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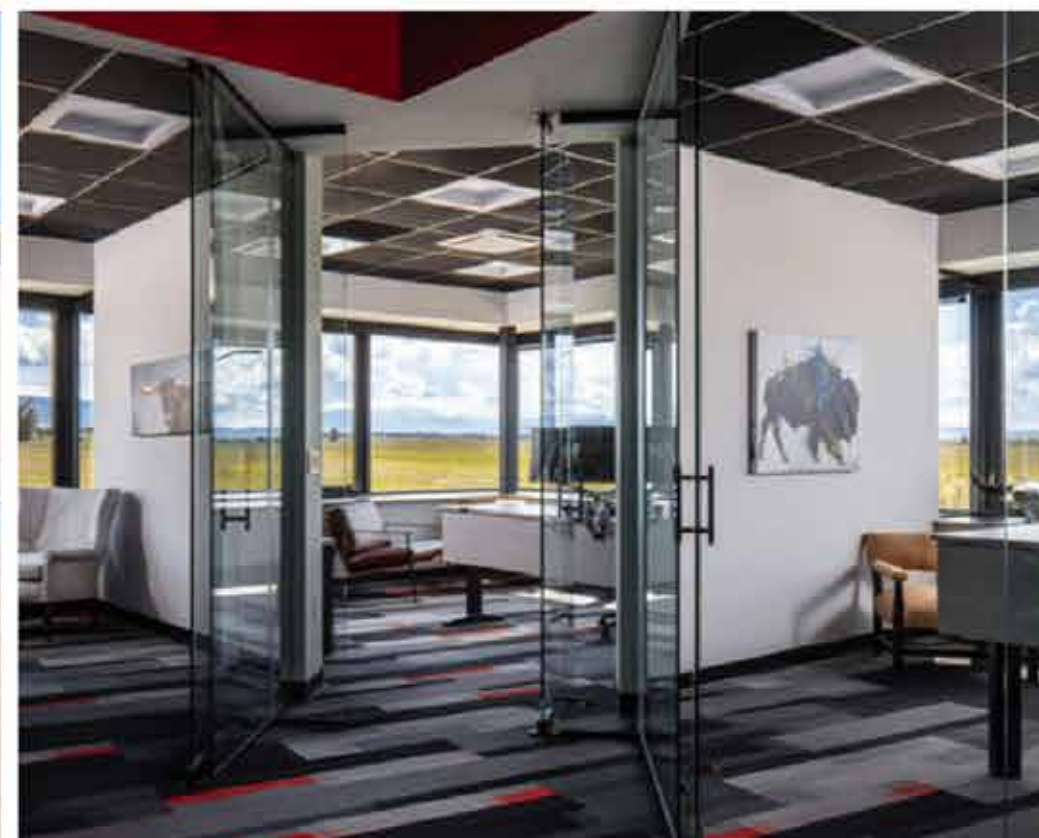
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Bridger Blinds

Michelle Douglas

CREATING STUNNING SPACES

BY ZACHARY COHEN
PHOTOS BY ARNICA SPRING PHOTOGRAPHY

Over the past two years, Michelle Douglas has built a reputation for transforming houses into homes with Bridger Blinds, Bozeman's premier source for window treatments. Michelle's journey brought her from the fast-paced world of healthcare to the creative and fulfilling realm of interior design.

A native of Detroit, Michigan, Michelle has called Bozeman home for the past 14 years. Although her move to Bozeman was driven by work, the community and outdoor lifestyle have kept her here.

"I met my husband, who is a native Montanan, and I fell in love with the mountains, the hiking, golfing, and just being outside with our dogs," Michelle shares. "Bozeman is growing, but it still has that small-town feel where everyone knows each other and is closely connected."

After 20 years in healthcare, Michelle decided it was time for a change. She was ready to pursue her passion for interior design and bring beauty to people's homes. That opportunity arrived when a friend, Chris, decided to sell Bridger Blinds.

"I had always wanted to be part of the design industry," Michelle explains.

"When Chris offered me the chance to purchase Bridger Blinds, it just felt right. It sang to me. I love interior design and the idea of creating beautiful spaces in my clients' homes, and this was the perfect fit."

Elevating Spaces with Personal Touches
Since acquiring Bridger Blinds, Michelle has been making her mark on homes and businesses throughout Gallatin Valley. Her approach is personalized, thoughtful, and customer-centric.

"At Bridger Blinds, I listen to what homeowners are looking for and provide options that fit their budget and style," she says. "It's not just about window coverings; it's about adding value and creating a space they love."

