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JUNE 2025

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**Partner Spotlights:**

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Chris Hollewijn

**Woman to Watch:**

Kelly Whitmoyer

**Liz McGavin**

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# Contents



Liz McGavin **64** COVER STORY

## PROFILES



**46** Woman to Watch: Kelly Whitmoyer



**56** Partner Spotlight: First Security Bank



Star on the Rise: Chris Hollewijn



Partner Spotlight: Shaded Window Coverings  
IN THIS ISSUE

- 10 Meet The Team
- 14 Meet our Preferred Partners
- 20 Event Recap: Do Well & Do Good Missoula Event
- 26 Star on the Rise: Chris Hollewijn
- 36 Partner Spotlight: Shaded Window Coverings
- 46 Woman to Watch: Kelly Whitmoyer
- 56 Partner Spotlight: First Security Bank
- 64 Cover Story: Liz McGavin

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# DO WELL & DO GOOD EVENT

Missoula

To everyone who joined us for our Do Well & Do Good event — thank you!

We're filled with gratitude for your presence, your energy, and the way you continue to show up not just for your business, but for your community. Your willingness to connect, collaborate, and give back is exactly what makes you so powerful.

Here's to doing well, doing good, and doing it together.



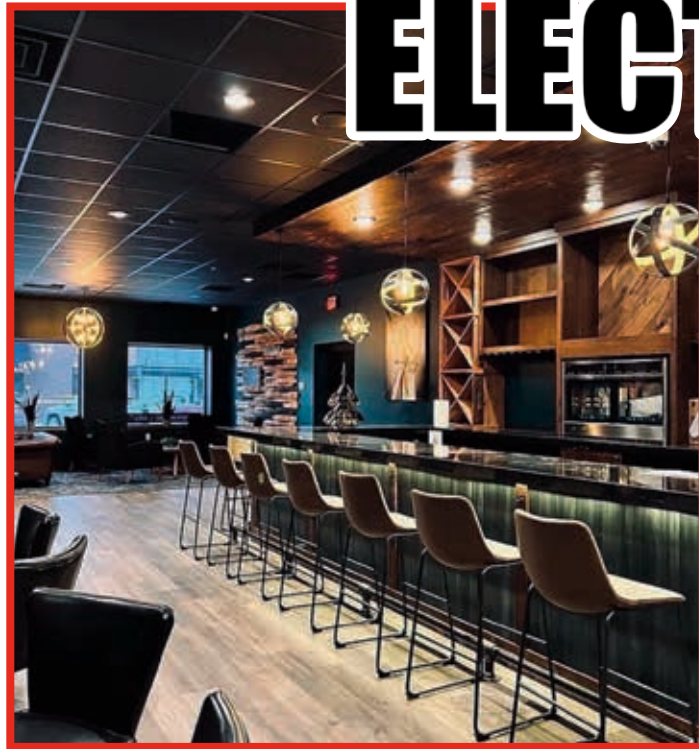
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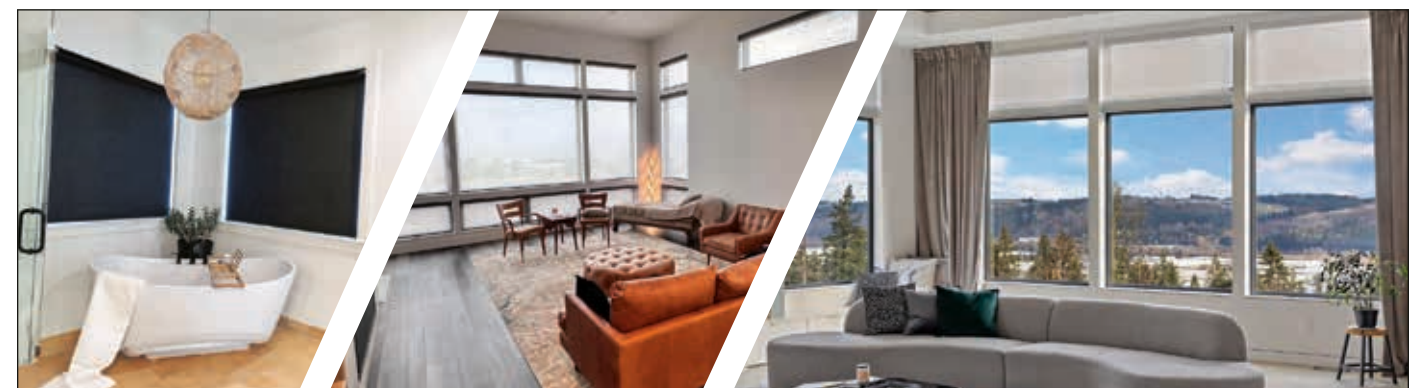
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# CHRIS HOLLEWIJN

