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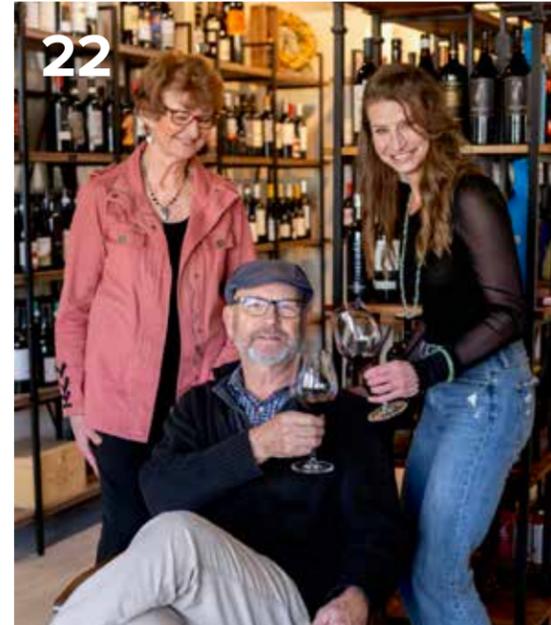
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- Nikki Keller, Managing Partner



WHY REAL ESTATE AGENTS SHOULD Stop Worrying About What Others Think



Real estate agents often feel like they're working under a magnifying glass—clients, colleagues, and competitors

all watching closely. In such a people-driven industry, it's easy to fall into the trap of worrying about every opinion that comes your way. But letting external perceptions control your mindset can quietly erode your confidence, distract you from your goals, and limit your success. Here's why it's time to let go of what others think and focus on becoming the best version of yourself.

1 / Authenticity is Your Superpower

You can't please everyone, and trying to will only dilute your personal brand. Clients are drawn to agents who are unapologetically authentic—those who show up as themselves and build real, lasting relationships. When you stop worrying about how you're perceived and focus on being genuine, you

naturally attract the right clients who trust and respect you for who you are.

2 / Everyone Has an Opinion—But Not All of Them Matter

In real estate, feedback is unavoidable, but remember: it's subjective. One client's "constructive criticism" might contradict another's praise. Instead of obsessing over every comment or critique, learn to filter. Take in feedback that aligns with your values and helps you grow, and let go of the rest. Not every voice deserves your mental energy.

3 / Confidence Builds Resilience

Agents who constantly worry about pleasing others can find themselves paralyzed by indecision or fear of failure. But real estate demands thick skin and adaptability. The more you focus on your strengths and develop confidence in your process, the more resilient you become. Confidence allows you to weather setbacks, ignore the noise, and keep moving forward.

4 / Stay Laser-Focused on Your Goals

The opinions of others can easily pull you off track, consuming time and headspace that should be devoted to your clients and business objectives. Success in this field requires clarity and focus. The less you worry about others' judgments, the more mental space you free up to serve your clients at a high level and hit your personal milestones.

5 / Empower Yourself Through Self-Validation

You don't need external approval to validate your worth as an agent. Trust your instincts, lean on your experience, and own your decisions. When you rely on self-belief instead of the opinions of others, you gain the freedom to run your business your way—and with that comes greater satisfaction and long-term success.

6 / Your Network Should Lift You Up—Not Hold You Back

Surround yourself with a circle that fuels your growth, not one that feeds your insecurities. Positive, driven professionals will offer constructive insights and encouragement, helping you stay grounded and confident. When you have a strong support system, you're less likely to seek approval

from people who don't have your best interests at heart.

7 / Put Clients First—Not Critics

Your ultimate responsibility is to your clients, not to everyone watching from the sidelines. When you focus on providing exceptional service and solving your clients' unique challenges, you'll naturally stand out. Happy clients, repeat business, and referrals are far more valuable than the fleeting opinions of onlookers.

In Conclusion

Worrying about what others think is one of the biggest distractions in real estate—and one of the most limiting. The agents who break free from this mindset are the ones who lead with confidence, build authentic connections, and create lasting success.

Ready to break free from the approval trap?

If you're ready to ditch the doubt and operate with confidence, Roxy is here to help. As a trusted coach who specializes in mindset mastery, Roxy can guide you in tuning out the noise and unlocking your full potential.