Whether working on a residential project or a commercial space, Michelle's goal is to exceed expectations.

"People enjoy having me come in and offer suggestions they may not have considered. I bring a variety of products to the table and help them make choices that enhance their spaces," she adds.

Trusted by Real Estate Professionals
Bridger Blinds has become a trusted partner for real estate agents in the area. Michelle understands that purchasing

blinds is often one of the final steps in completing a home.

"For clients who are new to the area or going through a remodel, I want them to feel comfortable with the finishing touches," Michelle says. "Whether they're local or from out of town, they can trust that I'll listen to their needs and help them create a space they're proud of."

Her dedication to quality and service has made Bridger Blinds a name synonymous with trust and reliability in the community. The company is a proud sponsor of the Montana State Bobcats and donates to the university's athletics programs.

Life Beyond the Business

When she's not helping clients design their dream spaces, Michelle embraces the outdoor adventures that Bozeman has to offer. She and Rustin enjoy hiking with their dogs, floating the rivers, and traveling throughout Montana. As a member of the women's golf league at Bridger Golf Course, Michelle stays active year-round, even swinging clubs in the winter simulators. During the colder months, you might also find her snowmobiling in the nearby mountains or enjoying a good glass of wine and dinner at one of Bozeman's local spots.



“

It's not just about window coverings; it's about adding value and creating a space they love.”

Michelle is passionate about giving back to the community that has embraced her and her family. She actively supports local charities and organizations such as the Southwest Montana Building Industry Association (SWMBIA), Bozeman Professional Women, and Sky Oro Community.

“For me, it's not just about running a business,” she says. “It's about being a positive force in the community and making a difference in the lives of others.”

Building a Legacy

As Michelle looks to the future, her vision for Bridger Blinds is clear: to continue growing a business known for quality, trust, and exceptional service.

“I want Bridger Blinds to be recognized as a family business that always takes care of its customers and exceeds their expectations,” she explains. “Whenever you call us, you're going to be taken care of.”

Beyond her professional achievements, Michelle hopes to be remembered as a hardworking, caring individual grounded in family, friends, and faith.

“I want people to know that I'm a grinder, a hustler, and someone who genuinely cares about others,” she says. “I want to be a good person in the community and truly add value.”

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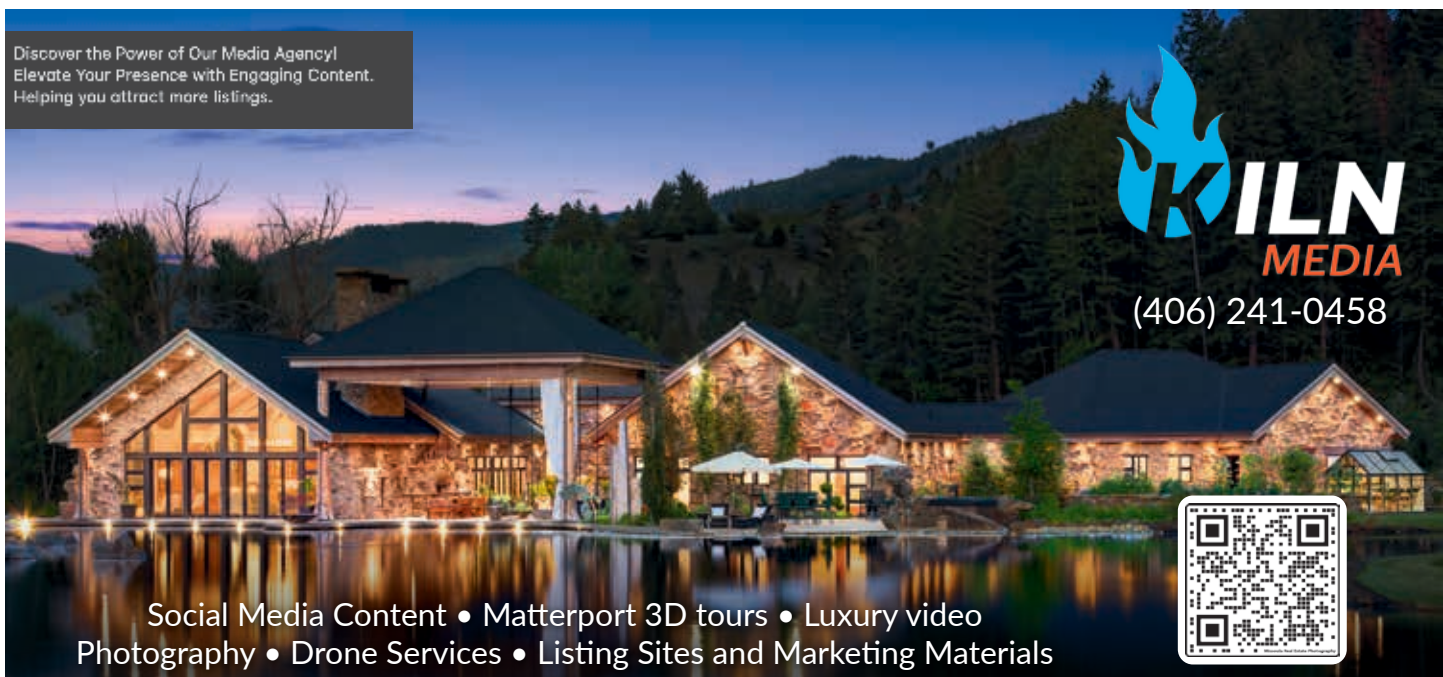