SMALL DOG REALTY

Creativity Required

BY KATE SHELTON  
PHOTOS BY ARNICA SPRING PHOTOGRAPHY

“

A LOT OF REAL ESTATE IS ABOUT  
LOOKING FORWARD – THE FUTURE  
OF THE MARKET, WHAT’S COMING  
NEXT. BUT IT’S IMPORTANT TO  
REMEMBER TO LOOK BACK AND  
SEE JUST HOW FAR WE’VE COME.”

“Creativity required. That’s what I love about this business. There is always a puzzle to solve, something to figure out. The answer is rarely a straight line. To be successful, you have to have mental stamina and skill. That’s what I bring to the table... the creativity required to make my clients’ dreams come true,” said Chris Hollewijn, a rising agent at Small Dog Realty.

Chris and his parents immigrated from the Netherlands when he was a boy, seeking adventure and the American Dream. They settled in Bozeman and Chris grew up in the area. He has known his real estate business partner, Alicia Rutz, since they were kids playing soccer in the area.

Following high school, Chris attended Montana State University where he earned his undergraduate degree in History. It was also during this period that a youth soccer coaching job introduced Chris to his now-wife, Aly. Together, they moved around the country for several years coaching at all levels and gaining other professional experience, including leading sales and marketing operations for a healthcare software company in Oregon.

“The job was fine and it helped provide for my family,” he said, “but it felt meaningless. I spent my days holed up, pushing emails back and forth.” He was, however, able to work remotely at this company, and jumped at the opportunity to pack up and move back to Bozeman six years ago with their two young children.

“After spending a long time away, I realized more and more just how special this place is,” he said. “We now live by family and friends and get to enjoy all the good that Montana has to offer.”

Having remained close family friends over the years, Chris had a front row seat to see Alicia’s real estate business growing on account of her tenacity and passion for the industry. “I started connecting the dots. I’d always been interested in real estate and I thought it could be a way to truly make a



difference in people’s lives,” he said. “It felt like it would be much more impactful than what I was doing.”

What followed were several discussions about the possibility of working together. With the support of Alicia, Chris studied for his licensure and passed in August of 2020. He straddled real estate and his sales and marketing job for a few months before deciding to jump in with both feet.

Alicia and Chris teamed up, combining their complementary styles and finding a natural working balance between them. In the beginning, Alicia focused on listings while Chris almost exclusively worked with buyers. “Within the first week of being in real estate full time, I had my first property under contract,” he detailed. “That made it feel really, real. It made me feel like I could help people. The rest is history.”

Now with several years of experience under his belt, Chris and Alicia continue to work together. “She’s been amazing to work with,” he said. “We each have our own clients and referral sources but we’re there for support and to back each other up.” Chris now averages upwards of 20 transactions a year and his business is steadily growing.

He has worked hard to learn all he can about the business to serve his clients better. In 2024, he earned his MBA from Southern Utah University to better understand the business and financial aspects of real estate. He’s also earned several additional accreditations including, Certified Residential Specialist, Accredited Buyer’s Representative, Seller Representative Specialist, and more. “Being educated and prepared helps me provide the highest level of service I can to my clients. It’s a dynamic industry and my clients deserve to be armed with anything and everything that can give them an advantage as they search for a property.”

“It’s taken a lot of grit and creativity,” he added. “I cater my approach specifically and individually for each client, and

make sure I understand their needs and wants. I do everything I can to ensure that each client I work with feels they are important. Any real estate decision is a big decision, regardless of their budget or previous experience with real estate, and I understand that significance.”

“It’s been a whirlwind since the day I started and I’ve had to hustle the whole time but it’s been a good challenge. I

feel like I’ve done a lot for my clients and helped many realize their goals in real estate. This is where I’m meant to be.” He goes on to add, “the people are what make real estate a special industry, and I have thoroughly enjoyed the relationships formed so far.”

