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Native Solar

Agent On Fire:
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Coaches Corner:
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Contents



IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Coaches Corner: Roxy Feller
- 14 Partner Spotlight: Native Solar
- 20 Cover Story: Nik Buich
- 26 Agent On Fire: Preston Worley
- 30 Event Recap



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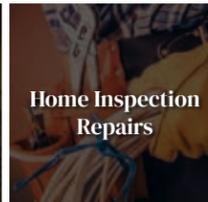
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The Power of Authenticity:

Why Real Estate Agents Should Embrace Their Unique Value



In a world where social media showcases the successes of peers, it's easy for real estate agents to fall into the trap of comparison. Scrolling through the perfect listings, stunning open houses, and impressive sales figures can trigger self-doubt and the feeling that one isn't

doing enough. However, it's time for agents to step back from the comparison game and recognize their inherent value. Embracing authenticity can not only alleviate stress but also enhance professional satisfaction and success.

The Trap of Comparison

Real estate is a highly competitive industry, and the pressure to keep up with others can be overwhelming. Agents often find themselves measuring their success against colleagues, friends, or even industry influencers. This constant comparison can lead to feelings of inadequacy and anxiety, causing agents to question their skills, knowledge, and decision-making capabilities.

Such comparisons not only affect an agent's mental health but can also impact their performance. When agents focus on what others are doing, they may lose sight of their unique strengths, local market knowledge, and personal brands. Instead of fostering a sense of community and support among peers, competition can breed negativity and insecurity.

Recognizing Your Unique Value

The first step towards overcoming the comparison mindset is self-awareness. Each real estate agent brings their own set of

skills, experiences, and perspectives to the table. By focusing on these unique qualities, agents can cultivate a more confident and authentic approach to their careers.

Whether it's a deep understanding of the local market, exceptional negotiating skills, or outstanding customer service, acknowledging and celebrating individual strengths is crucial. Perhaps an agent excels in creating genuine connections with clients or has a knack for staging homes beautifully. These unique traits can set them apart from the competition and define their brand.

Believing You Are Enough

A fundamental aspect of personal and professional growth is cultivating self-belief. Agents must challenge negative self-talk and replace it with affirmations of their worth. This can be as simple as reminding oneself, "I am enough, and I bring value to my clients."

Building a strong support network is equally important. Surrounding oneself with positive influences—colleagues, mentors, and friends who encourage and uplift—can help reinforce confidence. Engaging in supportive communities can foster a culture of collaboration rather than competition.

Focusing on Growth, Not Comparison

Instead of measuring success through the lens of others, agents should concentrate on their personal growth. Setting individual goals based on one's own aspirations can lead to a more fulfilling career. Whether it's aiming to improve marketing

techniques, expanding a client base, or investing in continuous education, these goals should be personally meaningful rather than dictated by outside comparisons.

It can also be beneficial to regularly reflect on progress made, celebrating achievements, both big and small. Therapy or coaching might also help agents navigate feelings of inadequacy and boost resilience.

The Path to Authenticity

Ultimately, embracing authenticity is vital. Real estate agents who are true to themselves will naturally attract clients who resonate with their approach. Building relationships based on genuine interactions fosters trust and can lead to long-term business success.

In a world that often promotes comparison, it's essential to prioritize self-acceptance. Real estate agents must remind themselves daily that they are enough—enough to succeed, enough to connect with clients, and enough to forge their own paths in this competitive landscape.

As the industry evolves, let's champion a culture of authenticity, support, and self-belief. By doing so, we not only uplift ourselves but empower those around us to do the same, creating a healthier, more connected real estate community.

It's time to break free from the trap of comparison and step into your unique brilliance. Take a moment today to reflect on what sets you apart and lean into it unapologetically. Embrace authenticity in every interaction, and watch how it transforms not only your career but your confidence and joy. DON'T HOLD BACK. Let's redefine success together, one genuine connection at a time. Schedule a free consultation today and start your journey to authentic freedom now!



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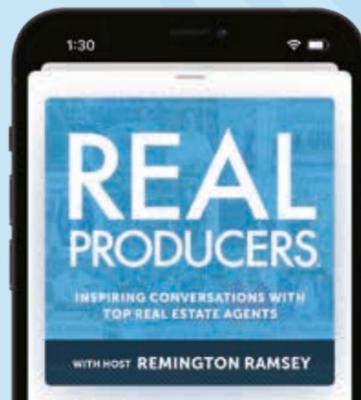
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Bob Davis

OF
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When it comes to powering homes and businesses sustainably, no one stands out quite like Bob Davis of Native Solar. Since Native Solar inception in 2020, Bob has dedicated himself to providing reliable, high-quality solar solutions to customers throughout Idaho, Montana, and Oregon. With a career marked by success and a drive to make a difference, Bob has made Native Solar a trusted name in the renewable energy industry.

