off
Your First Standard Package Stage

Creative Touch
STAGING & DESIGN

(208) 292-7715
www.HomeStagingBoise.com

Helping Sellers Create a Beautiful Home, Buyers Can Envision As Their Own

TRANE
It's Hard To Stop A Trane.

Reliable HVAC Solutions for Your Clients!

Partner with Izzy's Heating & Cooling to ensure your clients' homes are comfortable, efficient, and ready for the market. From installations to maintenance, we've got you covered:

Heating and cooling system installation | Emergency repairs
Routine maintenance and tune-ups | Indoor air quality solutions

IZZY'S
HEATING & AIR

Call Izzy's today or visit izzysservice.com to learn more!
208-547-5708

YOUR CLIENTS' MOVE MADE EASY!

Partner with Vantage Moving & Storage to provide your clients with seamless, stress-free moving services. We handle every detail with care and professionalism, including:

LOCAL AND LONG-DISTANCE MOVES
PROFESSIONAL PACKING AND UNPACKING
SPECIALTY ITEM HANDLING

Call us today or visit VantageMoving.com to learn more!

VANTAGE
BOISE MOVING SOLUTIONS IDAHO

208-740-1291 | 10673 W LAKE HAZEL RD #6 | BOISE, IDAHO 83709

Meet The Team



Tim Ganley
Publisher/Owner



Cy Gilbert
Photographer
Syringa Media Co



Garret Leo
Photographer
Lux Real Estate Media



Dan Allsup
Ad & Content Manager



Nikki Keller
Event Planning

Have an Idea?



Want to pitch, nominate or share a really cool story with our readers? Scan the QR code to share with our Publisher.



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

WINDOW TINTING

RESIDENTIAL & COMMERCIAL

WE CAN PROVIDE
Sun Control • Security
• Privacy Film



Call for a free estimate, we will come to you!

208.442.5501
Idahowindowtinting@yahoo.com
35 years + Experience



All 4 You Electrical

Family Owned Local Business
Quality Installations Done With Integrity



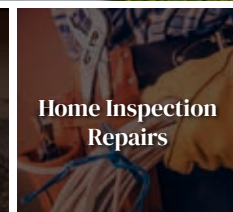
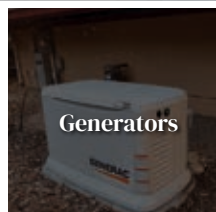
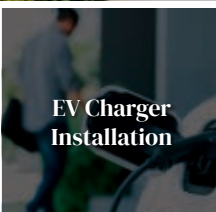
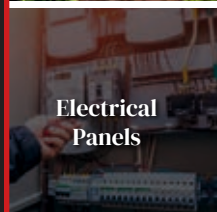
FREE ESTIMATES

CALL OR TEXT NOW

208-794-7431

all4youelectrical.com

Licence #076774



Radon • Sewer Scope • Air Quality • Well & Water Testing

KNOW BEFORE YOU BUY OR SELL

Request an inspection today!

DANNY HAMMOCK
Master Certified

(208) 794-3483

www.boisehomeinspections.com

Coach, Consultant & Trainer

Need help with hiring?
Adding systems or processes?
Coaching administrative staff?

I CAN HELP!

Schedule time with me.
www.sharonzuna.com
206-300-9577
sharon@sharonzuna.com

Building Your Personal Brand as a Real Estate Agent:

A Guide to Success in the New Year

BY ROXY FELLER



As the new year approaches, it's the perfect time to refocus your efforts on one of the most critical aspects of your real estate business—**your personal brand**. A strong personal brand is more than just a logo or tagline; it's the reputation, expertise, and trust you build in the minds of your clients and prospects. In a competitive industry, your brand is what sets you apart and positions you as the go-to expert in your market. By taking intentional steps to create and refine your brand, you can make 2025 your best year yet. Here's how to get started.

1 / Define Your Niche

Identify your target audience and specialize in a specific market segment, whether it's luxury homes, first-time buyers, or commercial properties. A clear focus helps you craft messages that resonate and builds your credibility as an expert in that area.

2 / Develop a Unique Value Proposition

What sets you apart from other agents? Your unique value proposition should articulate your strengths, whether it's your deep market knowledge, personalized customer service, or innovative marketing strategies. Make sure this message is clear and consistent across all your materials.

3 / Create a Professional Online Presence

A strong online presence starts with a user-friendly website. Showcase your listings, share testimonials, and tell your personal story. Optimize your site for search engines (SEO) so potential clients can easily find you. A well-crafted website is often the first impression you make, so invest in making it exceptional.