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Mackenzie

BROGDON

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A Meteoric Rise Rooted in Faith

From the sunny shores of Southern California to the rolling landscapes of Idaho, Mackenzie's journey has been one of transformation, endurance, and faith. A former competitive dancer and full-time dance coach, she never imagined that her life would turn toward real estate. But in 2020, with a seven-month-old baby and the pandemic looming, she embraced the challenge of a lifetime.

Born and raised in a Christian household in Southern California, Mackenzie's early years were defined by her love for dance. She danced competitively through childhood and high school, and later transitioned into teaching, working with students ranging from preschoolers to adults. She ended up teaching dance at a K-12 school, where she met her husband who was a basketball coach at the same school. They got married in 2017 and felt a calling to seek new opportunities shortly after—a calling that brought them to Idaho in 2018.

Mackenzie's husband got a job offer, so they took a leap of faith and moved to Idaho—neither Mackenzie nor her husband had been to Idaho before.

Mackenzie's entry into real estate wasn't planned. While working as a dance coach, she also explored many different career paths including administrative work, social media, and graphic design, and enjoyed the variety these roles brought. However, in early 2020, as the real estate market began to boom, her husband expressed interest in purchasing an investment property. A friend, a local real estate agent, suggested that Mackenzie get her license to start working with him.

"I give credit to the Lord for my career transition into real estate."



Despite the unprecedented challenges of the pandemic, Mackenzie got her license in 2020 and stepped away from all of her other work to commit 100% of her effort to real estate. Through relentless networking, leveraging social media, and sheer hard work, Mackenzie quickly found her footing. Her first sale was a modest \$23,000 property, but by the end of 2021, she had closed just under \$10M and 20 transactions. Fast forward to 2025, and she has now

closed over 110 transactions and \$55M in volume in her career.

Along the way, Mackenzie began building her personal investment portfolio, starting with house hacking and flipping properties, and now owns six properties with plans to scale even further. This hands-on investment experience has made her an invaluable resource for clients looking to build wealth through real estate.

“It was really make it or break it. We had a dollar amount to pay our bills and I put my head down to make this work. I just knew I had to make it so I talked to people all the time, tried to find deals when they weren’t around, used social media, connected with people as much as I could, and just really put in the work. Now I love real estate so much.”

In 2022, Mackenzie decided to launch her own team, Dream Idaho Realty. Her close-knit team now consists of four agents who are all united in their mission to offer outstanding service to their clients.

“For us, every transaction matters and every client matters, so we’ve instilled that in our team. Our slogan is ‘Turning dreams into reality’ because real estate really set me up for long-term success. Now I love helping people experience that financial freedom for themselves and making it available to everyone I meet in real estate.”

For Mackenzie and her team, communication, honesty, and hard work are the cornerstones of their success. Most of all, she cares deeply about her clients throughout each transaction and works as hard as she can for each and every one.

“Whether it’s educating people buying their first home or keeping them informed throughout the process. Honesty is huge, and I will always be honest with people.”