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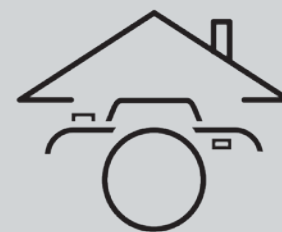
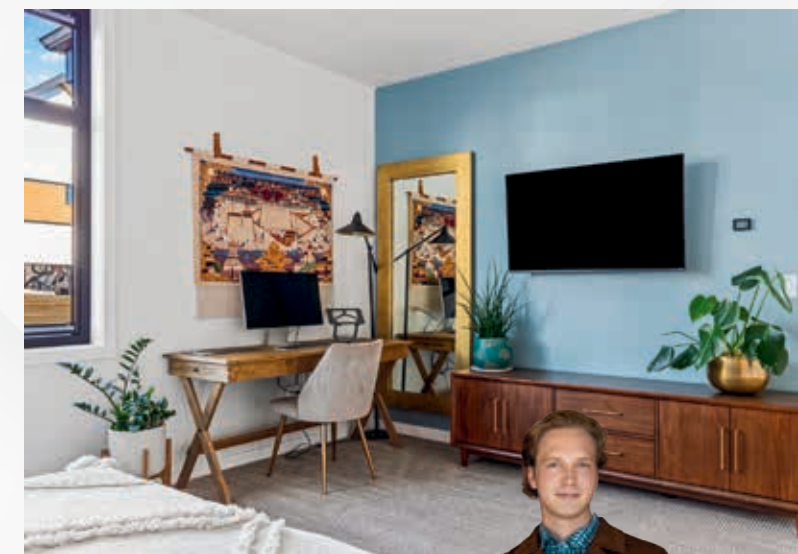
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TECH TIPS FROM THE TOP WITH **ANGIE KILLIAN**

Berkshire Hathaway HomeServices Montana Properties Bigfork

HOW HAVE SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM, FACEBOOK, OR LINKEDIN TRANSFORMED YOUR APPROACH TO CONNECTING WITH POTENTIAL CLIENTS?

I've created community groups on Facebook that have been highly successful in promoting my business within my local communities.

WHAT SPECIFIC SOCIAL MEDIA STRATEGIES HAVE YOU FOUND TO BE THE MOST EFFECTIVE FOR BUILDING TRUST AND SHOWCASING YOUR EXPERTISE IN REAL ESTATE?

The Facebook groups I've formed have become very popular, and people turn to them for information on events affecting the community, such as bears, lost dogs, weather updates, road conditions, power outages, etc.

ARE THERE ANY PARTICULAR TYPES OF CONTENT—VIDEOS, STORIES, LIVE STREAMS—THAT RESONATE BEST WITH YOUR AUDIENCE? HOW DO YOU DECIDE WHAT TO POST?

Videos and personal interest stories tend to attract a lot of attention. Current news events that are relevant to the entire community often generate the most interaction.

HOW DO YOU BALANCE ORGANIC CONTENT WITH PAID ADVERTISING ON SOCIAL MEDIA TO MAXIMIZE YOUR REACH?

Most posts in my groups are organic content; I don't pay for advertising there. However, I do boost my listings on social media using platforms like Adwerx, Chalk Digital, and RealForce.

HAVE YOU IMPLEMENTED ANY AI TOOLS, SUCH AS CHATBOTS OR AUTOMATED MESSAGING, TO ENHANCE YOUR CLIENT COMMUNICATION? IF SO, HOW HAVE THEY IMPACTED CLIENT INTERACTIONS?

KVCORE has transitioned to BoldTrail, which handles a lot of AI-driven interactions with leads from my website. However, I haven't seen those interactions translate into sales yet.

