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JUNE 2025

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Partner
Spotlight
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A woman in a graduation cap and gown sits atop a large gift box. The background is teal with a circular logo on the left. Text on the right says: "When you choose Innovate, you will be moving on to a new and exciting chapter in your life. I am excited to work with you and be a part of your success." The word "Graduate" is written in a large, white, cursive font, with "innovate!" in a smaller, white, sans-serif font below it. At the bottom, it says "from your old home warranty company to". The logo for "innovate HOME WARRANTY" is in the bottom right corner, with "SUMMER SWEANEY 208.957.1768" to its left.

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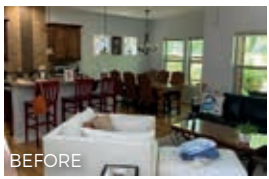
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A large advertisement for Idaho Window Tinting. The top left features the company logo and website. The top right says "RESIDENTIAL & COMMERCIAL WINDOW TINTING". The main image shows a modern house with tinted windows. The bottom left shows a group of people standing in front of a van. The bottom right contains the text "We can provide - Sun Control / Security / Privacy Film" and "35 years + Experience". A red banner at the bottom says "CALL FOR A FREE ESTIMATE, WE WILL COME TO YOU! 208.442.5501 | Idahowindowtinting@yahoo.com".

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Booked, Busy, & About to Snap?

Read This First



BY ROXY FELLER

As the days stretch a little longer

and the sun lingers just a bit later in the sky, there's no denying it—spring is officially here, and summer is hot on its heels. With the warmer weather comes a flood of invitations—everything from family BBQs and lake weekends to music festivals, networking mixers, and “just one more” industry happy hour. It's like your calendar turned into a reality show called “Who Wants Your Time Today?”



Balancing personal joy with professional obligations isn't just a scheduling challenge—it's an art. And during this stretch of the year, learning to say “yes” to the right things (and “no” without guilt) can make all the difference in how you experience the season.

It's a thrilling time—full of energy and opportunity—but let's be honest, it can also be overwhelming.

If it's starting to feel like your schedule is running the show, you're not alone. This season doesn't have to be about doing *more*—it can be about being *more intentional*. Here's how to slow the pace, protect your time, and stay grounded in what truly matters.

FINDING YOUR FOCUS

1 / Define Your Priorities:

Ask yourself what you want this season to be about. Is it family time? Deepening friendships? Recharging your energy? Chasing a personal goal? When you know your “why,” the “what” gets a lot easier to choose.

2 / Protect Your Time and Set Boundaries:

It's okay to say no. You don't have to RSVP to every invite or attend every event. Give yourself permission to pass on things that don't light you up—and don't feel guilty about it.

3 / Balance the Calendar:

Aim for a mix of social time, quiet time, and everything in between. Overbooking can lead to burnout, so make sure your schedule has some breathing room. When your days are well-paced, you'll actually get to *enjoy* them.

4 / Be Fully Present:

Whether you're at a family cookout or a solo hike in the foothills, be all there. Put the phone down. Soak it in. These moments go fast—don't let them blur together in a rush.

5 / Make Self-Care a Non-Negotiable

When life speeds up, self-care is often the first thing to go. Let's flip that script. Prioritize sleep, movement, quiet time, and hobbies that fill your cup. When you feel good, everything else gets better too.

6 / Choose Quality Over Quantity

You don't need to do *all* the things to have a meaningful season. Pick the experiences that genuinely align with your heart. Whether that's volunteering for a cause you care about, spending a weekend unplugged in the mountains, or catching up with a friend over coffee—choose what feels authentic to *you*.

The beauty of this season isn't in how full your calendar is—it's in the moments you create and the connections you deepen along the way. So go ahead, embrace the sunshine, welcome the change, and move through the busy with purpose. You've got this.

Ready to take back control of your calendar and lead with intention this season?