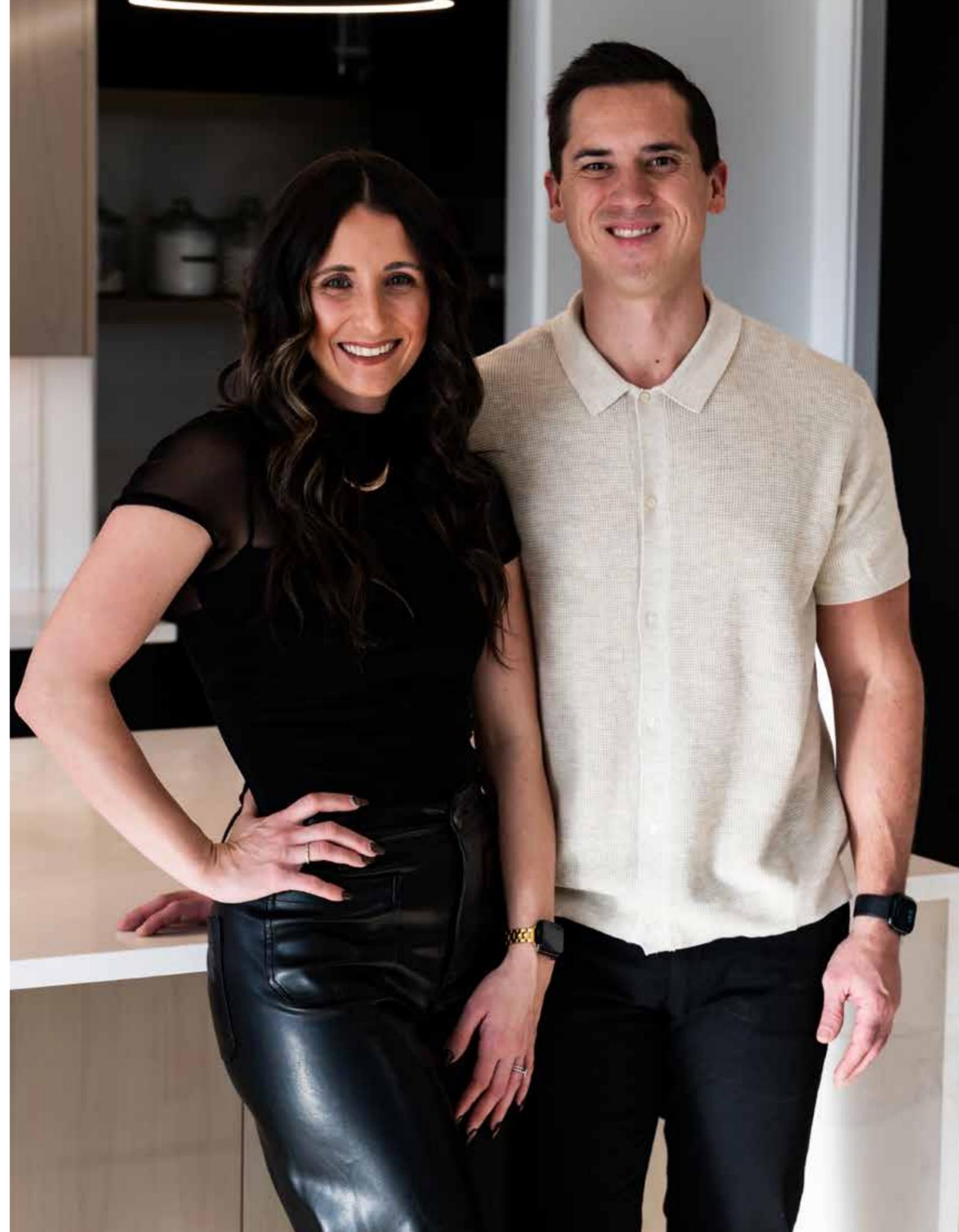
Mackenzie attributes her success to her faith, viewing every step of her journey as part of a divine plan. “When my husband and I felt called to step out of all other jobs and into real estate, it was a leap of faith. As long as I’ve worked hard and done my part, I trust God to handle the rest.”

When she’s not closing deals, Mackenzie’s life revolves around her three young children, aged five,

two, and eight months. Their family loves being outdoors, walking along the Greenbelt, or playing at the park. Occasionally, she and her husband carve out time for swing dancing, a nod to her dance roots.

Looking ahead, Mackenzie envisions growing her team and continuing to mentor agents, all while maintaining a balance between her career and family life. “Success, to me, means making the most of the opportunities God has given me and creating a lasting impact for my clients, my team, and my family,” she says.

From her roots as a dancer to her meteoric rise in real estate, Mackenzie’s story is a testament to tenacity, dedication, and the power of following one’s calling. Through her commitment to helping others turn their dreams into reality, she has not only built a thriving business but also a legacy of hope and inspiration.