HOW DO YOU APPROACH PERSONALIZATION IN YOUR SOCIAL MEDIA AND DIGITAL MARKETING EFFORTS? DO YOU USE AI TO TAILOR CONTENT TO SPECIFIC CLIENT SEGMENTS?

I personally respond to all who post in my groups and, as of now, I don't use AI for social media interactions.

WHAT ROLE DOES SOCIAL MEDIA PLAY IN YOUR LEAD GENERATION STRATEGY, AND HOW DO YOU MEASURE THE SUCCESS OF YOUR DIGITAL MARKETING EFFORTS?

I've tracked where my leads that converted to sales

originated from, and about 50% of my sales have been directly attributable to my social media marketing.

LOOKING AHEAD, HOW DO YOU SEE AI AND EMERGING TECHNOLOGIES CHANGING THE LANDSCAPE OF REAL ESTATE MARKETING, AND HOW ARE YOU PREPARING TO STAY AHEAD?

AI is a real time-saver for creating marketing copy and communication content. I continue to advance my knowledge of current technology by taking new classes each year.

HOW DO YOU USE SOCIAL MEDIA TO SHOWCASE PROPERTIES IN A WAY THAT STANDS OUT FROM OTHER LISTINGS AND APPEALS TO POTENTIAL BUYERS?

As with all marketing, I address the wants and needs of my audience when sharing a listing. When I know there are specific features that will interest my groups, I make sure to highlight those.

HOW DO YOU DECIDE WHICH FEATURES OF A PROPERTY TO HIGHLIGHT IN YOUR SOCIAL MEDIA CONTENT? DO YOU USE DATA OR AI INSIGHTS TO DETERMINE WHAT MIGHT ATTRACT MORE VIEWS OR INQUIRIES?

I use my own knowledge to determine what should be highlighted, rather than incorporating data that may not be relevant to our local area.

HAVE YOU EXPERIMENTED WITH VIRTUAL TOURS, AUGMENTED REALITY, OR OTHER TECH-DRIVEN VISUAL TOOLS TO GIVE POTENTIAL BUYERS A MORE IMMERSIVE EXPERIENCE OF A PROPERTY? IF SO, WHAT'S BEEN THE IMPACT?

I make a point of including a virtual tour for all my residential listings. I used Matterport in the past, but I now use Zillow's virtual tour.

HOW DO YOU MEASURE THE EFFECTIVENESS OF SOCIAL MEDIA CAMPAIGNS IN TERMS OF LEAD GENERATION OR BUYER INTEREST FOR EACH LISTING?

The goal of my social media activity is to keep my contacts aware of my listings and to stay top of mind when they—or their friends and relatives—need a Realtor. I've been incredibly busy and haven't needed to tweak my business to generate more leads than I can handle. For example, my Glacier NP listing has its own website, so I can track the increase in traffic from various marketing efforts.

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Sonja Burgard

National Parks Realty
Forbes Global Properties

Rooted Locally

BY ZACHARY COHEN
PHOTOS BY OUT THE BOOTHE PHOTOGRAPHY



Born and raised in the scenic Flathead Valley, Sonja Burgard developed a deep appreciation for Montana's landscapes and tight-knit communities. The community was especially close in the 1980s when population was lower and visitors more infrequent. Everyone knew their neighbors, and the stunning backdrop of Glacier National Park served as a playground for families and adventurers alike.

In this nurturing environment, Sonja Burgard developed her appreciation for local connections and the remarkable landscapes that define Montana.

"I'm hyper-local," Sonja shares with a smile. "I'm rooted locally but connected globally."

With a career that has spanned diverse industries—professional photography, teaching, restaurant ownership, and now real estate—Sonja embodies the essence of someone who thrives on relationships and community. Since 2015, she has been a steady force in the Montana real estate community. Her commitment to service, integrity, and expertise has not only made her one of the area's top REALTORS®, but they have also made the Flathead Valley a better place. Industry peers recognize her as a leader and collaborator.



The Backdrop

Before stepping into real estate in 2015, Sonja had a diverse career. Her photography degree from Montana State University led her all over the world as a freelance photographer. She earned a master's in art education and began her journey as a teacher in a private school in Boise, Idaho. Then, she successfully owned and operated two restaurants—one in Bozeman and another Whitefish.

Each role has prepared Sonja to bring a fresh perspective to real estate. Her understanding of local market dynamics and

willingness to grow through interactions with her peers has made her a versatile and knowledgeable professional.