Now is the perfect time to pause, realign, and protect your priorities before the busy sweeps you away. If you're craving clarity, balance, and purpose in both your personal and professional life—**let's talk**.

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NAVIGATING CHANGE, BUILDING FUTURES

AIMEE STAUFFER

PHOTOS BY CY GILBERT

The best real estate agents aren't just experts in buying and selling homes—they are problem solvers, navigators of uncertainty, and trusted guides through one of life's most emotional transitions.

Aimee Stauffer embodies all of this and more. With over 20 years in the industry and an impressive \$18 million in production volume last year, Aimee has built a reputation not just for her expertise but for her ability to connect, empathize, and deliver results. Her journey hasn't been a straight line—far from it. She's experienced career detours, market downturns, and major life transitions. But through it all, she's remained committed to her passion: helping people find their place to call home.

A Non-Traditional Start

Aimee's interest in real estate started at the young age of 18 when she found herself searching for a career that provided financial stability and flexibility. Working at a sporting goods store, she quickly realized that waking up early for little pay wasn't her ideal future. That's when she took an opportunity to work at a friend's uncle's real estate office—a decision that would lay the foundation for her future. She earned her real estate license at just 21 years old, but her path wasn't a direct one. She started her real estate career as a transaction coordinator, then worked for Toll Brothers, one of the nation's leading homebuilders. In this role, she gained invaluable experience in contract management, builder negotiations, and the complexities of new

construction sales. However, when the real estate market crashed in 2008, she, like many others in the industry, faced a job loss.

With a growing family to support, Aimee pivoted to a brief role at a family law firm, then moved on to healthcare, managing the stroke rehabilitation department at a hospital for nine years. This position provided the stability and health insurance she needed while she and her husband welcomed their two boys. But her passion for real estate never faded, and when the time was right, she reignited her career—this time, with a fresh perspective and an even stronger drive to succeed. Each experience, from navigating the highs and lows of the real estate market to working in a high-pressure healthcare environment, has shaped the agent she is today. She balances strong negotiation skills with deep empathy, ensuring her clients feel confident and supported through every step of their journey.

The Road to Boise

Aimee and her husband were living in the Bay Area, working hard but struggling to afford the life they envisioned for their growing family. The breaking point came when, with a six-week-old baby in tow, they witnessed a carjacking that led to a police chase and a helicopter search right behind their home. That was the moment they knew something had to change.

They decided to take a road trip and explore Boise. It only took one visit for them to fall in love with the city's beauty, friendliness, and





“THERE’S
NEVER
THE SAME
SITUATION
TWICE.”

cleaner lifestyle. Seven months later, they packed up, sold their home, and moved to Idaho, where Aimee reignited her real estate career. Starting as a transaction coordinator, she quickly shifted her focus to full-time real estate sales, making it clear that this was where she truly belonged. Her drive for success has always been rooted in her family—to build a future for her children and show her sons, firsthand, that hard work and perseverance truly pay off.

A Dynamic and Ever-Changing Industry

What keeps Aimee engaged in real estate after all these years? The challenge. “There’s never the same situation twice,” she says. Each client brings a new story, a different set of needs, and an opportunity to adapt and grow. She thrives in the unpredictability, constantly learning and evolving with the market. Whether she’s helping a first-time homebuyer, a seasoned investor, or a

buyer searching for the perfect high-end luxury home, she enjoys tailoring her approach to meet each client’s unique needs.

As part of eXp Realty’s Luxury Division and Jonna Weber Real Estate, Aimee has the expertise, resources, and network to provide an elevated experience for luxury buyers and sellers alike. At the same time, she understands that real estate is deeply personal—whether it’s a multi-million dollar estate or a home filled with years of memories. That’s why she and her partner, Jonna Weber, are committed to keeping their team boutique and relationship-focused, ensuring that every client, no matter their price point, receives the highest level of care and attention.

