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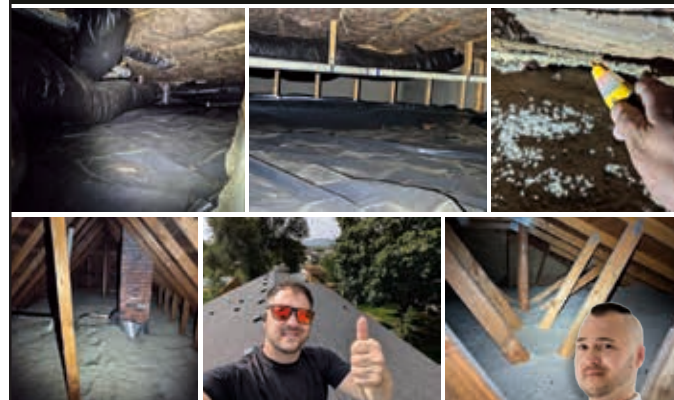


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# meet Jay Leo

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I'm Jay Leo, owner of Diamond Quality Inspections. I built this business on a foundation of craftsmanship, communication, and character. At DQI, I provide detailed residential inspections, sewer scopes, thermal imaging, radon testing, and water quality analysis. I help homebuyers, REALTORS®, and investors understand what they're walking into—clearly, honestly, and without the drama.



Before I got into inspections, I built custom homes with my dad. That hands-on experience taught me what quality looks like—and what shortcuts look like too. Later, I pursued a career in law enforcement, earning an associate's degree in criminal justice and graduating from the Sonoma County Public Safety Training Center. While I chose not to wear the badge professionally, that training sharpened my ability to think under pressure, stay accountable, and serve people with integrity.

Instead, I found my place in the trades—handyman work, remodels, cabinet installs, and bathrooms. I've been inside homes from every angle, and that's what gives me a unique edge as an inspector. I know what's behind the drywall, under the floorboards, and up in the attic—and I know how to explain it in plain English.

When you work with me, you get someone who doesn't just hand you a report—I walk you through it. I communicate with REALTORS® and clients directly, helping them navigate the process with confidence. I'm here to be a partner, not a problem. I believe inspections should inform, not overwhelm.

I moved to Spokane Valley because it had everything I was looking for—clean air, open land, and people who value hard work. The Inland Northwest has a strong sense of community, and I'm proud to be part of it.

The most fulfilling part of my work? Seeing clients breathe a little easier when they understand their home. Whether it's their first purchase or their fifth investment property, I love giving people clarity during a high-stakes decision.

When I'm not on the job, I'm on the dance floor. I'm absolutely passionate about dancing—West Coast Swing, East Coast, Country Swing, Bachata, Tango—you name it. It's my creative outlet and where I feel most alive. You'll also find me working out, cooking, teaching, or planning my ultimate dream: sailing around the world in a catamaran.

To me, success is living out your values daily and being someone others can count on. I want to be remembered as the guy who showed up, stood by his word, and made people feel safe—whether in a house, on a dance floor, or in conversation.

I've always loved the fall. There's something about the change in the air, the golden colors, and that feeling of transition that gets me fired up. It's when I do my best reflecting—and my best planning.

The best advice I ever got? "Don't talk about it—be about it." Show up. Do the work. Keep your integrity.

If I could live anywhere? On a catamaran, sailing from port to port. Freedom, peace, and a constant change of scenery.

Best purchase: my inspection equipment—it leveled up my business fast. Worst purchase? My first car—a '98 Ford Ranger.

I didn't like it, but it taught me a valuable lesson about doing your research before making a major decision.

If I could go back and change anything, I'd step into entrepreneurship sooner. I spent too long playing small, afraid of failing. Now I know that failure isn't the end—it's the fuel.


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# JAKE BROWNE

**How many years have you been a REALTOR®?**

Since June of 2020 – so coming up on 5 years.

**What is your career volume as a REALTOR®?**

\$14 million

**What was your total volume last year?**

\$5.4 million

**What awards have you achieved as a REALTOR®?**

#1 in Team Transactions (2020-Present)  
#4 in Individual Volume at Prime Real Estate Group (2024)

**When did you start your career in real estate?**

I started my career in 2020 right after the world shut down due to Covid.