4 / Utilize Social Media

Social media is one of the most powerful tools for building your brand. Choose platforms that align with your target audience—for example, Instagram for

sharing stunning property visuals and LinkedIn for professional networking. Post regularly and share engaging content like property tours, market updates, and real estate tips.

5 / Consistent Branding

Consistency is key. Use the same logo, color scheme, and messaging across your website, social media, and print materials. A cohesive look and feel reinforce your professionalism and make your brand more memorable.

6 / Network Locally

Real estate is a people business. Attend community events, join local organizations, and participate in networking groups. By becoming a familiar face in your community, you'll build relationships that can lead to referrals and opportunities.

7 / Provide Valuable Content

Educating your audience builds trust and positions you as an expert. Create blogs, podcasts, or videos that offer

valuable insights into the real estate market, tips for buyers and sellers, or neighborhood highlights. Consistently sharing useful information keeps you top of mind.

8 / Leverage Testimonials and Referrals

Positive reviews and referrals from satisfied clients are some of the most effective ways to build credibility. Encourage your clients to share their experiences and feature these testimonials prominently on your website and in your marketing materials.

9 / Cultivate Authentic Relationships

Real estate is about more than transactions—it's about people. Engage with your clients and prospects genuinely, focusing on building trust and fostering long-term relationships. When people feel valued, they're more likely to recommend you to others.

10 / Keep Learning and Adapting

The real estate industry is constantly evolving. Stay ahead of the curve by keeping up with trends, new technologies, and best practices. Regularly invest in professional development to refine your skills and adapt your branding strategy as needed.

11 / Engage in Community Service

Participate in local charitable events or initiatives. Not only does this create

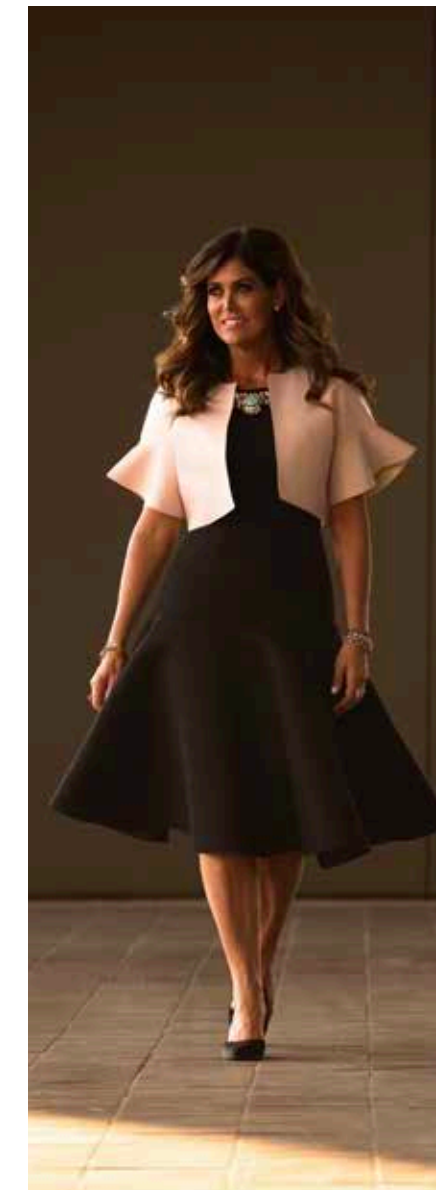
goodwill, but it also aligns your brand with positive contributions to the community. Clients appreciate working with agents who give back.

Make 2025 the Year You Build a Brand That Inspires

Your personal brand is one of the most powerful tools you have to grow your real estate business. As you plan for the year ahead, take time to refine how you present yourself to the world. By defining your niche, creating a professional online presence, and building authentic relationships, you'll position yourself as a trusted expert and attract the clients you want to serve.

Ready to take your brand to the next level? Don't wait—start today.

Take the first step toward building a brand that reflects your values, sets you apart, and drives your business forward. The opportunities are limitless, but it begins with action. Schedule a Free Consultation with me to make 2025 your best year yet!



(208) 581-4309
kristen@renovationsells.com



Design. Construction. Financing.
Renovations Simplified

Maximize your returns with turnkey renovations that sell for more, faster.



"The team at Renovation Sells Boise is phenomenal! The process is smooth and efficient. The pricing is affordable and the finishes are high quality. I highly recommend for your cosmetic home projects!"
- Katie Shevlin, Realtor®

Kayla Frerking
Vice President, Western USA



* Leader1031

Trusted 1031 Exchange Partners Paving your Path to Success!