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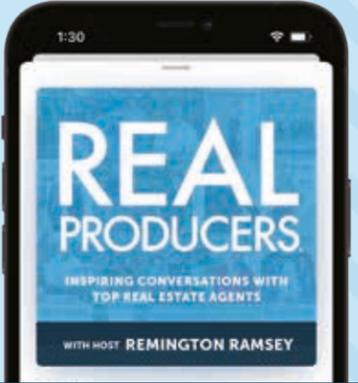
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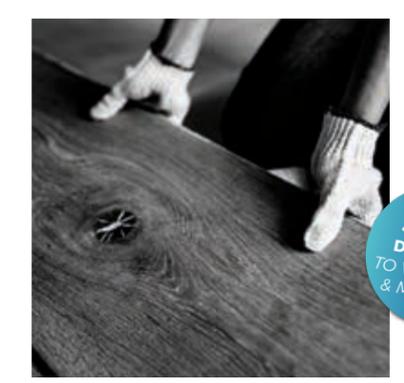
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Olive & Vyne

A Taste of Passion, Purpose, & Partnership

When you step into Olive and Vyne in Eagle, you're not just walking into a specialty food store—you're stepping into a story built on passion, purpose, and love for people and quality products. For Greg, Cheryl, and their daughter Tara, this business isn't just a venture; it's a reflection of their combined 130 years of experience across multiple industries, including the military, corporate leadership, sales, and entrepreneurship.

“In real estate, relationships are everything. When an agent gives a thoughtful, high-quality gift, it strengthens that bond.” -Greg

Their journey into business ownership wasn't the result of necessity but rather a desire to stay engaged, challenged, and connected. Each family member brings a unique skill set: Greg, a natural-born salesman, thrives on connections and conversations. Cheryl, a detail-oriented business technician, has an analytical mind for HR, finance, and logistics. And Tara, fresh off a 21-year Air Force career, approaches business with energy, structure, and the drive to grow. Together, they form a powerhouse team—one that has transformed Olive and Vyne into a go-to destination for gourmet products in the Treasure Valley.

A Real Estate Favorite: Thoughtful Gifting That Lasts

Though Olive and Vyne serves a wide variety of customers, their connection to the real estate industry continues to grow. Many local agents turn to the store for their customized gift baskets, filled with high-quality olive oils, balsamic vinegars, and gourmet foods, often paired with unique wines from around the world. These carefully curated gifts aren't just an expression of gratitude—they create lasting impressions, turning new homeowners into repeat customers.

“In real estate, relationships are everything,” Greg shares. “When an agent gives a thoughtful, high-quality gift,



“Our customers deserve transparency, & we love educating them on the quality of what they’re buying.” - Cheryl

it strengthens that bond. And for us, it’s a win-win—we help agents impress their clients, and in turn, we gain new customers who come back time and time again.”

Rooted in Hard Work and Honest Values

The foundation of Olive and Vyne is authenticity. Having grown up in the Midwest on farms and ranches, Greg and Cheryl learned early on the importance of hard work, honesty, and perseverance—values they carry into every aspect of their business.

“We believe in doing things the right way,” Cheryl says. “That’s why we take pride in sourcing products that are certified healthy and sustainably produced, free from pesticides, herbicides, and unhealthy additives. Our customers deserve transparency, and we love educating them on the quality of what they’re buying.”

Their passion for exceptional ingredients goes beyond selling products—it’s a lifestyle. “We use these oils, vinegars, and wines in our own kitchens every day,” Tara explains. “Cooking and entertaining are in our DNA, and we love sharing that enthusiasm with our customers.”

A Small Business with a Big Impact

Competing in a world dominated by big-box



retailers and online giants isn’t easy. But Olive and Vyne has carved out a space for itself by offering something those larger businesses can’t—personalized service and a true sense of connection.

“Our secret? We focus on relationships, not just transactions,” Greg explains. “When a customer walks in, we take the time to learn about their tastes, their needs, and their stories. That’s what keeps people coming back.”

Overcoming Challenges & Looking to the Future

Like many small businesses, Olive and Vyne faced its share of challenges—none greater than opening its doors in March 2020, right at the onset of the COVID-19 pandemic. While many businesses struggled to stay afloat, their designation as an essential business allowed them to remain open.

“It was a tough time,” Cheryl recalls. “We had just started, and suddenly, we had to navigate an entirely new landscape. But we stayed optimistic, adapted, and remained committed to our vision. That resilience carried us through.”

