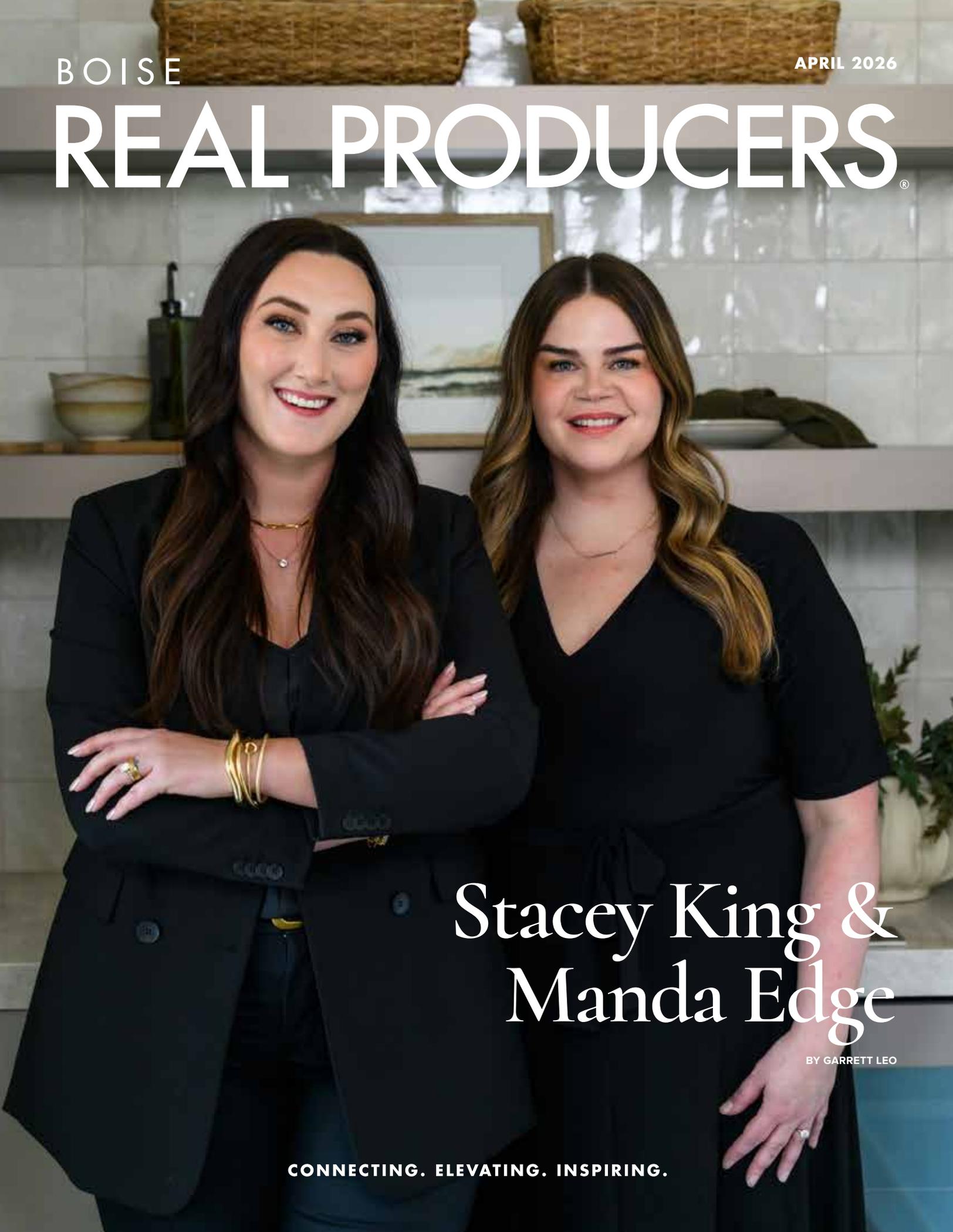


BOISE

APRIL 2026

REAL PRODUCERS[®]



Stacey King & Manda Edge

BY GARRETT LEO

CONNECTING. ELEVATING. INSPIRING.

Our new community in Caldwell is now open.

Your clients will love living here!

We have a great opportunity for your clients, so don't let them miss out! Now is the perfect time to discover brand-new homes they can personalize from the ground up – from floor plan and exterior style to design choices and even where they live in the community. Take a tour, meet the sales team and find homes designed for your clients' lives and priced for their budgets. You'll also learn why we make great partners, see you soon!