Build wealth with 1031 Exchanges by
Partnering with the Pros at Leader1031

760-622-7716
Kayla.Frerking@Leader1031.com
www.Leader1031.com



CALL THE LEADER IN DECORATIVE CONCRETE LANDSCAPE EDGING



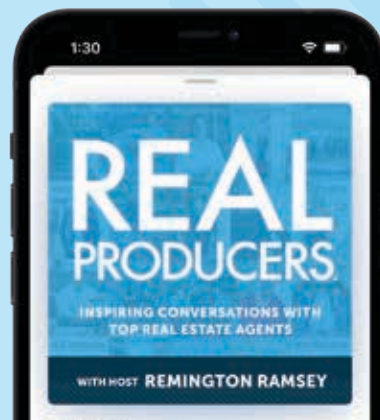
\$100 OFF
your first 100 ft

Contact us for a
FREE estimate
(986) 213-5767
nampa.bordermagic.com



REAL PRODUCERS. PODCAST

Inspiring conversations with the nation's top real estate agents.



Same Brand, New Reach – Tune in for free today



podcast.realproducersmag.com

Roxy Feller

MINDSET & CONFIDENCE LIFE COACH

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

www.roxyfeller.com

[roxyfeller](https://www.facebook.com/roxyfeller)

Roxy@RoxyFeller.com

[roxyfeller](https://www.instagram.com/roxyfeller)

208-713-2949

“
MY TEAM PUSHED
ME OUT OF MY
COMFORT ZONE IN
THE BEST WAY.
”



SHARON OZUNA

YOUR DEDICATED REAL ESTATE ALLY

PHOTOS BY GARRETT LEO, LUX REAL ESTATE MEDIA



At an early age, Sharon Ozuna knew she was unlike most of her peers. While many teenagers were pursuing part-time gigs in restaurants or retail, Sharon saw a clearer vision—she was determined to work in an office. With her mom’s support, Sharon landed her first job as a receptionist, where she quickly discovered her knack for creating systems, organizing workflows, and helping others thrive.

Today, Sharon plays an indispensable role in Boise’s real estate scene, providing operational expertise that allows agents and teams to function seamlessly. Her journey is one of purpose, growth, and an desire of excellence.

It was at Costco where Sharon’s professional career began. She conquered the art of connecting with people and understanding the intricacies of large-scale operations. In 2014, she took a bold step and entered the real estate industry, becoming an assistant to an agent. Over a five years period she helped grow a small operation into a thriving nine-person team, gaining experience in virtually every administrative and operational role along the way—from transaction coordination to operations management.

Reflecting on that chapter, Sharon recalls, “My team pushed me out of my comfort zone in the best way. Their support helped me accomplish more than I ever thought possible, both personally and professionally.” One of her proudest milestones during this time? Becoming

debt-free—a goal she achieved through hard work and discipline.

By 2019, Sharon felt it was time to follow her own vision. She dreamed of building a business that allowed her to use her strengths to support agents in a more personalized way. With encouragement from her team, Sharon precisely planned her transition, saving enough to provide herself with a financial safety net.

“I noticed many agents diving into business ventures without financial stability,” she explains. “Having three months of savings gave me the confidence and freedom to truly go for it.”

Sharon’s business centers on simplifying life for her clients, primarily real estate agents. Whether it’s streamlining systems, enhancing communication, or simply being the dependable support they need during hectic times, Sharon delivers solutions tailored to each client’s unique needs.

“I care deeply about what I do,” Sharon says. “When my clients are overwhelmed, I make sure nothing falls through the cracks. If they want to learn how to handle things themselves, I’m always happy to teach.”

This rare blend of adaptability and dependability has earned her a reputation as a trusted partner who consistently delivers results.

Running a business is not an easy thing to do, but Sharon has found a rhythm that suits her. She relies on her calendar to keep things organized, dedicating regular hours to work while reserving Fridays for catching up and personal projects. She’s also learned to embrace the natural ebb and flow of her business, using quieter moments to recharge.

“It’s all about counterbalance,” she explains. “Not everything can align perfectly all the time, but in the bigger picture, it works out.”

At home, Sharon is supported by her husband, Rudy—her biggest cheerleader. They have been married for 15 years and share lives with two sons: Ayden (20) and Max (9). You can find Sharon traveling, decorating her home, and spending quality time with loved ones outside of working hours.