One thing that’s helped Chris succeed is his hometown advantage. “I’m local to the area. I remember when a lot of this



“

CREATIVITY REQUIRED. THAT’S WHAT I LOVE ABOUT THIS BUSINESS. THERE IS ALWAYS A PUZZLE TO SOLVE, SOMETHING TO FIGURE OUT. THE ANSWER IS RARELY A STRAIGHT LINE. TO BE SUCCESSFUL, YOU HAVE TO HAVE MENTAL STAMINA AND SKILL.”







valley was not much more than dirt and grass. I've seen first-hand just how significant the growth has been, and I know the ins and outs of this place. That is a valuable asset I bring to the table," he said.

Since moving back, Chris has made a concerted effort to get plugged into the community. He serves on the Board of Directors for the Gallatin History Museum, a nod to his passion for history and preservation. "The museum is really special. It's built around the old jail in downtown Bozeman and is an important piece of our local history," Chris said.

"A lot of real estate is about looking forward – the future of the market, what's coming next. But it's important to remember to look back and see just how far we've come. This area is like nowhere else and I feel proud to help people recognize that from both a historical and real estate perspective."

With his extensive background in coaching and propensity to give back, it's no surprise that Chris has his eyes set on big things for his business. He plans to keep growing and serving his clients. He also looks forward to mentoring newer agents in the future.

When he's not working, Chris enjoys seeking adventure and loves the Montana lifestyle. He and his wife have two kids; they spend their time traveling, hiking, skiing, and being outdoors. A lot of their time is spent with family and friends. Chris is an avid reader and stays active through running and working out.

"Real estate is a hard industry," he said in conclusion. "I've been really impressed with the real estate community here in Montana. We have strong agents that work hard for their clients and are great to work with, and I'm grateful for that."

Connect with Chris at [chris@smalldogrealty.com](mailto:chris@smalldogrealty.com).

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# Shaded Window Coverings

Ryan Gilberts, Owner

**A Business Built on Integrity  
& Exceptional Service**

BY NICK INGRISANI  
PHOTOS BY KILN MEDIA

Ryan's professional journey was a steady evolution shaped by hard work, relationship-building, and a willingness to start fresh. Born in Washington state, he went straight into the workforce right after high school, eventually finding his way into the window coverings industry through a friend who invited him to help with a new business. What started as a part-time opportunity quickly became a full-time career, and Ryan discovered that he had a natural ability for sales and customer service.

When the 2007-2008 recession hit, Ryan used the moment to pivot. He went back to college to study computer drafting and design, then decided to relocate to Montana to be closer to family and begin a new chapter. "I wanted to move away and get a fresh start in life." While he initially moved there for a job in window coverings, the role wasn't the right fit. So, after buying a house

and making Montana home, he decided to build something of his own.

In 2022, Ryan launched Shaded Window Coverings with zero connections and a lot of determination. He quickly got involved in the local business community, joining the Chamber of Commerce, volunteering with nonprofits, and making friendships that would prove invaluable as his business began to grow.

"I had zero connections in Montana, but I'm a social person. I went out, socialized, got involved with the chamber of commerce and non-profit organizations, built friendships along the way, and trusted those friendships to help me grow. I haven't looked back since."

From day one, Shaded Window Coverings has been a tight-knit, family-run business. Ryan started



“With us, you get the genuine feel of dealing with a family-run business. We truly care about our customers and their experience.”



out doing both sales and installations himself. Less than a year in, he brought on his first employee—an installer who

trained under Ryan and now handles many installations independently. While Ryan still manages all points of sale and handles some installs, he’s also thinking about the bigger picture. His long-term vision is to grow a self-sustaining company and franchise it nationwide. He’s already looking into acquiring an existing window coverings business in Arizona to kickstart the expansion.

“My goal is to create a business that’s self-sustaining in the next 2-3 years. I want to be involved in the corporate side to franchise the business. We’re looking at expanding across the US.”

What sets Shaded Window Coverings apart is the hands-on service and personal connection clients receive. Ryan is often the first and last person clients interact with, and his goal is always to deliver top-tier service. From initial consultations to professional installations, his team uses advanced software for instant quoting and always tailors designs to suit each home’s natural light and style.