**What did you do before you became a REALTOR®?**

I worked for the Spokane Indians Baseball Team.

**What were the life events that lead you to become a REALTOR®?**

I had already been considering a career change when the opportunity to transition into real estate presented itself. While I truly enjoyed my time working with the Spokane Indians, my perspective shifted after my wife and I purchased our home in December of 2019. It was during this process that I realized real estate was a field I could see myself thriving in for the long term. Our experience with our buyer's agent, Stuart Prey, was a pivotal moment. For those fortunate enough to know Stuart, it's clear that his expertise and dedication make the home-buying process seamless and enjoyable. His professionalism left a lasting impression, and it inspired me to reach out to him a few weeks after we closed on our home. Before I knew it, I was diving headfirst into the real estate world, joining the McFarland Prey Real Estate Team.

**Why did you become a REALTOR®?**

The primary motivation behind becoming a REALTOR® was to create financial freedom for my wife and me. I

recognized early on that I desired more than the typical 9-to-5 schedule. My wife works as a nurse at Sacred Heart, and her alternating one-week-on, one-week-off schedule has provided us with a unique advantage. This flexibility allows us to enjoy date nights and other activities during weekdays or mid-day hours when most people are working, which has been a wonderful benefit to our lifestyle.

**Who has influenced you the most when thinking of becoming a REALTOR®?**

Stuart Prey and Chelsea McFarland have been the most influential figures in my journey to becoming a REALTOR®. Their mentorship and guidance have played a pivotal role in my success in this industry. Whenever I have a question or face a challenge, I make it a point to reach out to both of them to hear how they would approach the situation. I then take the insights I find most valuable from each of their perspectives and incorporate them into my own approach. While they each have their unique styles and methods, their expertise and willingness to share their knowledge have been invaluable not only to my growth but also to the success of my clients.

**What are you passionate about right now in your business?**

Currently, I am deeply passionate about providing exceptional care to my sphere of influence. At the start of 2024, I made a conscious decision to shift my focus toward areas where I excel and genuinely enjoy. In real estate, there are countless paths to success, but for me, embracing what I'm most skilled at and passionate about has truly unlocked new opportunities. This shift has not only improved my personal fulfillment but has also enhanced the service I'm able to provide to my clients.

**What has been the most rewarding part of your business?**

While it may sound cliché, one of the most rewarding aspects of my business is helping first-time homebuyers achieve the dream of homeownership, especially when they initially thought it was beyond their reach. Guiding

them through that process and witnessing their excitement and sense of accomplishment is truly one of the most fulfilling experiences in my career.

**What has been your biggest challenge as a REALTOR®?**

One of the most challenging aspects of being a REALTOR® has been working with close friends and family. The difficulty lies in managing emotions and ensuring that personal relationships don't interfere with the decision-making process. While I am always committed to providing the best possible service to all my clients, working with people I know and love can make certain transactions more complex. Navigating this dynamic and maintaining a balance between professionalism and personal connection has been the biggest challenge of my career so far, but it has also been an invaluable learning experience.

**What's your favorite part of being a REALTOR®?**

One of my favorite aspects of being a REALTOR® is the variety that each day brings. No two days are alike, one





day, I might be showing manufactured homes on acreage in a rural area, and the next, I could be helping a client move a freezer out of their basement. The dynamic nature of this industry, with its many roles and responsibilities, ensures that I’m always engaged and ready to adapt to whatever challenges arise.

**Define success.**  
“Happy” by Kyle Hume

**Tell us about your family and what you like to do together.**  
My wife, Delaney, and I are passionate about staying active and enjoying the outdoors. We’re both avid sports enthusiasts, particularly when it comes to golf and pickleball, and we love playing together whenever we can. For those of you fortunate enough to know her, you’ll understand that she’s incredibly talented at anything she sets her mind to. I’ve witnessed her bowl 200+ games, break 90 on the golf course, and defend against some of the hardest hitters in pickleball. I’m truly one lucky guy!