Sonja remained connected to the Flathead Valley through each stage of her journey. A lifelong Montanan, she now lives in Whitefish.

"Hiking and exploring Glacier National Park with my family, skiing—those were formative experiences for me," she reminisces.

The values instilled in her during those formative years remain at the core of her identity today.

"Being a good person sounds simple, but that's it for me," Sonja explains. "Helping others, taking care of people, living a healthy lifestyle, and always learning—that is what drives me."

Real Estate Enters the Picture

Sonja entered real estate after "inadvertently" flipping four homes with her husband. Each time they made a profit, Sonja became more curious.

"I wanted to work with people. I thought about going into counseling; then, I shifted into teaching. With photography I worked with people, and at the restaurants, too," Sonja says.

“I HOPE TO BE REMEMBERED AS A TRUSTED FRIEND AND PROFESSIONAL WHO HELPED PEOPLE WITH INTEGRITY, DEDICATION, AND A DEEP COMMITMENT TO THEIR NEEDS.”

“I have a love for aesthetics, architecture, and design. I realized real estate would be the perfect fit. It was a natural ‘aha’ moment for me. I wanted a different career path, and then it hit me. All my friends here in the Valley, if they were looking for a home, they’d call me because I was interested and following real estate. I was always interested in being part of the process. So, I finally decided to get my license.”

Local Roots

Sonja has now been thriving in real estate for nearly a decade. She’s currently an individual agent with National Parks Realty/Forbes Global Properties.

So, what have been the secrets to Sonja’s success? She says it’s a combination of her local roots and her willingness to listen, and her ability to trust.

“I’m super well connected throughout the whole valley,” she says. “I know the nuances of neighborhoods. I know people to call. So when people are seeking something, whether real estate or not, I can help them. And then, I listen to people’s needs, and I really hear them. I work hard for what they need; that’s the quality customer service ingrained in me.”

Sonja strongly believes in being an expert in her local market. While she also enjoys traveling the world to attend real estate conferences and learn from other agents, the majority of her focus is on being an expert in all things related to the Flathead Valley. Sonja values her trusted colleagues across the state as referral partners. As she says, “We have a mutual respect, work ethic, and passion for working together.”

Beyond Real Estate

Outside of her professional endeavors, Sonja cherishes her time exploring the natural wonders of Montana.



“Hiking in Glacier National Park is my favorite thing to do,” she shares, her eyes lighting up. “I’ve climbed many of the peaks, including some technical ones. I love being out all day long, covering as much ground as possible with my husband, daughter, or friends. Being outside connects me to the heart of why people want to live here

Sonja’s love for the outdoors reflects her deep-seated appreciation for the lifestyle that Montana offers. It also echoes her desire to leave a meaningful legacy.

“I hope to be remembered as a trusted friend and professional who helped people with integrity, dedication, and a deep commitment to their needs.”



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HOW LONG HAVE YOU BEEN INVOLVED WITH THESE NONPROFITS? WHAT ROLES OR ACTIVITIES HAVE YOU TAKEN PART IN AS PART OF YOUR INVOLVEMENT?

We are not exclusively working with one nonprofit. Our team loves to spread the love! Last year specifically, we sponsored several families for Christmas. We love to give back, and it truly is so rewarding.

WHAT PERSONAL EXPERIENCES OR VALUES MOTIVATE YOU TO GIVE BACK TO THE COMMUNITY, AND HOW HAS THAT SHAPED YOUR APPROACH TO PHILANTHROPY?

From personal experience, members of our team have come from backgrounds where there were few luxuries. Every year was not guaranteed to provide the essentials for maintaining a healthy home. It has reminded us to never take anything for granted.

HOW DO YOU BALANCE YOUR REAL ESTATE CAREER WITH YOUR COMMUNITY INVOLVEMENT? ARE THERE SPECIFIC WAYS YOU INTEGRATE YOUR WORK AND PHILANTHROPIC EFFORTS?

We strategically plan to be able to support several organizations throughout the year. Our team works incredibly hard not only for the success of our families but also because we are motivated knowing we have the opportunity to give back to others. Working in a team environment allows each one of us the flexibility to be more present with our families while still being engaged with our clients.

ARE THERE ANY STORIES OR MOMENTS FROM YOUR PHILANTHROPY WORK THAT STANDS OUT TO YOU AS ESPECIALLY MEANINGFUL?

The most impactful moments have been when children or animals have been neglected. It is so difficult to see the huge need within our community.

IN WHAT WAYS HAS YOUR COMMUNITY INVOLVEMENT INFLUENCED OR ENRICHED YOUR PROFESSIONAL RELATIONSHIPS AND BUSINESS AS A REALTOR®?