Sharon’s vision also extends outside her business. She’s passionate about helping small businesses in Boise build stronger company cultures, improve hiring practices, and retain top talent. As a former leader of an administrative mastermind group and a member of a local BNI chapter, she has already begun shaping her legacy.

Networking remains one of her favorite ways to connect. Sharon thrives on building meaningful connections by rekindling old relationships or meeting new faces.

Sharon draws inspiration from one of her favorite quotes by Theodore Roosevelt:

“The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly... who, at the worst, if he fails, at least fails while daring greatly.”

For Sharon, success isn’t about playing it safe—it’s about showing up, taking risks, and giving her all.

Sharon’s ability to balance her meticulous schedule reflects in her creative personality. Her unique combination makes her

not just an exceptional business partner, but someone people truly enjoy being around.

As her business continues to grow, Sharon remains grounded in what matters most: relationships. “Family, friends, and business connections are the foundation of everything I do,” she says.

From helping a client through a chaotic process, brainstorming innovative solutions, or sharing coffee and conversation, Sharon approaches every interaction with warmth, determination, and steadfast support. She’s not just a partner in real estate—she’s an asset to her community.

For your hiring, training and systems needs:

If you’re ready to take your business to the next level, Sharon Ozuna is here to help. With her expertise in hiring, systems, and staff training, she’s the partner you can trust to streamline operations and empower your team.

www.sharonozuna.com
sharon@sharonozuna.com
(206) 300-9577



UNLOCK NEW POSSIBILITIES



new custom home builder
spec home builder



LET'S BUILD SOMETHING EXTRAORDINARY TOGETHER.
Contact us today! (208) 204-1730



Why we are a Great Fit for Home Builders

We have the people, products & resources to help you sell more homes.



Norm Blaskoski
Producing Branch Manager
NMLS # 918988

916-220-6614
norm.blaskoski@nafinc.com



Ross Huffman
Loan Consultant
NMLS # 292710

310-803-5571
Ross.Huffman@nafinc.com



- Experienced, dedicated builder lending team
- Niche loan products
- Extended rate locks up to 270 days with float down option
- New American Funding Portfolio and Non-QM product offerings
- NAF Cash – avoid contingent offers and close quickly

HANDYMAN SERVICES
YOU CAN COUNT ON!

Looking for an Advantage? Our Realtor Advantage Program Has You Covered!

YOUR CLIENT IS OUR PRIORITY.
CALL (208) 800-8441
FOR FAST, RELIABLE SERVICE!
Interior and Exterior Home Repairs and Upgrades

"Lake and Adam at TruBlue are my secret weapon for getting my clients past the inspection contingency and to the closing table!"
Jeff Wills - Owner, Do Work Realty | Powered by Homes of Idaho



Olive and Vyne

PASSION FOR EXTRAORDINARY FOOD & WINE



- THE SHOP FOR FOODIES & WINEAUX'S-
Boutique Wine Bar | Curated Wine Selection | Wine Events | Wine & Culinary Travel Groups
Olive Oil & Balsamic Tasting Room | Local Food Products | Gourmet Charcuterie Items | Unique Kitchen Gifts |
The BEST Gift Boxes in the Treasure Valley

COME VISIT US
600 S RIVERSHORE LN STE 140/160
www.oliveandvyne.com
@oliveandvyne_eagle 208-939-6775

WE LOVE ROOFING!

Call Today For A **FREE Consultation**
(208) 908-3536
summersroofingID.com

- Full Roof Replacement
- Repairs and Restoration
- Custom waterproofing
- Chimney Repairs
- Leak and Damage repairs
- All types of roofing solutions
- Financing Available
- Insurance Claim Experts



RUSTIN SUMMERS



SUMMERS ROOFING
ROOFING & CONSTRUCTION

Connect With Us On @



(805) 812.1880 | nikki@thetvagroup.com



“YOUR GUEST IS OUR GUEST”

At The TVA Group, we specialize in crafting *unforgettable* PR and live event experiences for discerning clients who demand *excellence*.

Whether it's a high profile event or a strategic brand activation, our team is dedicated to elevating your vision and delivering *perfection* at every turn.

Let us transform your moments into *extraordinary experiences*.

The TVA Group specializes in live events marketing and public relations.





TJ Pierce

PHOTOS BY CY GILBERT, SRYINGA MEDIA CO

Q: What were your prior occupations before entering real estate?

A: I spent two very different chapters of my life before real estate—one as a Youth Pastor and the other in Corporate Sales with Canon and Xerox. Both taught me valuable lessons that I carry with me every day.

Q: What was your total volume and number of transactions last year?