**“AS WE GROW AND BECOME MORE SUCCESSFUL IN OUR CAREERS, IT’S EASY TO LOSE SIGHT OF THE IMPORTANCE OF KINDNESS. YET, TREATING OTHERS WITH RESPECT AND EMPATHY IS WHAT TRULY MAKES A LASTING IMPACT.”**



**What are your hobbies and interests outside of the business?**  
Golf, pickleball, bowling, Broadway shows, comedy clubs, baseball games, and finding new restaurants to enjoy!

**Being new, what advice would you give to someone else that is interested in becoming a REALTOR?**  
Success is rarely achieved overnight; it requires consistent effort and dedication to find what works best for you. There will be times when you may feel like you’re not progressing, especially when surrounded by others who are already well-established in the industry. One of my favorite quotes by Brian Buffini is, “Don’t compare your chapter 1 to someone else’s chapter 20.” This reminds me to stay focused on my own journey and trust the process, knowing that growth takes time.

**What last thoughts would you share about your philosophy?**  
Kindness is something that is often overlooked in this industry, and I believe it’s something we could all benefit from. While scrolling through Instagram Reels the other day, I came across a quote that really resonated with me: “It’s nice to be important, but it’s more important to be nice.” As we grow and become more successful in our careers, it’s easy to lose sight of the importance of kindness. Yet, treating others with respect and empathy is what truly makes a lasting impact. Another notable saying, “Why be a negative when you can be a positive.” I live by this daily.

Photo by Pix’All Photography



“  
Success is rarely achieved overnight; it requires consistent effort and dedication to find what works best for you.”



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### WHY 'THETA STATE' STUDIOS?

The Theta State is the most optimal stage of dreaming—a space where imagination takes over, and reality blurs into something bigger. Great storytelling and filmmaking share this same power: the ability to pull people into a vision, a message, a moment that resonates long after they've experienced it. At Theta State Studios, our goal is to create that same immersive effect—where your audience isn't just watching your story, but feeling it.

### WHAT WE OFFER:

- Brand Story Films
- Commercials & Promotional Videos
- Client Testimonial Videos
- Video Educational Content for Your Website
- A Holistic Approach to Improving Your Sales Pipeline with High-Quality Video Content

### YOUR BUSINESS IS THE HERO. WE HELP YOU WIN.

Every great business has a story, and we believe in bringing those stories to life. Rooted in Spokane, WA, Theta State Studios was

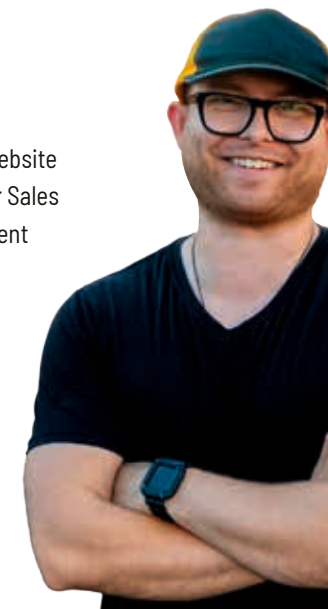
founded with the mission of helping businesses use video to clarify their message, attract customers, and achieve measurable growth.

Our founder, Nick Allard, has been captivated by storytelling since childhood—so much so that he blames Star Wars for setting him on this path. With a Bachelor's Degree in Film and years of experience crafting impactful videos for businesses, he built Theta State Studios to help companies like yours turn ideas into compelling content that engages, educates, and converts.

You're already great at what you do. We help you showcase what makes you different. Let's create a video strategy that makes your business stand out.