Looking Ahead

Over the next three years, Aimee has ambitious goals. She and her team are focusing on growing their presence in the luxury market while maintaining their personal touch. She



envisions working closely with builders and developers to market and sell high-end homes in Idaho’s booming real estate sector. However, she is adamant that, no matter how much growth they experience, their foundation will always be built on genuine client relationships and attention to detail.

When she’s not working, Aimee and her family love heading up to Garden Valley, where they have property, to spend time in the mountains with her husband, their two

boys, and their two crazy labrador retrievers. Her story is one of finding joy in the journey. She’s not just a real estate agent—she’s a guide, a problem solver, and a friend to those navigating life’s transitions. Through all the ups and downs, she’s learned that success isn’t about numbers or sales, but about the people she helps along the way. Whether she’s handing over the keys to a first-time homebuyer or helping a family close one chapter and begin another, Aimee approaches every transaction with heart.

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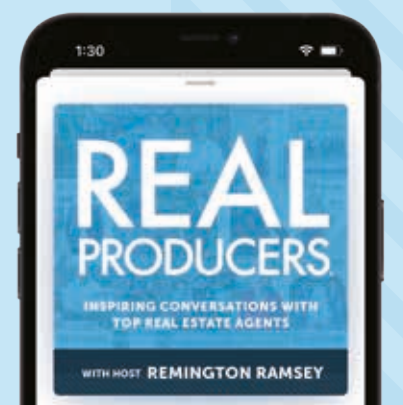
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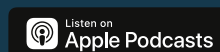


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Meet Tylor

The *Heart* Behind Boise Mold Removal

There's a quiet strength that radiates from Tylor, the founder of Boise Mold Removal. It doesn't come from accolades or flashy awards—it comes from a life marked by transformation, grit, and purpose. With a story rooted in strength and a business built on integrity, Tylor's goal is simple: to connect with others, serve with honesty, and offer quality work that stands the test of time. If you're in the real estate industry, he doesn't just want to earn your business—he wants to earn your trust.



Boise Mold Removal has been serving the Treasure Valley for seven years, but Tylor's journey started long before he launched the company. His background in construction and sales gave him the technical skills to handle restoration, but it's his personal experiences that shaped the heart behind the business. "I grew up with nothing," he says. "I was the child of an alcoholic father and lived in a world of abuse. That led me down a rebellious path that almost destroyed me."

At his lowest point, Tylor turned to his faith in Christ and began a journey of personal restoration that mirrored the work he would eventually do professionally. Getting sober was only part of the process. "Later in life, I met my wife Kelliee. She was working three jobs. I knew I needed to step up and give us a better life." That moment sparked the beginning of Boise Mold Removal.

Tylor had spent years flipping homes and working in restoration. A friend in the industry introduced him to mold remediation, and within three months, he saw the demand—and the opportunity to do things differently. "I realized this industry was full of





“Character is
everything.”

companies that took advantage of people. I wanted to be a voice of truth. I wanted to help others by building a company that would be fair, honest, and care about quality.”

Today, about 80% of Boise Mold Removal’s business comes from the real estate industry. Tylor loves working with agents, not just because it makes sense professionally, but because he genuinely enjoys connecting with people. “I love sitting down with agents, grabbing coffee, and just getting to know them. That’s how I build relationships. I’m not in it just for the money—I’m in it to serve.”

What sets Boise Mold Removal apart isn’t just the work they do, but how they do it. “I challenge our team to be solid people. Character is everything. If we can build a team of people with integrity, quality work will naturally follow.” It’s this people-first approach that has built a loyal following—and a strong reputation—across the Treasure Valley.

Outside of business, Tylor continues to serve. He’s part of the Disciples of Christ Motorcycle Ministry, where he and his friend Osa lead a group called ManUp inside SICI prison. Through this group and his mentorship with Free2Succeed, Tylor helps incarcerated and formerly incarcerated men build lives rooted in faith and responsibility. “Helping others grow and change motivates me more than anything,” he says.