A: In 2023, I closed 11 transactions with a total volume of \$8 million. This year, I've already completed 21 transactions totaling \$13.6 million. For the year of 2024 my team will have closed 52 transaction totaling around \$32 Million, and since our inception we have closed 370 transactions totaling a whopping \$170 Million.

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

A: My background in ministry taught me how to love people, and my sales experience showed me how to communicate and close deals. When I developed an interest in architecture, I realized real estate was the perfect way to combine all three passions. It's been an incredible fit, and I finally feel like I'm doing what I was meant to do.

FOUNDER OF
MID-CENTURY HOMES
BY ANTHOLOGY

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

A: My faith taught me how to genuinely love others, and my wife has shown me the power of being intentional in showing that love. I've also had some great mentors along the way. One taught me how to manage sales cycles and close deals, while another gave me the confidence to leave the corporate world and start my own journey.

Q: What life events led you to become a real estate agent?

A: After eight years in corporate sales, I grew tired of working within the boundaries others set for me. I wanted to do business my way, and real estate gave me the freedom to create something that felt authentic to me.

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

A: I'm bold, curious, and passionate about helping people and making meaningful connections. I also think work should be fun, even when it's



challenging. I actually enjoy navigating hard situations because it's like solving a puzzle, and finding solutions brings me joy—even in tough times.

Q: What are you passionate about in real estate?

A: I love marketing, great architecture, and creating loyal clients who become raving fans. I'm also passionate about representing our industry with excellence.

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

A: I'm really into business and marketing. I enjoy learning from people who are running successful businesses and applying those lessons to my own life.

Q: What has been the most challenging aspect of working in real estate?

A: Managing expectations. No matter how hard you try to stay ahead, there are times when things don't go as



planned, and someone's expectations aren't met. It's tough because I want everyone to feel good about the process. That's why clear communication is so important to me—it helps people know what to expect and reduces surprises along the way.

Q: Tell us about your family.

A: My wife and I have been married for 26 years. We met through a mutual friend when we were 17, and she's

been the love of my life ever since. We've grown and supported each other through so many phases of life, and I couldn't be more grateful for her.

We have four kids: a 21-year-old son, and three daughters aged 19, 17, and 7. They're all so unique and amazing. My oldest two are baristas, my 17-year-old plays volleyball, and my youngest is living her best elementary school life. They keep me busy, and I couldn't be prouder of them.

Q: What do you enjoy doing when you're not working?

A: I spend a lot of time with my family and focus on my faith. I also love snowboarding and watching basketball and football—it's a great way to unwind and recharge.

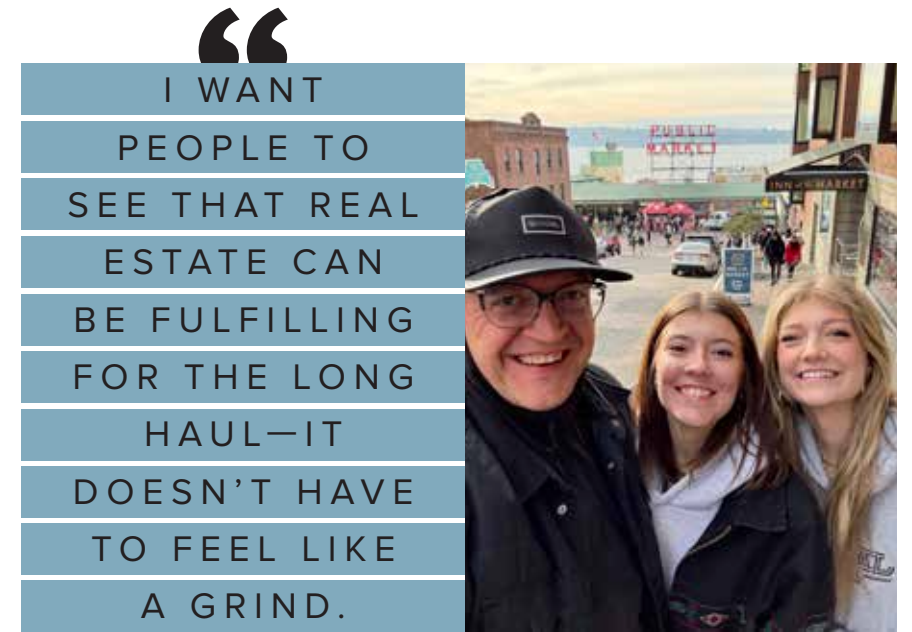
Q: What is something others might be surprised to know about you?