Bob's journey to entrepreneurship began in the world of medical sales, where he spent nearly two decades building an impressive track record. His achievements include winning the Nationwide Rep of the Year in 2019 and earning multiple President's Club honors. However, as the medical field became increasingly regulated, Bob sought a new challenge. The growing demand for renewable energy provided the perfect opportunity; Enter Native Solar.

"Solar was the perfect relief from the pressures I was experiencing in medical sales," Bob shares. "As car manufacturers committed to going 100% electric over the next decade, the need for energy production was growing exponentially. We saw a window for success and jumped at it."

Since then, Bob has played a pivotal role in expanding the solar market for his company, opening opportunities in Idaho, Montana, and Oregon. His expertise and dedication was recognized in 2023 when he was named Solar Sales Rep of the Year.

Lessons from the Baseball Field
Bob's success in business is deeply rooted in a life-changing moment from his childhood. At the age of 10, he found himself the youngest player on an older baseball team, struggling to find his footing. But in the bottom of the last inning of a critical game, with two outs and two strikes, Bob hit a game-winning home run.

"That moment changed the entire trajectory of my life," Bob recalls. "It taught me that I have what it takes to

succeed. Since then, I've always been the first to volunteer, the first to do one extra lap, one extra push-up. That grit and fire have awarded me more success than any training I've ever been a part of."

This trait is evident in every aspect of Bob's career. Whether he's helping customers design custom solar solutions or leading his team to new heights, Bob's determination shines through. For Bob, success in the solar industry isn't just about providing energy solutions—it's about building lasting relationships.

"I do what I say I will do," Bob emphasizes. "You can count on me in a bind. I'm always prepared and spend countless hours learning and preparing so that when it matters, I'm ready to help my customers create a winning strategy for their home energy needs."

Bob's commitment to transparency ensures that customers know exactly what to expect from their solar systems. "No shocks, no surprises. The Native Solar system will do exactly what I've committed it will do—no exceptions," he adds.

Outside of work, Bob is passionate about his family, the Idaho community, and his hobbies. As a proud father of three—an 8-year-old daughter and two sons aged 11 and 15—Bob finds his greatest joy in spending time with his children. He also works closely with his brother at Native Solar, a partnership that has strengthened both their bond and their business.

"My family is my whole world and the reason I wake up in the morning," Bob says. "We're best friends, and working





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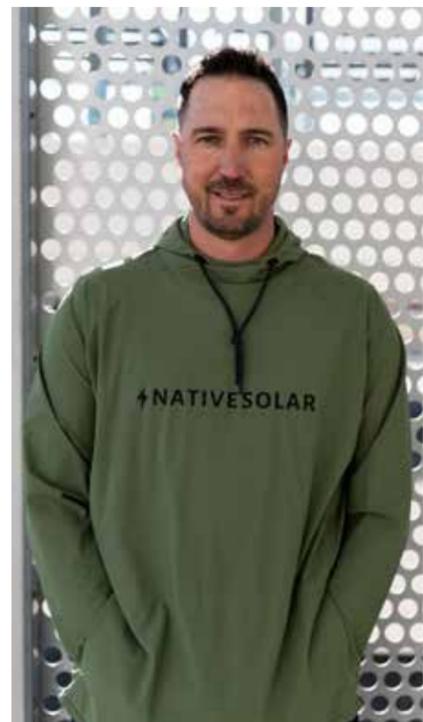
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Each customer is a mom or dad, brother or niece to someone. They get our best.”

This commitment to treating every customer with care and respect has earned Native Solar a reputation for excellence in the community. With Bob at the helm, the company is poised for continued growth and success. Bob and his team are proud to be chosen as IDAHO’s best solar company two years in a row

As Bob continues to lead Native Solar, he remains driven by the same grit that fueled his childhood baseball triumph. His passion for innovation, commitment to his customers, and dedication to his family make him a standout leader in the renewable energy industry.

Bob is especially proud that Native Solar has been chosen as Idaho’s best solar company two years in a row. This honor reflects the company’s commitment to excellence and customer satisfaction.



together every day is something I wouldn’t trade for anything.”

Bob’s approach to work-life balance is simple but effective: “When I’m at work, I focus fully on my tasks. When I’m at home, I leave work behind. That’s what I define as a peaceful and successful life.”