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nick@theta-studios.com





# Shane Delaney

PHOTOS BY CASCADIA DESIGNED

## Favorites

Favorite Restaurant: Vicino Pizza is CDA  
 Favorite Local Coffee Place: Thomas Hammer on the South Hill  
 Favorite Charity: Vanessa Behan or Family Promise  
 Favorite Vacation Place: Turks and Caicos Islands  
 Favorite Lake: Diamond Lake – We have owned a cabin there for 21 years  
 Favorite NFL Team: Seahawks  
 Favorite Movie: Stepbrothers or Ferris Buehler's Day Off  
 Favorite TV Show: Ozark or Cheers  
 Favorite Motivational Speaker: Grant Cardone  
 Favorite Celebrity: Josh Allen or Mark Wahlberg  
 Favorite Car: I'm a Lexus guy but my dream car would be a Pagani Huayra  
 Favorite Sport: Love to watch Football. Love to play golf!

**I'm a Spokane native, born and raised right here. I grew up on South Hill, and I still call it home today. Growing up in Spokane, I always loved living here, never really feeling the need to leave. What I appreciate most about this area is how you can be in the heart of the city and, within just 30-45 minutes in any direction, find yourself at one of our region's stunning lakes or rivers. It's a place that offers easy access to all the things I love to do when I'm not working.**



As a kid, I spent winters on the ski hill with my mom and sister, and summers on Lake Coeur d'Alene or golfing with my dad. My mom spent countless hours with us, spending quality time and instilling the importance of family time together. I deeply appreciate her for that, and it has been great, all these years later, to see her skiing with our boys! Those experiences instilled in me a deep passion for these activities, and they've become an irreplaceable part of my life. So, when I met my wife, Julie, in college, we knew we wanted to stay here and raise our family here. Sharing these experiences as a family is something I truly cherish, and I value the time we get to spend together.

From the start, I knew I wanted to own waterfront property and create those same summer lake memories with our

kids. Buying a lake cabin at Diamond Lake 21 years ago was one of the best decisions we ever made!

I have been married to my wife Julie for 28 years and we have our 2 boys. Our oldest son Hayden, 23, is married and living in Boise with his wife Emily. They just had their first child – Anya. When I tell you that becoming a grandparent is the greatest gift – it really is! Our granddaughter is such a bundle of joy and we both love our new titles of Grandpa and Grandma. Our youngest son Hudson, 20, is about to graduate from Grand Canyon University with a degree in Business Entrepreneurship. He owns his own mobile auto detailing business – shout out to Mirage Detail Studio! We are so proud of both kids, and it is so fun to see the paths they are taking in life.

From a young age, I knew I wanted to pursue a career in real estate. I spent a lot of time with my dad, watching him buy and sell property and land, and I loved tagging along to see the process firsthand. It sparked my interest, and by 1994, right after high school, I got licensed as a real estate agent in both Washington and Idaho. Over my 31-year career, I've completed more than 1,000 transactions, totaling over \$500 million in sales, with around \$23 million in sales last year alone. Throughout this time, I've consistently ranked in the top 2% of real estate agents in Spokane, and last year, I was honored to be #1 in sales volume for Coldwell Banker Tomlinson.



Being an agent is incredibly rewarding, but it's not always easy. What drives me is the opportunity to advocate for and protect my clients as they make the biggest purchase of their lives. From the start, I made the decision not to prioritize getting paid over doing what's right. I've had many tough conversations with clients, talking them out of deals—whether buying or selling—to ensure they're making decisions in their best interest. Real estate is often an emotional process, and it's my job to be the voice of reason, helping my clients avoid choices they might regret later. I truly believe this commitment to putting my clients first is why nearly 90% all of my business now comes from referrals.

I'm often approached by new agents who are just starting out in the business and are looking for advice on how to succeed. One of the most important pieces of advice I give is simple: "Follow up and follow through." I have an old school mailing list that I send a newsletter to every month. There are former clients that call me from 10, 15 or 20 years ago to help with another real estate transaction – all because I stayed in touch by simply being consistent in sending that simple newsletter.

Success in real estate comes from being present. Stay engaged in the industry, network with other agents, build relationships with loan officers, and connect with top-notch home improvement professionals to start creating a solid referral network.

After all these years in the business, I've earned the nickname "human Rolodex" (I might be dating myself with that one!). My clients often share with others that I have a trusted connection for just about everything. I've always believed that as an agent, it's not enough to just sell a house—you need to add value. Clients often tell me after a sale, "We had no idea how much you did behind the scenes with all your connections. We're forever grateful." And for my repeat clients, they know that when the

inspection report comes back, it doesn't matter what's on the list—I've already got it handled.