“With us, you get the genuine feel of dealing with a family-run business. We truly care about our customers and their experience.”

A unique part of Ryan’s role is being welcomed into people’s homes at key moments—whether they’ve just moved in or are making meaningful upgrades. He sees his work as more than functional—it’s part of how people make their house feel like

home. He’s especially grateful to work alongside real estate professionals, often partnering with agents to provide their clients with exceptional service and seamless transitions.

“For real estate agents, their market goes hand in hand with mine. We’re a great referral source from listings. For every real estate referral, we aim to be an extension of their business and treat their clients as if we’re working with them.”

For Ryan, integrity is the non-negotiable in every interaction. Whether he’s installing shades or following up on a referral, he believes in doing what he says he’s going to do—no delays, no shortcuts. This commitment to accountability has helped him earn a reputation not just for product excellence but for being a reliable and valued partner to both clients and agents alike.

Beyond business, Ryan is a dedicated father to two daughters, ages 17 and 11. When he’s not working, you’ll often find him on the golf course, out on the lake, or heading south to Arizona, where he enjoys spending time during the winter months. He’s also deeply committed to giving back, whether it’s sponsoring youth sports teams, raising funds for children’s charities, playing in charity golf tournaments, or helping build homes with Habitat for Humanity.

“I love to give back to the communities we work in and want to continue that mission across the nation.”

Looking ahead, Ryan remains focused on growing Shaded Window Coverings with purpose—continuing to build a company that puts people first, gives generously, and delivers products and service that clients can count on. With a powerful blend of small-town care and big-picture ambition, he’s proving that integrity and connection never go out of style.







**“For real estate agents, their market goes hand in hand with mine. We’re a great referral source from listings. For every real estate referral, we aim to be an extension of their business and treat their clients as if we’re working with them.”**



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# KELLY THIS BUSINESS CHOSE ME WHITMOYER

## Glacier Sotheby's International Realty

BY KATE SHELTON • PHOTOS BY BESS BIRD PHOTOGRAPHY

“This business chose me and it’s clear this is where I’m meant to be. When I started, I didn’t know a thing about real estate, but with a little luck and a lot of hard work, here I am. I grew up in the Bitterroot and I spent my early years in the service industry. With those two things combined, I’ve formed solid relationships, served my clients well, and built a career in real estate. I can’t see myself doing anything else. Real estate is my home,” said Kelly Whitmoyer, a Glacier Sotheby’s International Realty agent.

Kelly was born and raised in the valley. With teachers for parents, Kelly’s life was always intertwined in the community. She started adulthood with the intention of becoming a high school art teacher, but life had other plans for her. At work one day, a client offered her a job in Florida. She had never lived in the big city, so Kelly decided to go for it. Kelly spent the next several years of her life seeing what life was like in different parts of the country. She lived in Orlando, Austin, and Washington, D.C.

After five years away, Kelly came back to Montana for her cousin’s wedding one summer. It struck her just how much she missed her family and the region. Kelly decided it was well past time to move back home. She started working at her father’s tannery in the summer and teaching snowboarding on the mountain in the winter.

The following summer, a chance encounter changed the whole trajectory of her life once again. “The rodeo was in

town and I happened to meet one of the rodeo clowns, Danger Dave, afterward,” she recounted. Their whirlwind relationship ended up in marriage not long after.

“We’d only been married for a few months when I found out I was pregnant,” she went on. “I knew I needed a more stable career – something that would help provide for our family and give me the flexibility to be a good mom.” That’s when Kelly decided to give real estate a go. She was licensed in 2017.

“A family friend was a successful REALTOR® in town. They planted the

seed that I’d be good at this job. I figured I could take my knowledge of the area and my strong network and build something,” Kelly said. That’s exactly what she did. Kelly hit the ground running. Within the first couple months in the business, she had four closings under her belt.

“Real estate just comes naturally to me,” she said. “I know how to talk to people. I relate to the Bitterroot people. I’ve earned their trust.”

Now with years of experience, Kelly is one of the most trusted agents in the region. People know her name and have a lot of respect for her work.