Faith, family, and motorcycles make up the core of his life. He’s married to Kelliee, a kind and loving woman who brought two boys into his life when they married. Today, Tylor is not just a stepdad—he’s also a proud grandpa, at just 40 years old. “I grew up with nothing. To now have a family and be able to impart the things I never had—it means the world to me.”

Balancing work and life is important to Tylor. He makes time for his wife

through vacations, date nights, and peaceful drives. He also finds clarity and rest in the mountains or while riding his motorcycle. “That’s where I can check out and reset.”

When asked what kind of legacy he hopes to leave behind in the business world, Tylor doesn’t hesitate: “I want to build a company that represents honesty and hard work—and then pass the reins to my sons. I want this to be a legacy for their families.”

If you’re in real estate and looking for a reliable partner in restoration, Tylor isn’t just offering a service—he’s offering a relationship. He wants you to know that at Boise Mold Removal, you’re working with someone who values loyalty, integrity, and community. He says it best with his favorite quote: “Show me your friends and I’ll show you your future.” And if you’re looking for someone to build a future with in business—Tylor just might be your guy.



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MICHAEL MILLER

FROM CAMERA LIGHTS TO CLOSING DEALS

WRITTEN BY NICK INGRISANI • PHOTOS BY CY GILBERT

Born in Takoma Park, Maryland, Michael's early years were shaped by a military upbringing, with a move to Idaho at age three when his father was transferred to a local Air Force base. Michael grew up in Eagle, just outside Boise, and attended Bishop Kelly High School. It was during those formative years that he came out as gay—a courageous act at the time, particularly in a smaller community like Boise.

"There weren't a lot of gay kids in Boise, so I set my sights on California." Craving a sense of belonging, he set his sights on California and moved to West Hollywood at eighteen.

Drawn to the spotlight, Michael moved to West Hollywood and immersed himself in the world of acting. Like many hopefuls, he navigated the highs and lows of the entertainment industry—commercial gigs, Lifetime movies, and modeling jobs. That period offered more than just professional experience; it taught him how to handle rejection, show up authentically, and build resilience.

"I grew up watching Friends and Seinfeld every week, which were a big part of pop culture at the time, so I was always really enamored by being on that kind of cast. I never did a big TV job like that, but I did do a couple of jobs for Lifetime, along with a lot of commercial and modeling work."

Michael met his partner in West Hollywood, who was already in real estate and had held a license since he was 18. After twelve years in Los Angeles, they began craving something different. They decided to drive out to Idaho and spend time with friends and fell in love with the area. It was a major life shift—especially for his partner.

Once settled in Boise, they decided to launch a real estate business

together. While they no longer work as closely day to day, they remain co-owners of their team. From the start, they committed to building a business grounded in relationships and inclusivity.

"It's a relationship business, and we want people to know that whatever your beliefs, you're welcomed and included here. Our mission is to create a more inclusive community. We live in a world where it feels like you always have to agree or disagree completely. We really care about our clients and don't care where you're from or what you believe in. As long as you're respectful, we can get along."

“
OUR MISSION
IS TO CREATE A
MORE INCLUSIVE
COMMUNITY.
”

Michael believes real estate is about connection—meeting people where they are and making them feel seen and respected. Every transaction through their business includes a charitable component: clients are invited to choose one of three nonprofits to receive a portion of the commission. The options include organizations like the Fair Housing Council, the Idaho Humane Society, and Clutch, a non-profit group committed to creating an affirming space in our community for LGBTQ+ youth.

"Most people appreciate that this is something we do. A huge reason we do it is to extend generosity out into the world."



Launching a new real estate business in 2020 might sound risky, but it paid off. The early open houses were packed, often attracting 40–50 attendees in just a couple of hours. That first year, they closed \$12 million in volume, and by 2024, \$30 million. As the market shifted to a more skills-based environment, they made the move to Keller Williams and invested in their growth, building out a team that now includes four admin staff and four agents.