Built on Relationships[®]



The Charles in Caldwell From the mid \$300s

- 1- and 2-story, 1,478-2,892 sq. ft., 3-5 bdrms., 2-3 baths
- Community park with tot lot and walking paths
- Walking distance to Central Canyon Elementary School
- Near I-84, downtown Boise and Boise Airport
- Minutes to shopping, dining and entertainment

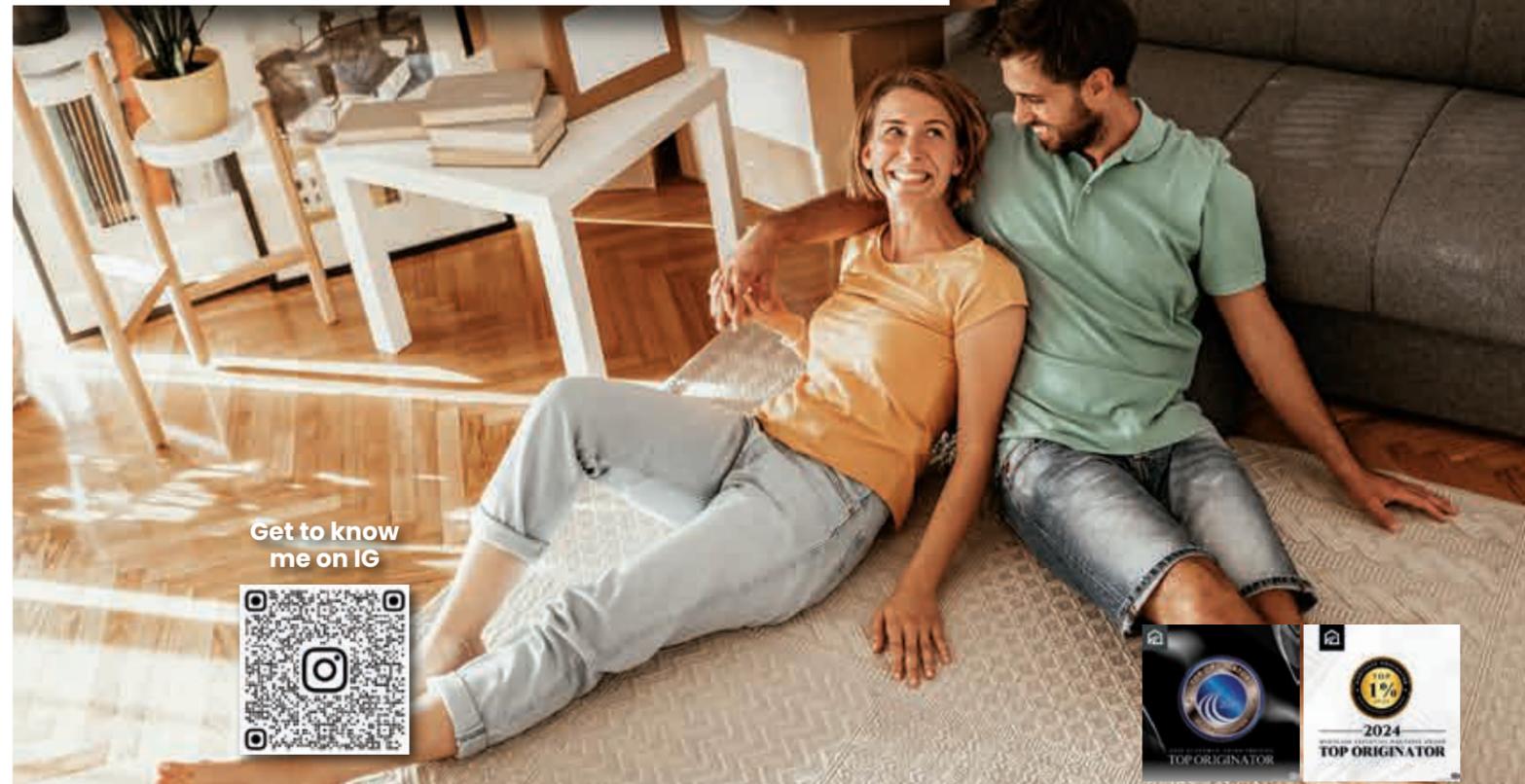


**16367 Ladybug Ave.
Caldwell, ID 83607
208-617-2785**

Scan the QR code for more details

888-KB-HOMES | kbhome.com

Broker Cooperation Welcome. ©2026 KB Home (KBH). Payment of Broker Co-op requires broker or agent to: (1) comply with the KB[®] Broker Registration and Commission Agreement ("Broker Co-op"), (2) either accompany client at first visit or register client with a KB Home representative of the community over the phone prior to first visit to community, (3) confirm that a Written Buyer-broker Agreement ("WBA") has been signed and share commission details with KB sales representative at first visit or phone registration, and (4) submit a signed WBA that predates the buyer's purchase agreement at time of sales contract. Seller is not responsible for any commissions in WBA that are higher than KB's Broker Co-op. Plans, pricing, financing, terms, availability and specifications subject to change/prior sale without notice and may vary by neighborhood, lot location and home series. Buyer responsible for all taxes, insurance and other fees. Sq. footage is approximate. HOA applies. Photos may depict upgraded landscaping/options and display decorator items/furnishings not available for purchase, and may not represent lowest-priced homes. See sales counselor for details. RCE-57759 BOI-1449601



Get to know me on IG



Sergio Szyrko

BRANCH MANAGER

Need a Local Lender You Can Trust? I'm Here for Your Clients.