Real estate plays an increasingly significant role in Native Solar’s growth. From food fairs to golf tournaments, Bob values the networking opportunities and connections the real estate industry provides. He’s also active in the

Building Contractors Association (BCA), further solidifying his commitment to community engagement.

“Real estate is so much about networking and connections,” Bob explains. “I love how many great opportunities there are to work together and be present in the community.”

When asked about the legacy he hopes to leave, Bob’s answer is clear: “Family is important to us. I hope our legacy is that our customers know they are as important to us as our own families are.

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WRITTEN BY NICK INGRISANI

Nik spent most of his childhood growing up in Eagle, Idaho, and shaped his character and tenacity in competitive sports. He played baseball and football at a high level. He was a two-time state champion and even competed in the Little League World Series at age 12. Although Nik's path to real estate wasn't a straight line, he was exposed to the language and business of the field early on, often visiting properties and development sites with his father during his childhood.

Early in his career, he worked for a network marketing company and was awarded the youngest person in the company to reach the National Director sales level. However, life took a challenging turn when he learned he would become a father of two children. At the time, Nik was grappling with uncertainty, feeling the weight of responsibility and the sting of

separation from his children, who lived out of state.

"My kids were the main driving factor for me when I first got into real estate. I just wanted to do the best I could be to make sure they were taken care of in their life."

A turning point came when his friend Cody encouraged him to attend a Tony Robbins seminar, "Unleashing the Power Within." It was a transformative experience for him, at a dark time in his life when he needed it most.

"That event put a fire in my belly like I had never felt and helped me align my focus and inner drive towards a direction that truly mattered and meant a lot to me. I dove hard into real estate and put all of my energy and time into trying to become successful. My mindset was as if I wasn't going to have my kids all

the time, then when I wasn't with them, I'd grind and build something for them to be proud of."

Nik's real estate career bloomed under the guidance of his father. His dad's mentorship taught him the ins and outs of the business, from navigating transactions to developing communities from the ground up.

"My dad is the one who taught me the development side of things—taking a piece of dirt and putting a story and life into it. Then taking all the steps necessary to getting it approved. I would not be who I am today without my father."

In 2013, Nik's father invited him to shadow the development process of what would become "Renovare", a landmark project that would become one of the most exclusive premier gated

communities in the Treasure Valley. This project aimed to set new standards for modern luxury homes in the valley, and was a pivotal moment in Nik's career trajectory.

"I got to learn the ins and outs of development, building, material selections, etc. I also recognized the importance of having an extensive understanding of each phase—community details, lot specifications, construction processes, and material selections. I was able to impress a lot of people for my age, which helped me tremendously to gain trust and confidence in the field starting out."

In 2017, Nik took a lead sales role in the Renovare project and hired a business partner, Sanel Tucakovic, to build out the rest of phase one and move the project to phase two. Given the success of their partnership, the duo decided to create their own company called FiveNine Real Estate in 2020. The team is now thriving at Better Homes & Gardens 43 Degrees North Real Estate. And while developments are a core part of their business, resale homes remain the team's true bread and butter.

The name FiveNine represents the five core values they hold as a company: to be knowledgeable, passionate, connected, upstanding, and effective. The number nine represents selflessness