Past and present clients call me first whenever they need anything. Whether it's a carpet guy, roofer, plumber, painter, electrician, garage door company, drywall repairer, finish carpenter, window specialist, interior designer, stager, or landscaper—I've got it covered!

I've definitely encountered some fun, crazy, and downright wild situations throughout my career! One of the most bizarre listings I ever toured was a

house off Argonne in the Valley. The entire basement was completely filled with white sand, and the walls were covered in a beach-themed mural. In the middle of the room, there were Adirondack chairs, where the owners would apparently sit and pretend they were at the beach. It was definitely a memorable experience! (And, being the human Rolodex I am, I'm not sure even I have a connection to help remove all that sand from the basement!)

One of the craziest closing stories of my career involved clients who were originally from the US but living in Dubai for work. They were buying



Photo by  
Tess Farnsworth

**“ My clients often share with others that I have a trusted connection for just about everything. I’ve always believed that as an agent, it’s not enough to just sell a house—you need to add value.”**







a lakefront property sight unseen, which made the deal challenging from the start. To make matters even more complicated, the seller wasn't willing to extend the closing date. The clients' closing paperwork was sent via FedEx from Dubai, but it got stuck in customs in Memphis, TN, and wouldn't make it to the closing office in time—putting the entire deal at risk. By some miracle, the paperwork arrived the very next day at the closing office in Colville, WA, and the deal went through!

I've also found that it has been vital to my success in networking with other agents. Those are the people that are going to sell your listings! Be an agent that other agents want to work with. I want them to see my name on the transaction and want to work with me and the clients I represent because I have built a reputation for being a great colleague that will help do whatever it takes to get the deal done for our clients. You can be tough as an agent, but be fair. Approaching a deal with the mindset that we want both parties to be winners. A broker early on in my career gave great advice on difficult deals – “Don't play the blame game, just work to find a solution.” I approach every deal with the back of that in my mind!

I feel incredibly fortunate to have had amazing mentors in my life who have guided me and helped shape my mindset. My dad, in particular, has been a major influence on me from a young age, especially when it comes to business. The summer after I graduated high school, my dad made a smart move—he bought a series of motivational and educational tapes from the renowned author Earl Nightingale. There were about 15 tapes in the set, and he paid me to listen to them (he knew I probably wouldn't have done it otherwise—LOL). But those tapes truly opened my eyes.

They motivated me, taught me how to work with people, build a network, and develop a sales-focused mindset. Most importantly, they showed me the power of self-motivation.

That experience played a key role in my decision to pursue real estate with the right mindset. Beyond that, my dad, who's also a CPA, has been a steady guide when it comes to managing my finances. One of his sayings that has stuck with me is, “Do you need it, or do you want it?” I find myself reflecting on that question whenever I'm faced with a major purchase decision.

I also greatly admire Bob Tomlinson, he is one of the best people I have met in real estate. He is a mentor and a friend. He always said “Don't worry about the commission in a deal. If you do a great job for people, the commission is automatic.” He has always led with integrity and honesty and I am so happy to have been with the Tomlinson Real Estate group for over 25 years. I love it. I love the fact that we are still locally owned, one of the few local real estate companies that has the original ownership still involved with the company.

When I reflect back on my career so far – it's like walking around with your hair on fire. You can wake up thinking you don't have much to do that day and by the time you get into the office you have inspection issues on a house, an offer came in and they want an answer that day, a closing got delayed and a handful of referrals from out of nowhere. You just never know in this business what the day will bring. Every day is a new day!

I try to embrace the mindset that you go to work unemployed every day. You must find a way to generate business. That is why I deeply appreciate my clients and the loyalty that they have shown me over the years. I know that there are many agents they could call, but they chose me. My repeat business is tremendous and my foundation. Who knows what the next 31 years will bring – but I'm ready for it. Bring it on!

**“ You can be tough as an agent, but be fair. Approaching a deal with the mindset that we want both parties to be winners.”**





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