In many ways, Michael sees his time in entertainment as the perfect training ground for real estate. The years of auditions taught him patience and perseverance.

“

PERSON BY
PERSON, I’VE
BUILT THIS
NETWORK AND
COMMUNITY.

”

“All those years of rejection helped me translate into this business well, and build authentic relationships. Not everyone will want to work with us, but those who do get the best service possible.”

That same comfort on camera is now part of his strategy for growth. He and his team are launching a YouTube series to document their work and daily lives—a move not just for visibility, but for transparency.

“Real estate agents often get a bad rap, so I think giving people an intimate look into our lives helps them to know us better and build trust.”

Michael is passionate about continuing to shape the Boise community. The team hosts four major client events a year—fun, welcoming gatherings that bring people together to share stories and celebrate local businesses.



“Since I first got into this business, a lot of my clients have become friends. Person by person, I’ve built this network and community. Each event brings our clients together to get to know each other and share their stories and businesses. I love having the ability to move the trajectory of where Boise goes, and I want to continue to have my small imprint on the way this community develops over the next 20 years. I want people to feel included and safe.”

Outside of work, Michael is now five years sober and credits that journey

with giving him a sense of clarity and direction. He meditates every morning, journals, and keeps his mind and body active through CrossFit several times a week. “Meditating every morning is a huge part of getting myself grounded for the day.” On weekends, you’ll find him playing board games with friends or unwinding with anime.

At the heart of it all, Michael sees real estate not just as a business but as a way to make a lasting impact—on people, on his community, and on the future of Boise.



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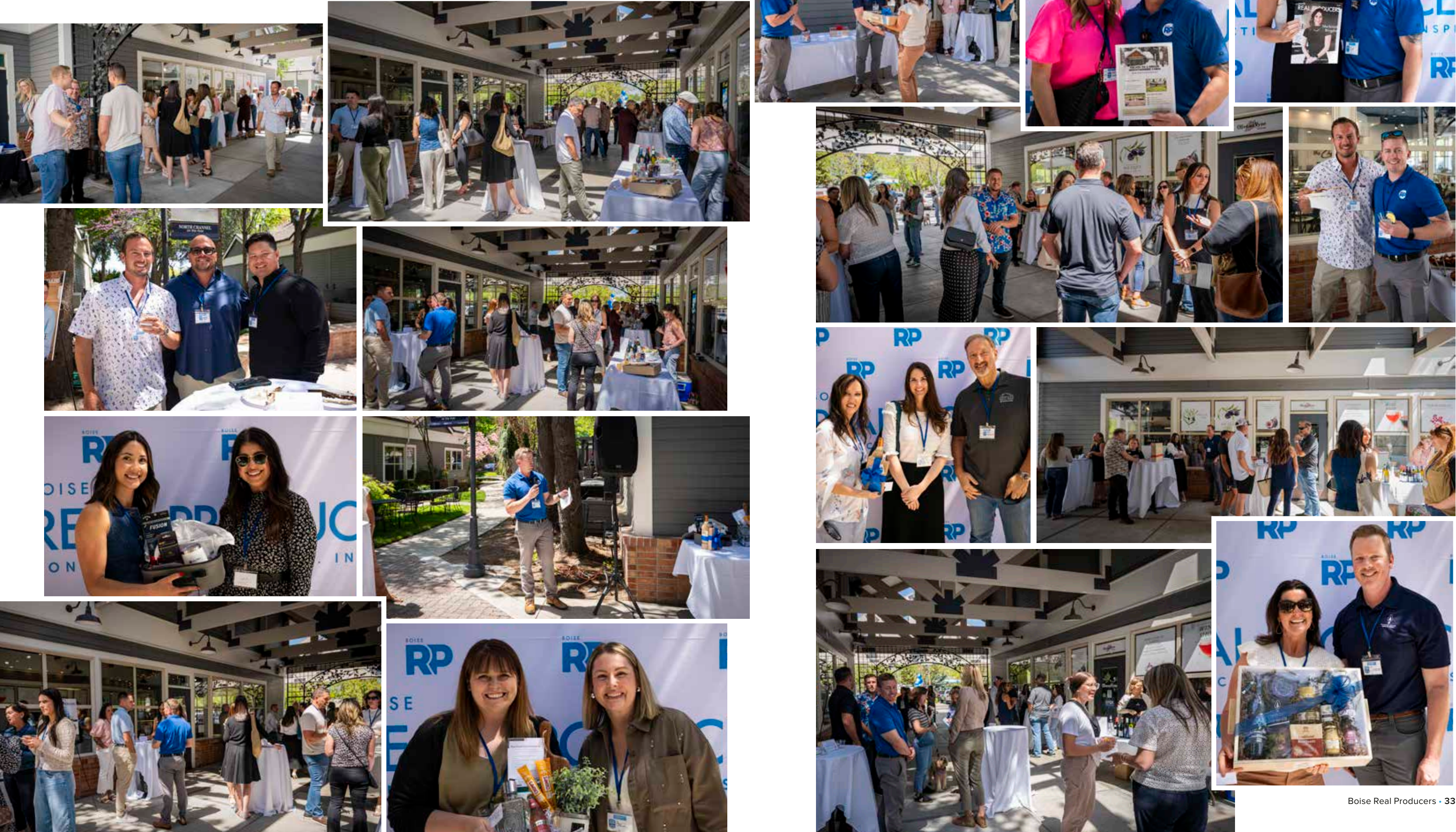
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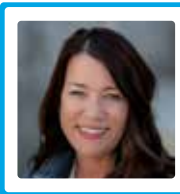
Bloom and Build Spring Event