- Quick turn times
- Thorough preapproval reviews up front
- Weekly loan updates for you and your clients
- Support for first-time buyers, VA, FHA, and more
- Hablo Español

208.841.3751

3597 E. Monarch Sky Lane Suite 240, Office 209 • Meridian, ID 83646



Copyright©2025 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-866-912-4800. All rights reserved. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates and programs are subject to change without notice. All products are subject to credit and property approval. Other restrictions and limitations may apply. Equal Housing Opportunity. Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act, License No 41DBO-78367. Licensed by the Department of Financial Protection and Innovation under the California Financing Law, NMLS #2289. Loans made or arranged pursuant to a California Residential Mortgage Lending Act License. Licensed Nevada Mortgage Lender.



Stacey King & Manda Edge **18** COVER STORY

Contents

PROFILES



26 Laura Ferguson, The Harmony Group



34 Jadyn Berryhill

IN THIS ISSUE

- 6 Preferred Partners**
- 8 Meet The Team**
- 10 By The Numbers**
- 12 FAQ:** All About Boise Real Producers
- 14 Publisher's Note:** Calm in the Chaos
- 18 Cover Story:** Stacey King and Manda Edge
- 26 Partner Spotlight:** Laura Ferguson, The Harmony Group
- 34 Rising Star:** Jadyn Berryhill
- 40 Confidence & Performance Coach For Real Estate Professionals:** Love, Trust, and the Homes We Choose

If you are interested in contributing or nominating Agents for certain stories, please email us at tim.ganley@realproducersmag.com

MORE SALES. LESS PAPERWORK.

At The Harmony Group, we specialize in Transaction Coordination that helps real estate agents shine. We handle the paperwork, deadlines, and details so you can focus on client relationships, growing your business, and doing what you do best. Our job is to make your life easier and your business look even better. Let us bring more ease, efficiency, and peace of mind to your transactions. When you're ready for support you can count on, we're here.

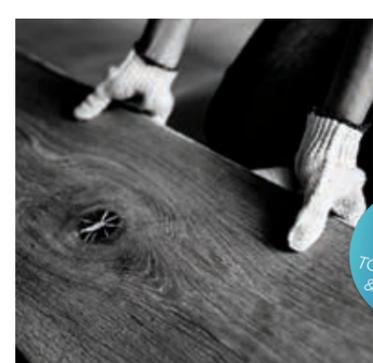


Laura Ferguson, Owner
208-261-1062
laura@harmonygroup.io
www.harmonygroup.io

Transaction Coordinators | Serving the Treasure Valley and Beyond



COMMERCIAL AND RESIDENTIAL
Just the Flooring Service Provider for You!



5% DISCOUNT TO VETERANS & MILITARY.



PHILLIPS HARDWOOD
Installation, Refinish, Repair.

INSTALLATION. REFINISH. REPAIR.
Flooring Service · Hardwood Floor Repair Service
Hardwood Refinishing · Solid Hardwood Flooring
Engineered Hardwood Flooring · Flooring Installation

BOOK A FREE IN HOME CONSULTATION NOW!
Dan Phillips | (208) 608-1228 | phillipshardwoodid.com

Trusts, Wills, POA, & Probate



ANDREW JOHNSON
ATTORNEY AT LAW, PLLC

Whether you want to add a new home to your Trust, update your estate plan, or learn more about estate planning, Andrew Johnson and his team are here to help.

They handle Trusts, Wills, Powers of Attorney, Estate Administration, and Probate—often providing court documents within a month and, when applicable, arranging fees to be paid from closing costs

Keep your transaction moving smoothly.



Andrew Johnson
Attorney at Law, PLLC

(208) 586-3266
andrewjohnson.law



ROOFERS FOR REALTORS

Why realtors and homeowners continue to choose CVR!

 True 50 Year Warranty

 Priority Scheduling

 Same Day Estimates

 20+ Years Local Experience

Starting a new chapter or buying your dream home shouldn't come to a halt over a worn out roof. From certifications to priority escrow replacements, CVR is here to help you handle any roofing curveball with confidence!