Their adaptability also extends to their ever-evolving business ventures. Tara, for example, recently launched a luxury travel business, curating unique experiences for food and wine lovers around the world—fitting perfectly with Olive and Vyne’s passion for global flavors.

A Legacy of Connection, Kindness, and Good Taste

For Greg, Cheryl, and Tara, success isn’t measured in numbers—it’s measured in the smiles they create, the relationships they build, and the quality they deliver.

“We may be a small business, but we believe in making a big impact,” Greg says. “At the end of the day, we want to be remembered for our humor, our kindness, and our commitment to excellence.”

Whether it’s helping a real estate agent craft the perfect closing gift, sharing a new Italian wine with a curious customer, or just offering a friendly conversation, Olive and Vyne is more than a store—it’s an experience.

And as they like to say, it’s “the delicious way to eat healthy.”



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PHOTOS BY CY GILBERT

Q: How did your journey into real estate begin, and what drew you to this profession?

A: I've always had a love for homes, which initially led me to a career in real estate appraisal in 2007. When the market shifted in 2009, I pivoted into sales and online marketing, learning how to generate leads through SEO and content creation. In 2017, I became a real estate agent, but it wasn't until 2020 that I fully committed and used my

marketing background to launch Living in Boise Idaho on YouTube. That changed everything. Real estate allows me to guide people through one of life's biggest decisions with honesty and expertise, and that's what keeps me passionate.

Q: What personal experiences have shaped who you are today?

A: One of the most defining moments of my life was when our son, Josh, was born and doctors

told us he might not survive. That experience taught me to trust God's plan, focus on faith, and control what I can—my effort and how I serve others. My wife, Kathryn, has been my rock through every step of my journey, and our five kids inspire me daily. My career path wasn't linear, but every twist has prepared me for the work I do now.

Q: What life event specifically led you to becoming a real estate agent?

A: After the appraisal industry shifted in 2009, I stepped away from real estate for a while. But by 2017, I felt called back—as an agent this time. I wanted to create a business that let me

“My career path wasn't linear, but every twist has prepared me for the work I do now.”

serve others while building something meaningful for my family. It wasn't easy at first, but once I applied my marketing background to real estate in 2020, especially through YouTube, my business transformed.

Q: What sets you apart from other agents?

A: I blend my background in appraisal and marketing to give clients a strategic edge. My business is rooted in service, not sales. For sellers, I offer free staging, home prep, and modern marketing strategies, like video and social media. For buyers, I go beyond the MLS by using targeted mailers to find off-market properties. Integrity is the core of everything I do—I'm committed to providing honest advice and a smooth, stress-free experience.

Q: What aspects of real estate are you most passionate about?

A: I'm passionate about helping people make confident, well-

informed decisions. I love pricing homes strategically, thanks to my appraisal background, and I'm especially drawn to content marketing—connecting with buyers and sellers through video long before we meet. Ultimately, I love creating a process that feels smooth and supportive for my clients.

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

A: Faith and family are my priorities. I'm passionate about being present for my wife and kids and creating meaningful experiences together—whether that's playing sports, working on our property, or just spending quality time. I also love content creation and enjoy sports like golf, pickleball, and basketball.

Q: What's been the most challenging part of your real estate career?

A: Early on, the biggest challenge was generating



consistent business. In 2018, after investing heavily in my real estate career, I had to take another job to support my family. In 2020, I pivoted, focused on content creation, and grew my Living in Boise Idaho YouTube channel. That shift helped me build a steady stream of leads and changed the trajectory of my business.

Q: Tell us about your family.

A: My wife, Kathryn, is my biggest support system, and together we're raising five amazing kids—Hannah, Josh, Hallie, Jace, and Emmy. We live in Middleton and love spending time outdoors. Faith is at the center of our family life and influences how we live and work.

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

A: I enjoy spending time with my family, playing sports, and working on our property. Golf, pickleball, and basketball are my go-to hobbies, and I also love creating content. Whether it's for fun or for business, I'm always looking for ways to connect with others and improve.

Q: What's something people might be surprised to learn about you?

A: Most people don't know that I originally set out to be an appraiser and that I had to take a second job in 2018 to support my family when real estate got tough. They might also be surprised that I've grown my business without cold calls or door knocking—

YouTube has been my main tool. And while I'm very analytical, faith plays a huge role in how I make decisions.