While she has worked the whole gamut of real estate transactions, Kelly has carved out a niche in the agriculture and ranching sector. “My specialty is ranchettes, as I call them,” she said with a warm laugh. “They’re not always the huge, thousands-of-acre places but big enough for people to have a small farm or horse property. I know the area and I have a great connection to that community. I understand the water rights and how to help people live their Montana dreams.”

Kelly rides for the brand. She’s not only passionate about serving the people of Montana, she’s also proud to be part of the Sotheby’s group. Kelly joined the Glacier Sotheby’s International Realty office in 2019 as the second agent on the team. “Sotheby’s just has such a strong reputation in Montana, and really, across the world,” she detailed. “They offer so much support to their



“  
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“THIS BUSINESS CHOSE ME AND IT’S CLEAR THIS IS WHERE I’M MEANT TO BE. When I started, I didn’t know a thing about real estate, but with a little luck and a lot of hard work, here I am.



agents and clients. It’s a great brand and I’m glad to be here.”

A couple of years ago, Kelly hired an assistant and called it, “The best decision I ever made for my business.” Sandy McNamara serves as Kelly’s Sales Associate and Licensed Assistant. Sandy gives Kelly more time in the day and has helped grow the business.

As the winner of the Bitterroot Valley Board of Realtors® People’s Choice Award and one of the most well-known agents in the area, Kelly finds herself plenty busy. “It’s a 50-hour work week for me, every week,” she said. “They say that 10% of the agents make up 90% of sales in the valley, and I’m proud to consistently rank in that 10%.” Year after year, her business continues to grow along with the whole state.

A monumental figure in Kelly’s life was her Grandpa Corky. He owned and operated a ranch in Lewiston, and was always the hardest worker in the field. From him, Kelly learned, “A job worth doing, is worth doing well.” She’s carried this sentiment with her through school, motherhood, and now into real estate.

One thing Kelly prides herself on is being her authentic self, no matter where she’s at. Kelly doesn’t put on a show and people can trust that she means what she says. Kelly’s signature look is big, beautiful hand-beaded or feathered earrings that she has worn for years. She gets them from all over the world and loves to support local, Montana artisans.

When she’s not working, you can find Kelly on their small family ranch, riding horses and checking cows. Kelly

and Dave have two young daughters. The Whitmoyer family is focused on spending time together, making priceless memories. Dave is now one of the top rodeo clowns in the world; Kelly and the girls travel to visit him as schedules allow.

Kelly has no plans of slowing down anytime soon; she will continue to serve the Bitterroot people with her solid sense of integrity and work ethic for as long as she can.

“The Bitterroot is such a special place,” she said in conclusion. “I love living, working, and raising my family here. We have such a unique community and I am proud to work alongside all of you to serve the real estate needs of our valley.”

Connect with Kelly at [kelly.whitmoyer@sothebysrealty.com](mailto:kelly.whitmoyer@sothebysrealty.com).



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# First Security BANK

A DYNAMIC LENDING TEAM  
WITH A HEART FOR COMMUNITY

BY NICK  
INGRISANI  
PHOTOS BY  
ARNICA SPRING  
PHOTOGRAPHY

At First Security Bank, community isn't just part of their business model—it's the heartbeat that drives what they do. Established in 1919, the bank has grown to become a trusted financial partner in Bozeman, skillfully blending the strength of a regional bank with the personalized touch of local expertise.

The lending team at First Security Bank takes pride in their collaborative spirit and dedication to delivering personalized service. This article shines the spotlight on five members of the First Security Bank lending team:

Peter Morgan is the Real Estate Lending Manager at First Security Bank, bringing extensive experience from nearly two decades in commercial and residential lending. A longtime Gallatin Valley resident and Montana State University graduate, Peter's greatest professional fulfillment comes from helping clients navigate

critical life moments through personalized mortgage solutions.

Rossi Benner is a Mortgage Loan Originator at First Security Bank with over a decade of lending experience. Known for her compassionate approach and strong community involvement—including serving on the board for Habitat for Humanity of Gallatin Valley—she specializes in creating tailored mortgage solutions

and building lasting relationships in Bozeman.

Elex McAlear is a Mortgage Loan Originator with First Security Bank, serving the Big Sky community. A Montana native and graduate of Montana State University, Elex transitioned into banking in 2011, quickly advancing due to his expertise in personal finance and commitment to providing clients exceptional guidance through the mortgage process.