Understanding Market Shifts & Yourself

A Key to Better Serving Your Clients

BY ELIZABETH HUME, 2025 BRR PRESIDENT



As we move through 2025, it's more important than ever for real estate professionals to stay attuned to the changing dynamics of the market. Understanding shifts in the housing landscape, staying informed about legislative changes, and having a clear sense of your own business approach, you'll be better equipped to navigate today's real estate challenges.

At Boise Regional REALTORS® (BRR), we believe being a great agent means more than just knowing the latest prices. It's about understanding the broader economic trends, local market changes, and policy shifts that impact the real estate world. This deeper knowledge helps you guide your clients with confidence and clarity.

Each month, BRR's **Market Reports** keep our members updated on key trends, like home prices, inventory, and supply versus demand in our area. These reports are an invaluable tool for staying ahead of the curve and making smarter decisions. With this information, you can have more meaningful conversations with your clients and help them make well-informed choices.

"Staying ahead of market trends isn't just about numbers," says Elizabeth Hume, 2025 BRR President. "It's about understanding how those changes affect people's lives. As agents, we need to be ready to guide our clients—whether they're buying, selling, or investing—based on real data and knowledge of the bigger picture."

One of the best ways to stay informed is by attending our **Housing Summit series** every July. These events offer detailed mid-year market updates and important **advocacy updates** on laws and regulations that impact the real estate industry. The Housing Summits are a great chance to connect with experts and get the latest insights into the market, local projects, and policies that affect your business. The information you gain will help you better serve your clients, whether you're advising them on market trends or helping them navigate local advocacy changes that might affect their transactions.

Hume adds, "The Housing Summits bring REALTORS® together with industry experts and officials, giving us a chance to stay updated on the issues that matter most to our clients and our profession."

As we approach mid-year, now's a great time to take stock of your business. How well do you understand market shifts, and how can they affect your clients' needs? Are you keeping up with changes in local or national policy? Staying informed and adaptable not only makes you a trusted advisor but also sets you apart as an agent who truly adds value in a fast-changing market.

In an industry that's always shifting, staying ahead of the curve helps you better serve your clients and grow your business.



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