Q: What legacy do you hope to leave in the real estate industry?

A: I want to leave a legacy of integrity and service—showing that real estate is about people, not just transactions. I hope to inspire other agents to build trust-based businesses that focus on educating and genuinely serving clients, while embracing modern marketing strategies like video and storytelling.

“I'm passionate about helping people make confident, well-informed decisions.”



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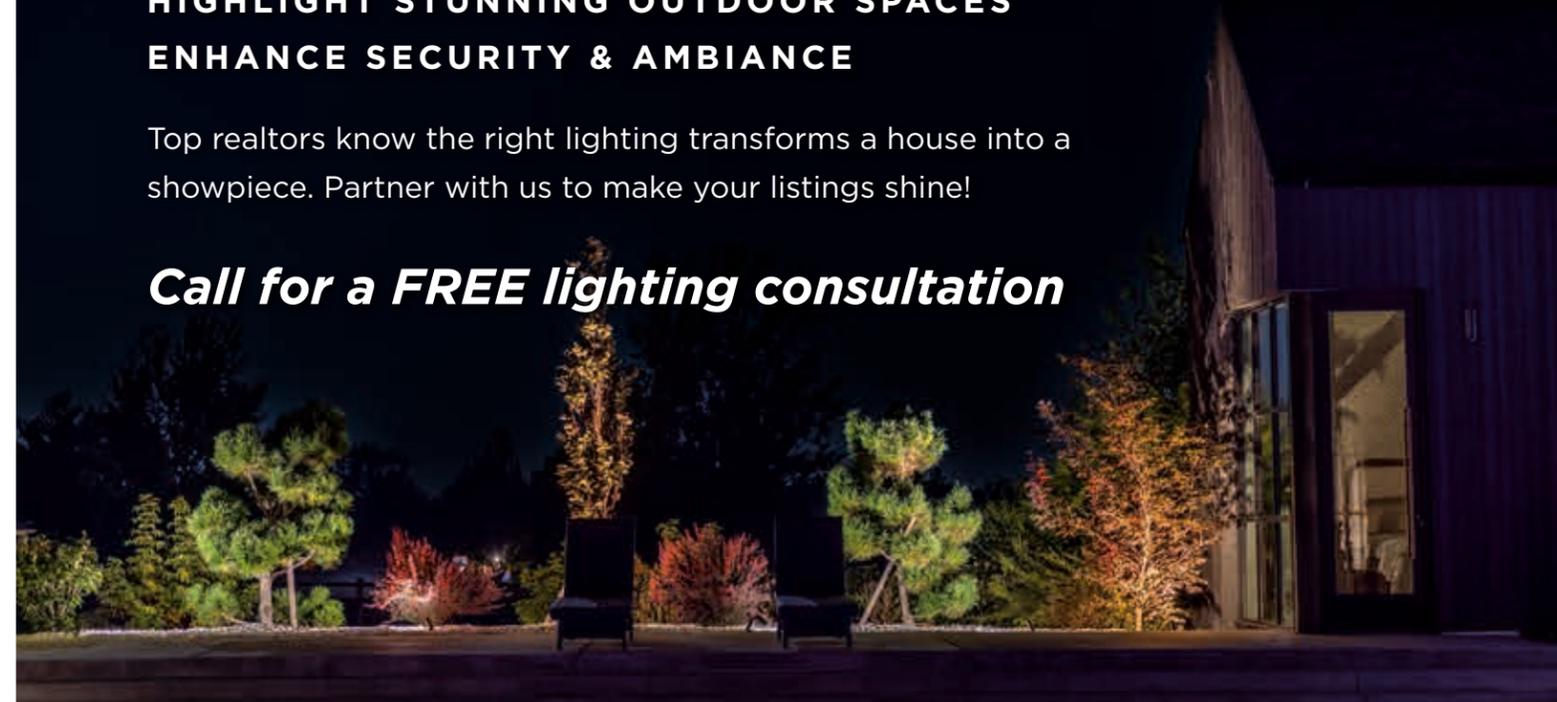


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