“

BUILDING TRUST AND RELATIONSHIPS IS THE ASPECT OF MY JOB I ENJOY THE MOST. IT'S MORE THAN JUST FACILITATING A TRANSACTION; IT'S LAYING THE FOUNDATION FOR FINANCIAL STABILITY AND COMMUNITY.”



Tanner Aasheim is a Mortgage Loan Originator at First Security Bank and a third-generation Bozeman native whose family roots run deep in the community. With a finance degree from Montana State University and professional experience in insurance and banking regulation, Tanner is dedicated to delivering personalized mortgage lending with a strong emphasis on relationships and local values.

Scott McEwan is a seasoned Mortgage Loan Originator at First Security Bank with over 21 years in the industry. A UCLA graduate and former professional football player, Scott relocated to Bozeman in 2006, combining his extensive lending experience with his passion for community-driven service, fitness, and the Montana outdoors.

**A Bank Rooted in Community Values**

First Security Bank stands out for its genuine, people-first approach. The team consistently prioritizes relationships over transactions, ensuring every client interaction is meaningful and impactful. They understand that lending decisions significantly affect families' lives, so they listen carefully to each client's unique situation, thoughtfully aligning their needs with the right lending solutions.

One thing that sets First Security apart is a distinct community bank feel, with the resources of a regional bank behind them to offer

Tanner Aasheim



Rossi Benner



exceptional services. “A lot of our customers have been with us for 30–40 years,” Tanner says. “Being the longest-standing bank in this community means we have a lot of deep-rooted relationships in the area.” Every member of their lending team lives and works locally, ensuring a seamless and responsive experience.

Deeply embedded in Bozeman’s culture, First Security Bank maintains a strong commitment to giving back. Each year, the bank donates approximately \$450,000 to local nonprofits and educational institutions, reflecting their philosophy that community success is shared success. Beyond donations, team members actively volunteer, reflecting a shared belief that community success is collective success.

In a growing market like Bozeman, the mortgage-lending experience can make or break a homebuyer’s journey. That’s where the First Security Bank real estate lending team sets itself apart—with deep community roots, decades of experience, and a shared commitment to personal service that extends far beyond the transaction.

At its core, First Security Bank offers the best of both worlds: the personalized touch of a community bank with the robust resources of a regional institution. As Peter puts it, “We know the people, the market, the title companies, and the REALTORS®—it allows us to give each transaction that personal, local feel.” This hyper-local knowledge is

Elex McAlear



Peter Morgan





Scott McEwan



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What truly distinguishes First Security, however, is the people behind their products. Rossi speaks to the human side of lending: “Building trust and relationships is the aspect of my job I enjoy the most. It's more than just facilitating a transaction; it's laying the foundation for financial stability and community.”

Internally, the team operates more like a collaborative family than a corporate hierarchy. Their small but mighty group works closely on every loan, often brainstorming creative solutions together. Whether a client is buying their first home, building their dream home, or exploring financing for a unique situation, this team works hard to find a way—drawing on portfolio lending options and custom solutions when traditional routes don't apply.

The service doesn't stop at closing. Building trust and long-term relationships is central to how the team does

business. “The only way to get return clients is by building a true relationship around trust,” Elex says. “If I can build that trust and have people return, that is by far the most rewarding thing. Then to continue to be a reliable source of knowledge for them in their lives and help them buy a home.”

For Peter, the emotional payoff is just as meaningful: “Getting to meet young couples, provide knowledge and expertise to help them buy their first house is one of the most rewarding parts of the job. If you get them through that, then they're

buying a second house, you get to see them become successful. Those personal relationships drive me. It's a great feeling to see people be successful.”

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Liz

# McGavin

## Revel Real Estate

The Magic of Montana

BY KATE SHELTON  
PHOTOS BY OUT THE BOOTHE PHOTOGRAPHY  
PROPERTY LISTED BY AMY STEVENS OF REVEL REAL ESTATE

“I came to Montana to visit a friend, and I never wanted to leave. That’s how it is here. Once people experience the magic of Montana, they fall in love. My job is to sell the lifestyle, and this place makes it easy,” said Liz McGavin, a top agent at Revel Real Estate in Whitefish.