In many ways, of course, but the most impactful is helping our community thrive with just a small token of appreciation for what they do.

HAVE YOU COLLABORATED WITH OTHER LOCAL BUSINESSES OR REALTORS® IN YOUR PHILANTHROPIC EFFORTS? IF SO, HOW HAS THIS STRENGTHENED THE IMPACT OF YOUR WORK?

We absolutely have. We have incorporated other brokerages and agents in our Montana market to be even more impactful!

HOW DO YOU ENCOURAGE OR INSPIRE OTHERS IN THE REAL ESTATE COMMUNITY TO SUPPORT LOCAL CAUSES?

Our clients LOVE it. They feel involved in a charitable donation with their closing, which is a win-win for them, us, and our community.

WHAT ADVICE WOULD YOU GIVE TO OTHER REALTORS® WHO WANT TO BECOME MORE INVOLVED IN THEIR COMMUNITY OR START GIVING BACK THROUGH PHILANTHROPY?

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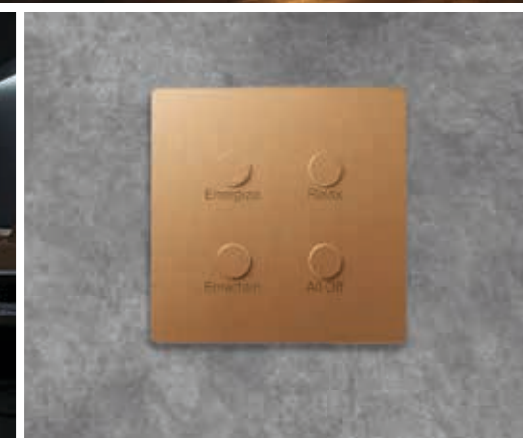
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KRISTIN LARSON & CORTNEY PERRETEN

Topo Real Estate



BUILT ON COMMUNITY

BY ZACHARY COHEN • PHOTOS BY BESS BIRD

Founded in March 2021 by Kristin Larson and Cortney Perreten, Topo Real Estate is built on community, connection, and collaboration. With a fresh, personalized approach to real estate, this boutique brokerage is carving out a unique niche in the Montana market. Both broker-owners actively sell homes while running the business, blending their individual strengths to create a dynamic partnership.

From Different Paths to a Shared Vision

Kristin and Cortney's journeys to real estate are as unique as the landscapes of Montana they now call home.

Kristin Larson, a native Montanan from Billings, has been in the real estate industry since 2005. She moved to Missoula 14 years ago with her husband, Thad, drawn by the allure of the mountains, rivers, and vibrant community. "My husband went to school here, and we always felt like we'd end up in Missoula. It took some time, but we finally made the leap," Kristin says.

Before real estate, Kristin worked in a flooring store but longed for something more fulfilling. "I've always loved going to open houses and seeing how people decorate their homes. Real estate pulled me in because I enjoy talking to people and being social. Every transaction teaches you something new. It's never the same, and it never gets boring," she says.

Cortney Perreten's path to Missoula and real estate was more unconventional. Born in New York and raised in Maine, she attended college in South Carolina before moving to Montana sight unseen at the age of 22. "I was ready for something new," she says. "I had never been to Montana, but I packed up and moved."

In her early years in Missoula, Cortney worked various jobs—managing a coffee shop, working at a brewery, and even spending time in banking. But after purchasing her first home on the north side of Missoula in 2014, she knew real estate was her calling.

"That experience made me realize I was ready to dive in," Cortney explains. She earned her real estate license in 2015.

The Birth of a Partnership

Kristin and Cortney first crossed paths at a previous brokerage in 2015, but their initial interactions were minimal. "I was an assistant for another agent, and for a few years, we were like passing ships in the night," Cortney says.

It wasn't until a remodel forced them to share an office that their friendship and partnership began to take shape. "We quickly realized that we liked each other, had fun together, and shared similar values," Kristin recalls. "I could see that Cortney worked exactly as I did."

When their brokerage merged with a larger franchise, Kristin and Cortney saw an opportunity to create something different—a small, local, and community-focused brokerage. In March 2021, they officially opened the doors to Topo Real Estate.

Building a Boutique Brokerage

From the outset, the vision for Topo Real Estate was clear: a boutique brokerage rooted in community, offering personalized service and fostering genuine connections. "We wanted to build something that reflects who we are and what we believe in," Kristin says.