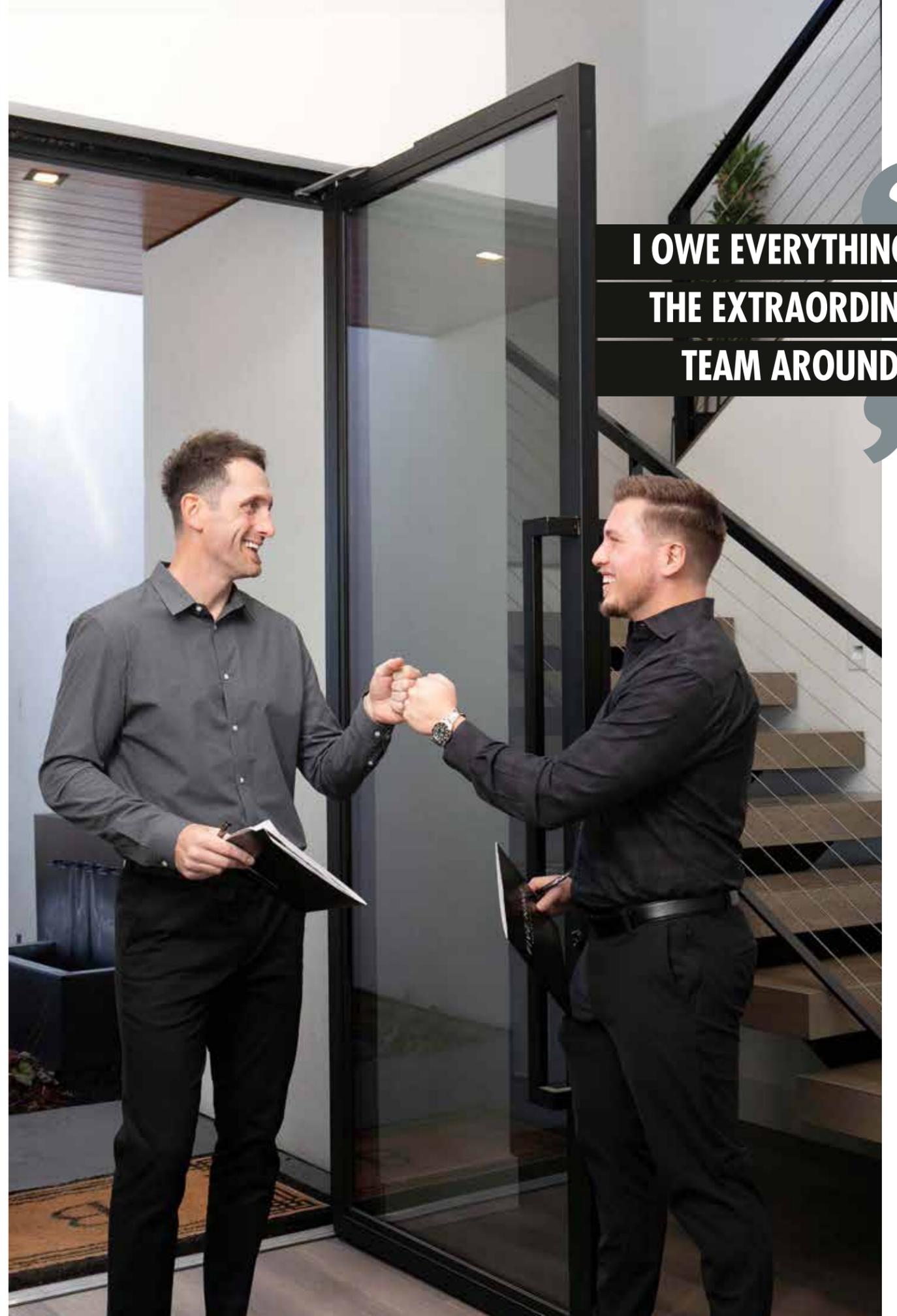
and humanitarianism, which aligns with their mission to leave a lasting impact on people's lives. Nik and Sanel worked hard to establish systems and processes to scale their business without losing the personal touch that set them apart. Their efforts paid off. Since the company's founding, they have won the highest-level production awards given out by the ADA County Association of Realtors every year.

"I owe everything to the extraordinary team around me. We've poured immense time, energy, and passion into forging the best possible team, and I'm deeply grateful for the remarkable partners and colleagues who help make incredible achievements happen."

Outside of work, Nik treasures the moments he spends with his children, Larina and Kamron. Though they live

out of state, he gets to visit and talk to them a lot, and they remain his greatest motivation. He is also a 5.0-level pickleball player and even earned a gold medal in recent tournaments. Nik is also deeply immersed in the tech world and enjoys experimenting with the latest gadgets. "Clients often call me about their smart home setups," he says with a laugh.

For Nik, real estate isn't just about transactions; it's about relationships, legacy, and making a difference. Whether helping a family find or build their dream home, or helping to shape the landscape of a burgeoning community, he approaches every project with passion and purpose. Nik and his team are eagerly looking ahead to the exciting projects and opportunities on the horizon, ready to continue building relationships, communities, and a legacy of excellence.



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THE EXTRAORDINARY
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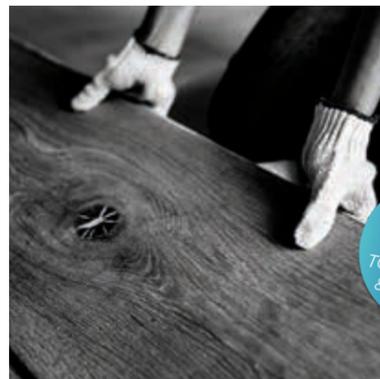
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Years in Real Estate: 3.5
Career Sales Volume: 46 Million

Q: What led you to pursue a career in real estate?

After 25 years in the auto industry—17 of those in management—my employment was terminated. They cited COVID, computer chip shortages, and inventory issues as reasons, but ultimately, they wanted to bring in their own management team. It shook me to my core. At 49, with no college degree, I was deeply concerned about my career and uncertain about what the future might hold.