A: My family and I did foster care for 3.5 years and cared for 13 kids during that time. The last child we fostered came to us when she was just two days old. We adopted her when she turned one, and she's been a blessing ever since.

I also have Marfan Syndrome, a heart condition. In 2017, I had open-heart surgery to address a risk of my ascending aorta tearing. During the surgery they determined that my heart valve needed to be replaced. Modern medicine is incredible, and I'm so thankful for the extended quality of life it's given me.

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

A: I want people to see that real estate can be fulfilling for the long haul—it doesn't have to feel like a grind. The choices you make, especially early on, can either trap you or give you freedom. I've chosen to build my business in a way that I love, and I hope to inspire others to do the same.



*elevate your listing
with award
winning photos*



*Syringa
Media Co*



*'Digital Media for Aspiring Professionals'
'World Class Marketing Materials'
'Award Winning Photographer'*

CALL NOW FOR FREE CONSULTATION

Headshots
Real Estate Photography
Social Media &
Branding Consulting

Cy Gilbert
(208) 353-6300
www.syringamedia.co

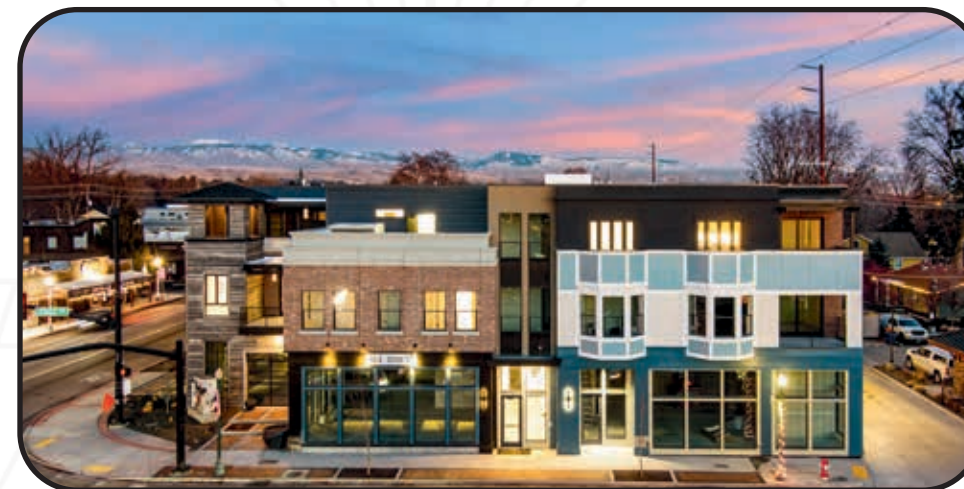


THE
HEMINGWAY
EAGLE IDAHO

**16 Luxury
Condos Starting
at \$950k**



3A/UNIT 304
2492 SF 3 BR 2.5 BA



9C/UNIT 900
1918 SF 3 BR 2 BA



Radon Testing • Indoor Air Quality Testing • Pest Inspections
Well Water Productivity & Potability Testing • Mold & Particle ID Testing
Manufactured Home Foundation Certifications

Don't Buy a Home Without Our Seal of Approval!

INCLUDED WITH EVERY INSPECTION:

- 120-Day \$3,000 Warranty, Including for Mold & Roof Leaks*
- InterNACHI's "We'll Buy Your Home" Guarantee*
- Refer with Confidence — Our E&O Insurance Covers You!
- 4K Drone Roof Inspection for Applicable Roofs

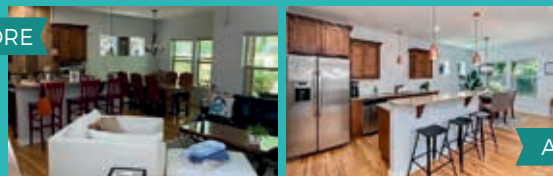
*EXCLUSIONS APPLY. ASK FOR DETAILS.

**FREE
Thermal
Scan!**

208-573-5300
www.PresidentialHomeInspections.com



BEFORE



AFTER

HOME
ENHANCEMENT CO.

Maximize your listing
value today with our all
inclusive services!

From Design, Renovations, to Staging
WE TAKE CARE OF IT ALL!

Our seamless and transparent process with guarantee
you a higher listing price, maximizing your profit!