Liz was born and raised in Phoenix, Arizona. She studied at Arizona State University and started her career in the hospitality industry, working at five-star resorts in the area. A college friend originally from Montana spent years trying to get Liz to come for a visit. One summer, Liz finally took her up on the offer, experiencing the Big Sky region for the first time.

“As soon as I walked off the plane, I was hooked,” she said. “It didn’t feel like an oven. The air was fresh and the sky was so expansive. I had the best visit. Montana got in my blood and it’s never left.”

Liz returned to Arizona and spent the next year dreaming of Montana. At 23, she packed up her car and drove north. Liz has never looked back.

“When I got here, I quickly learned that I would need a couple of jobs to make ends meet,” she detailed. “I worked some service gigs and started to meet so many amazing people. I quickly fell even more in love with this area and the people.”

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“I CAN CONNECT WITH SOMEONE WANTING TO MOVE HERE BECAUSE I DID IT MYSELF. I GET TO SHOW THEM JUST HOW EXCITING IT IS TO CALL MONTANA HOME.”





**“MY GOAL IS TO BE A LISTENER FIRST AND A DOER SECOND. I LISTEN SO THAT I CAN MEET EXPECTATIONS AND TRULY CONNECT WITH MY CLIENTS,”**

Real estate had always felt like a natural path for Liz. Growing up, she had the opportunity to see firsthand what it takes to succeed in this industry as her mother was a licensed REALTOR® for many years. Those early experiences left a lasting impression. “Finding myself looking for a career choice after my first year living in Montana, I decided to take the leap into real estate,” she said. Liz earned her license in 2005.

That decision changed Liz’s life. She shared that, “It’s been incredibly rewarding to build a career where I can help others navigate such an important milestone in their lives.”

With a young family and a relatively small network, it took a lot of hard work, but Liz has made a name for herself in the industry. Over the years, she’s helped hundreds of people live the magic of Montana.

Four years ago, Liz joined the Revel Real Estate team in Whitefish. “It’s an incredible office,” she said. “I love the team and it’s helped me grow. Everyone is collaborative, and we all have significant experience in the valley. We are all like one big family.”

With the support of the Revel brand, Liz has grown her business exponentially.

She now averages over 25 transactions a year and has closed well over \$100M in the last four years. These days, more than half of her business comes from people and families relocating to the Whitefish area.

“I know just how wonderful this place is,” she said. “I can connect with someone wanting to move here because I did it myself. I get to show them just how exciting it is to call Montana home.”

For Liz, it’s easy to sell the Montana lifestyle. She has seen this place change in the years since she moved, but it still holds onto what made Liz fall in love.







“No doubt this place has grown,” she said, “but it still has that small town charm and is a perfect place to raise a family and make a home. It’s just as special as it was all those years ago.”

One thing Liz prides herself on is her ability to connect with her clients. “My goal is to be a listener first and a doer second. I listen so that I can meet expectations and truly connect with my clients,” she said. This approach seems to work. Her clients rave about her and a solid percentage of her business comes from referrals.

In addition to serving her clients and family, Liz makes an effort to be engaged in the community. She supports her kids’ schools, the North Valley Food Bank, and other local charities. This past winter, she entered the 2025 Penguin Plunge in support of Special Olympics Montana. Her team dressed as red hot chili peppers and raised a sizable donation.

Even after nearly 20 years, Liz is still enamored with the magic of Montana. Liz is the mother of three wonderful children and cherishes a loving, committed relationship with her longtime partner. She and her family enjoy all that the region has to offer – hiking, skiing, and being at the lake. Liz also has a great love for yoga and completed her 200-hour teacher certification during COVID. You can find her at the studio downtown several days a week.

Liz lives by the words, “be where your feet are.” This saying is an homage to her intention to be present and grateful for all that life has to offer. Spend just a few minutes with Liz and it’s clear that she is grounded, authentic, and living in the moment.

“The future is bright,” she said. “There is so much growth in this valley and I can feel that good things are coming our way. I love this place now more than ever and I can’t wait to see what the future brings.”

“I feel really lucky to have made a real estate career here,” she concluded. “I have always felt supported and encouraged. I am proud to be part of the REALTOR® community in the valley.”

**Connect with Liz at [liz@revel.realestate](mailto:liz@revel.realestate).**

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