Initially, Kristin and Cortney envisioned growing their team with a few additional agents. While they've had agents come and

Photo by KILN Media



Cortney Perreten



Kristin Larson



go, they've found that keeping things small works best for their business and their clients. "We've recognized what a good thing we have," Cortney explains. "This is working so well, and we're not actively trying to grow, unless we find the perfect fit. We really appreciate the balance we've created."

The partnership between Kristin and Cortney is seamless. While each broker maintains her own client base and business,

“

REAL ESTATE ISN'T JUST ABOUT
BUYING AND SELLING HOMES—IT'S
ABOUT BEING PART OF A COMMUNITY.”



they collaborate, with one taking the lead on a transaction and the other providing support. This approach ensures that every client receives the full attention and expertise of the team.

Commitment to Community

Both Kristin and Cortney emphasize the importance of community in their work. “Real estate isn’t just about buying and selling homes—it’s about being part of a community,” Cortney says. “It bleeds into your personal life, and that’s what makes it so rewarding.”

Cortney is deeply involved in community initiatives, including volunteering for an affordable housing nonprofit. She and her husband, Ari, are also expecting their first child in December, which adds another

layer of excitement to their lives. They enjoy camping, fly fishing, and mountain biking, and have a 14-year-old dog, Henry.

Kristin, a proud mother of two grown sons, Beau and Will, also values time spent outdoors. She and her husband, Thad, enjoy camping, fishing, and exploring Montana with their two dogs.

A Personal Touch

At the core of Topo Real Estate is a dedication to providing exceptional service. “We give each transaction our all,” Kristin says. “We don’t cut corners. We’re all in, no matter how hard it is.”

Cortney adds, “We’re also fun! We genuinely enjoy working with our clients, and we want the process to be enjoyable for them too.”



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So you want to start a team?

BY JASON BAKER | RISE REALTY

As a real estate agent, you've likely considered or heard about the benefits of building or joining a real estate team. A well-constructed team can significantly enhance your productivity, increase your market share, and provide a platform for personal and professional growth for your team and/or yourself.

There are five major advantages we provide for our team agents. These are our unique value propositions, and collectively, they help launch many careers very quickly, on and a solid foundation. Being on or starting a team is not for everyone. Here are some things to consider.

No to low expenses:

Most real estate agents spend 40-90% of their commission on expenses to run their business. These expenses typically include salaries, technology, marketing and advertising, supply costs, signage, photography, lead generation, training, coaching, and systems. With THE JASON BAKER TEAM Powered by PLACE INC, your gross income is your net income.

Truly Do More Business:

The combination of our training, technology, systems, leads, accountability, coaching, and brand will give you the tools to outperform the average agent with 10 years of experience. The top new agents on our team consistently close between 24 and 75 homes in their first full calendar year on the team. Contrast that with the national agent average of 10 to 12 deals per year after a decade in the industry.

More Time:

Systems make the ordinary extraordinary. As a member of our team, the combination of systems and leveraging all of the team's resources means you have more time available to do what you get paid the most for - listing appointments and buyer consultations. Spend the remainder of your time doing the things you enjoy most with the people you love the most.

More Opportunity:

Our unique Opportunity Model is designed so that every team member can build a team within our team that is more profitable and successful than the largest teams in the US. Imagine having your own showing specialist, administrative support, ISA, and listing agent—all while working with us. Additionally, our most successful agents earn the right to become partners in business and real estate. Stock, Revenue Share, Mentorship, Investing with Us.

Recognition:

Everyone wants to be heard, recognized, and appreciated. Agents on our team have only their name on the transaction, listings or purchases. We do not believe in putting the team leads name in the MLS as the "agent" or "broker" who closed the deal when the work was done by the team agent. No way! What's yours is yours.

Some of the things we have found useful, and I could write a book on the matter, both what to do and what not to do! Here are some quick thoughts...

This whole endeavor has to be about them and not about you. This is a process and a journey, and the reason you wake up in the morning has to be for them. You must get energy from improving the lives of others. It has to be genuine.

Be very selective about who you hire, and recruit non-stop so you can find the right tribe. My business partner used to say he hired the cream of the crap when he first started. Business maturity comes from learning the hard way. It's part of the process.

Draw out a very basic org chart; the more basic, the better. The typical rainmaker team consists of the team lead, 1-2 transaction coordinators, agents, virtual assistants, and, in time, a sales manager, a supervising broker, and a director of ops. We are looking for a supervising broker (shameless plug, lol)!

You have to have simple but effective technology that is easy to learn, adapt, and use. Our platform is an all-in-one solution, so I don't have to bounce back and forth between twelve software programs each day.