Call today for a **FREE** consultation! **208.283.2792**

Spencer Bingham | spencer@homenhancementco.com
www.jimmedowdesigns.com

New Construction Certified

be home Idaho, Keller Williams Realty Boise

Elizabeth Campbell, Associate Broker Realtor®

hemingwayeagle.com

Ph: 208.781.5811



KELLER WILLIAMS
Luxury

Love

in Full Bloom



Annie & Matt Valentine's Real Estate Romance



PHOTOS BY CY GILBERT, SYRINGA MEDIA CO.

This Valentine's Day, we celebrate Annie and Matt Valentine, a couple whose journey in life, love, and real estate exemplifies partnership and success. Their love story began with a setup by a mutual friend—opposites that quickly attracted. Five months later, Matt proposed on Christmas, dreaming of a New Year's Eve wedding. Annie's reply? "It'd mess up my business tax returns!" This beginning laid the foundation for a thriving personal and professional partnership, built on shared humor, practicality, and achievement.

Annie Valentine: Adaptability and Vision

Annie excelled as a high school teacher before launching a successful commercial contracting business where she also subcontracted for local residential builders. "This was the beginning of my love affair with new construction," she shares. When she sold the business in 2011, she transitioned to cosmetology, teaching, and collaborating with top industry names. In 2019, a broken hand forced her to pause and reevaluate. "I was out for 10 months, and it made me consider new paths," she reflects. That reflection led her back

to real estate and reignited her passion for new construction.

For Annie, real estate is a calling. "God cares about where we live and the lives we impact. Helping clients find the right home is a big responsibility, and we are blessed to live in an area where building a home from the ground up is an option. If you can't find it, chances are you can build it."

Annie's accomplishments speak for themselves. She has worked primarily in the new construction space. Before taking a managerial role at Tresidio Homes in mid-2023,

she closed 58 transactions and \$41 million in volume the previous year. Her accolades include Keller Williams Rookie of the Year and the 2024 Code of Ethics Leadership Award from Boise Regional REALTORS®.

Matt Valentine: From Financial Planner to Real Estate Leader

Matt's journey into real estate was unexpected and unplanned. After college, he sold a stone-casting business in Georgia and became a financial planner at Mass Mutual, enjoying the stability of a 9-to-5 job. Then Annie suggested he help show properties on weekends. "She thought it was better than me binge-watching Netflix alone," Matt laughs. What began as a favor quickly became a passion. After selling his first property solo, he was hooked.

Today, Matt is thriving in real estate, closing 2024 with 59 transactions and \$27 million in production. His entrepreneurial drive and financial expertise fuel their success. "I've been blessed with amazing clients and opportunities," he shares. "Honestly, it feels more like fun than work."



“
A leader inspires others to achieve their goals—and learns to laugh at themselves along the way.”
- Matt



His motto, “Love where you live,” reflects his mission to help clients find homes that bring joy and build generational wealth. “Real estate is a powerful financial tool,” Matt says. “It’s one of the most impactful ways to secure a family’s future.”

Work-Life Harmony

The Valentines attribute their success to complementary strengths, a shared vision, and a passion for new construction paired with clear life priorities. For them, it’s about work-life harmony, not balance. “Real estate is a lifestyle that often ends up being twelve-hour days,” Annie says. “We work hard but also make time to enjoy life with family and friends while taking care of ourselves and our clients.” Matt adds, “The most important thing is taking care of ourselves so we can give to others.”

Overcoming Challenges and Stepping into Leadership

Annie and Matt have faced profound challenges that shaped their leadership. A near-fatal accident in 1995 left Annie with a brain injury and a broken back, teaching her perseverance. Matt became a single father in 2015 after losing his first wife, learning to embrace life’s challenges with grace. “Tragedy has blessed me as a leader by fostering compassion and empathy,” he reflects.

Annie views leadership as influence: “We all lead daily by influencing those around us. The question is, does your influence make life better or worse?” Matt adds, “True leaders help others reach their goals, and in doing so, achieve their own success.”

Building a Family and a Legacy

Whether it’s gathering for Sunday dinners or enjoying wake-surfing adventures on Lake Lowell, family time remains a cherished priority for Matt and Annie. “All seven of our kids are very different and special in unique ways. They have overcome some hard situations in life, and we are proud of how resilient they are.”

Each child’s unique journey reflects the values Annie and Matt embody through their example. Today, their children are thriving in careers like teaching, firefighting, business, auto body mechanics, and military service—embodying the family’s values of hard work and service. “Our kids would probably describe us as hardworking, service-oriented, and intentional,” Annie shares.



“We’ve taught them that the ‘why’ behind what you do matters more than just chasing money,” Matt adds.