Initially, I explored three paths: staying in the auto industry, mortgage lending, or transitioning into real estate, which I'd planned to pursue later in life. I ruled out real estate at first due to the housing inventory shortage and the overwhelming number of agents in the market. After weeks of reflection, my wife and I prayed about it, and I decided to enroll in real estate school.

Though I started with the idea of doing it part-time, halfway through the program, I realized that wasn't the right approach. In real estate, timing is critical, and I didn't want to give my clients anything less than my full effort. I committed to giving it everything I had for two years, with a plan to reassess if it didn't work

out. Thankfully, it's been an incredible blessing, and I'm so grateful for the opportunities I've been given every day.

Q: How has your background shaped who you are today?

My time in the auto industry was invaluable. It taught me the importance of hard work, building relationships, and adapting to challenges. I formed connections with people across the Treasure Valley, which has helped me immensely in real estate. Beyond that, my parents, my wife, and my faith have been cornerstones of my character.

Q: What sets you apart from other real estate agents?

I don't see myself as better than anyone else. There are so many amazing agents out there who know more than I do. What I can say is that I pour everything into each client relationship. It's not just about putting up a sign or closing a deal—it's about truly understanding my clients' needs and making the process as smooth and stress-free as possible. Every opportunity I get comes from my sphere of influence or referrals, and I never take that for granted. I'm incredibly thankful for every transaction, regardless of its size, and I put in the time, energy, and financial investment needed to ensure my clients are satisfied.

Q: What are you most passionate about in real estate?

I'm passionate about making the most of every opportunity I'm given. I genuinely care about my clients and their experience, and I strive to communicate effectively throughout the process. Whether it's helping someone buy their first home or sell a property they've loved for years, I want them to feel supported and confident in their decisions.

Q: What challenges have you faced in this industry?

The learning curve in real estate is steep, especially in the beginning. Every transaction is different, and there's a lot to navigate. The biggest challenge has been making sure I never let my clients down, whether I'm working on the buying or selling side. It's a constant effort to stay informed and prepared, but it's worth it to provide the best possible service.

Q: Tell us about your family.

I've been married to my best friend, Selah, for 28 years. We have three wonderful adult children—Mariah, our 28-year-old daughter, and her husband Nate, who have two boys, Arlo and Ziggy; our 25-year-old son Peyton and his wife, Sarah; and our youngest daughter, Olivia, who's 22 and married to Brady. We also have a new addition to



“
The learning curve
in real estate is
steep, especially in
the beginning.”

our family: Monet, our French bulldog. She’s been a joy and keeps us all entertained.

Q: What do you enjoy doing outside of work?
 I love spending time with my wife and family, especially in the great outdoors. Idaho’s mountains are my happy place—camping, boating, hunting, fishing, and riding ATVs are some of my favorite activities.

In the fall, you can usually find me at Albertsons Stadium, cheering on the Boise State Broncos. I’m a huge fan, and game days are always a highlight of the season.

Q: What legacy do you hope to leave in real estate?
 I want to be remembered as someone who was genuinely thankful for every opportunity and worked hard for my clients. I want my clients to know I truly cared about their experience and always did the right thing.

At the end of the day, my goal is to be known as a positive force in the industry—someone who maintained a good name and upheld the highest standards of professionalism and integrity.



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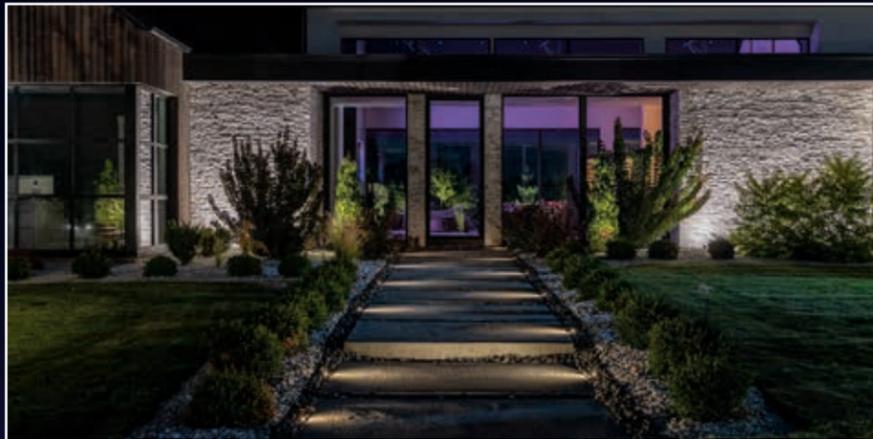
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