Have a great, easy-to-follow onboarding process and train your agents personally on sales four times a week at a designated time.

Accountability - Daily check-ins

Be prospecting and profitability-based. Teams that spend tens of thousands of dollars a month on Zillow will rarely be profitable. It's the easy button, but it is not as profitable as training your agents to learn the language of real estate, from script to objection handlers, so their confidence and closing ratios increase. After all, we are salespeople, aren't we? Should we act and train as such?

Understand this is a business.

Don't start too soon. If you cannot manage yourself to a high level of personal productivity, it's naive to think you can lead others to it. You haven't had enough "at bats." For example, if you have only closed a maximum of 10 transactions, how will you coach someone to 20? The effectiveness of your system could, at best, get them 10. I hope that makes sense.

Authenticity attracts the authentic, and ego attracts the egotistical. Decide who you want to attract.

Be humble and be vulnerable because you will be both humbled and, at times, vulnerable. Our greatest fear and what keeps a team leader awake at night is failing their agents, not being enough, not saying the right thing, etc. It's tough, but in time, it will be rewarding. Take your lumps; in time, you will start to see the magic happen.

I will be doing more training and writing about teams and sales processes in 2025.

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OUTLAW REALTY

BY ZACHARY COHEN • PHOTOS BY ARNICA SPRING PHOTOGRAPHY



Outlaw Partners is more than a real estate brokerage; it's a dynamic company with a wide array of services. Alongside Outlaw Realty, its residential real estate brokerage and development company, Outlaw Partners produces regional media publications, organizes music festivals, supports adventure travel, and has apparel—all with one goal in mind: to share the Montana lifestyle that so many have come to love.

Montana has been growing in popularity over the past several decades. With more people moving to the area, the lifestyle is more desired than ever.

EJ Daws, a fourth-generation Montanan, started his career with Outlaw Partners 12 years ago. For the first few years of his career, he focused solely on sales for media and events. He then moved into real estate sales part-time in 2015, became a full-time real estate agent in 2019, and was named Outlaw Realty's Managing Broker in 2023.

Although his role within Outlaw has changed, EJ's commitment to the Rocky Mountain lifestyle continues to be the driving force behind his work.

"My start with Outlaw began with a stroke of luck and the opportunity to meet the right people through mutual connections," EJ shares, "and I couldn't be happier that I am here. I'm in the right place."

As a real estate agent and broker, EJ has fallen in love with the opportunity to share the lifestyle he loves. He sees himself and his company as a conduit to the lifestyle rather than a salesperson.

"There is a lot about real estate that I love," he says. "I love being in a dynamic market, and I love the people. It keeps you on your toes



with the day-to-day of it. It's never boring, and I really love the clients we have the opportunity to work with. Montana—especially southwest Montana—has been growing rapidly for thirty years, but especially the last ten. It's special to be a part of that growth and momentum. As a company, Outlaw has been described as a passport to the Rocky Mountain lifestyle. We give people an opportunity to really put down roots here in Montana through the various divisions within our company.”

As EJ's real estate career has progressed, he's become more engaged in the development side of the business. His goal is to be a responsible leader in the development of Montana, creating a sustainable community built for the future and a model for other growing Rocky Mountain towns.

“
Bozeman is growing, but when you're from here, it's still a small town. The legacy for our company will be to have helped clients as they explore and grow their lifestyle in the Mountain West.”



“

As a company, we have been described as a passport to the Rocky Mountain lifestyle. We give people an opportunity to really put down roots here in Montana.”

As a broker, he aspires to build a collaborative team with a culture of connectivity and support.

“We intentionally keep it a small team so everyone is pulling on the same rope, and it seems like people really enjoy being part of a team environment,” EJ explains. “That gives a great result for our clients, who get adequate attention, different perspectives, and great feedback.”

Outside real estate, you’ll find EJ with his wife, Jeneé, and their three kids, Emerson (9), Lillian (7), and Archie (5). They enjoy sports, music, dance, and spending time outdoors.

“Life is busy. I am about to turn 40, so I’m starting down the last few weeks of my 30s and looking back on everything we’ve done in the past ten-plus years. One of my personal goals is to build our business and to maintain some of that balance,” EJ explains. “I’m multigenerational from Bozeman. I know a lot of people. Our reputation and the work we do is very important for me and our company.”

“Bozeman is growing, but when you’re from here, it’s still a small town. The legacy for our company will be to have helped clients as they explore and grow their lifestyle in the Mountain West. I’d love to see us as one of the best real estate brokerages in Montana and have a lot of fun while doing it.”



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