Looking Ahead: A Vision for the Future

Matt is building a small team of agents at Valentine Realty, while Annie has taken on the role of Division Sales Manager for Schell Brothers, a privately owned, prominent East Coast builder expanding into the Boise market.

Described as “rocket fuel” by a colleague, Annie is leading the launch of

Schell Brothers’ Boise sales division. “I’m excited to build a strong team culture and introduce a fresh, high-quality product to the Treasure Valley’s new construction market,” she shares. “Schell Brothers is an innovative company, pioneering the integration of technology with superior building techniques. What stands out most for me is the incredible culture they’ve built, centered on happiness.”

While growing Valentine Realty, Annie and Matt remain dedicated to helping clients “Love Where They Live.” Their

passion for real estate and commitment to mentoring have solidified their industry leadership.

“There’s success to be had in real estate,” Annie says. “If you’re willing to do the work, success is within reach.”

This Valentine’s Day, Annie and Matt remind us that true partnerships, in life and business, are built on respect, shared goals, and commitment. Together, they’ve turned challenges into opportunities, creating a legacy grounded in love and built by vision.

We Put Mold to Shame.

Services:
 Thorough Inspections & Assessments
 Effective Mold Removal & Remediation | Preventative Treatments
 Residential & Commercial Solutions | Veteran Discounts

3 Year Warranty on ALL remediation jobs
ASK about our new build limited LIFETIME warranty program!

Our Commitment:
Honesty: Transparent assessments and processes
Communication: Keeping you informed every step of the way
Drive: Dedicated to delivering top-notch results with warranted solutions





BEFORE



AFTER

Schedule your FREE assessment today!
(208) 412-0899
 boise-moldremoval.com
 info@boise-moldremoval.com



Every gift is custom engraved with your brand and personal information. You can engrave anything you want - your name, phone number, logo...even a super snazzy tagline. As big & bold on the front or even as small & discreet on the back as you like.



Cutco Gifting Professional

Tara Michielli

509.701.2130
 tara@giftswithanedge.com
 www.giftswithanedge.com



Agent Referral Bonuses

(208)696-1292
 info@24kProperties.com
 www.24kProperties.com




“Peace of mind is worth its weight in gold”

Seamless. **Fast.** TRANSPARENT.

Helping your clients with their solar needs.

FREE CONSULTATIONS!
Maximize the sales with solar!



Do you need a trusted solar contact?
How about the **top rep** at the **top company** in Idaho?

BOB DAVIS // (208) 477- 7921 // Bob@mynativesolar.com

NATIVE SOLAR

VOTED IDAHO'S BEST SOLAR COMPANY 2 YEARS IN A ROW

FREE SOCIAL MEDIA REEL *with Purchased Package!*



LUX REAL ESTATE MEDIA

(208)761-7298 | luxrealestatemedia.com

Bring Your Outdoor Vision to Life

Transform any House Into a Welcoming Home Sanctuary With Our Expert Landscape Design



Dream • Design • Install

Landscapes that Exceed your Expectations

See your vision come to life with 2-D Rendering & 3-D Video Walkthroughs



Landscape & Hardscape Services: Master Plan & Install
Renovation Concepts • Project Management
Fireplace or Firepits Patios & Covers • Walkways
Pools • Water Features
Decorative Retaining Walls • Outdoor Kitchens

Ask me about my Installation Rebate Program!

Jaleene Jarvis • 208-908-1465
LegacyOutdoorLivingDesign.com

Call to schedule a time with me!



Creative. Fast. Accurate.

THE **MORRELL** TEAM

POWERED BY
JMJ FINANCIAL



WORK WITH A LENDER YOU CAN TRUST

What sets The Morrell Team apart is speed and creativity. We find ways to get loans done, and we do the small things well, day in and day out. This, in turn, results in more closed deals and more referrals for you, the agent. Matt, Brad, and Jen are siblings who are all licensed loan officers with a combined 30+ years in finance, capable of handling the first-time home buyer with care or complex business owners and real estate investors needing creativity to get a loan. All done in-house from start to finish with full control over processing, underwriting, and funding! We have 50+ investors to choose from, giving us competitive rates while not having to broker and give up control, leading to the best possible borrower experience.

Call us today to start getting your clients the service they deserve!

The Morrell Team - "Experience the Difference"



MATTHEW MORRELL

MORTGAGE ADVISOR

c. 208.407.4633
e. mmorrell@jnj.me
w. themorrellteam.com
NMLS # 1008678



FOR A HELPING HAND GIVE ME A CALL

208.407.4633



SCAN HERE TO LEARN MORE