(208) 629-6409
centralvalleyroofs@gmail.com



Stephen Redlich



Gabriel Johanson

Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

1031 EXCHANGE

Leader1031
Kayla Frerking
(208) 866-3348

ATTORNEY - ESTATE PLANNING, PROBATE

Andrew Johnson
Attorney at Law, PLLC
(208) 586-3266

BUILDER

Core Building Co
(208) 369-3669

KB Homes

(208) 617-2785

CLOSING GIFTS

Gifts With an Edge
Tara Michielli
(509) 701-2130

Olive and Vyne

Cheryl Neruda
(208) 939-6775

COACHING

Roxy Feller Mindset and Confidence Life Coach
(208) 713-2949

CUSTOM CONTRACTOR

Solid Gold LLC
Marty Short
(208) 371-8984

FLOORING - HARDWOOD

Phillips Hardwood
Dan Phillips
(208) 608-1228

HEATING & AIR

D&A Heating and Cooling
Carter Baker
(208) 455-5158

Even Flo Heating & A/C

BJ Kerwin
(208) 573-0755

HOME INSPECTION

Lawford Home Inspections
Jack Lawford
(208) 861-5057

Presidential Inspections

Craig Burden
(208) 573-5300

HOME RENOVATIONS

Home Enhancement Co
Spencer Bingham
(208) 282-2792

HOME STAGING / INTERIOR DESIGN

Studio 3 Staging and Design
Joe Olmstead
(208) 996-3535

HOME WARRANTY

Innovate Home Warranty
Summer Sweaney
(208) 514-6894

INSURANCE

Farmers Insurance
Chris Myer
208-860-4476

INSURANCE BROKER

Goosehead Insurance
Spencer Tyler
(949) 377-1073

LANDSCAPE CURBING

Border Magic
Aaron Love
(986) 213-5767

LANDSCAPE LIGHTING

Treasure Valley Lighting & Display
Jeremey Ferchau
(208) 440-1730

MORTGAGE / LENDER

Castle & Cooke Mortgage LLC
Suzi Boyle
(208) 859-3303

Fairway Mortgage

Sergio Szyrko
(208) 841-3751

New American Funding

Norm Blaskoski
(916) 220-6614

PrimeLending

Chris Nelson-Orcutt
(425) 327-0202

Synergy One Lending

Bryson Smith
(541) 519-1577

The Morrell Team Powered by JMJ Financial

Matt Morrell
(208) 407-4633

MOVE IN/MOVE OUT AND CONCIERGE SERVICES

Tidy Style
Heather Bifulco
(208) 576-4925

MOVING / STORAGE

Better Route Moving and Storage
Eric Lopez
(208) 402-5356

MOVING SERVICES

Vantage Moving Solutions
Brent Caito
(208) 740-1291

PHOTOGRAPHY

Cy Gilbert Photography
Cy Gilbert
(208) 353-6300

Lux Real Estate Media

Garret Leo
(208) 912-4984

PLUMBING

CrossFlow Plumbing
Christopher Ponce
(208) 559-3321

PROPERTY MANAGEMENT

Established Property Management
Grant Blanchard
(208) 408-1101

RE TRANSACTION COORDINATOR

The Harmony Group
Laura Ferguson
(208) 261-1062

ROOFING

Central Valley Roofing
Gabriel Johanson
(208) 629-6409

Roofing Stop

Heather Pratt
(208) 260-8558

TITLE COMPANY

Pioneer Title Company
Rob Mykleburst
(208) 921-8390

Venture Title & Escrow

Scott Ryan
(208) 515-7740

VIDEOGRAPHY/ PHOTOGRAPHY

Tactical Studio
Tom Chlebowski
(208) 609-3663

WEALTH MANAGEMENT

New York Life Insurance Company
Zoe Larsen
(509) 608-0473

WINDOW TINTING

Idaho Window Tinting Inc
Darran Crager
(208) 442-5501

innovate
HOME WARRANTY

Do you know some bunny with Home warranty needs?

I'm all ears!

SUMMER SWEANEY
208.957.1768
www.innovatehomewarranty.com
summer@innovatehomewarranty.com

Border Magic
AN INDEPENDENTLY OWNED AND OPERATED FRANCHISE

Let's help your new homeowner beautify their yard!

- 10-year warranty
- FREE no-obligation estimates
- Keep your mulch contained
- Customizable styles & colors

(986) 213-5767
nampa.bordermagic.com

Scan the QR code to schedule your FREE estimate now!

STAGING THAT ELEVATES YOUR LISTING

Vacant & Occupied Home Staging
Design Refresh for Listings
Where Style Meets Functionality - We Stage To Sell!

208-996-3535 | info@studio3staging.com
LET'S ELEVATE YOUR NEXT LISTING – CALL US TODAY!

HERE'S WHAT THE TOP 500 AGENTS IN TREASURE VALLEY SOLD IN 2025...



\$8.4 Billion

TOTAL TRANSACTION VOLUME



13,609

TOTAL TRANSACTIONS



\$16.5 Million

AVERAGE SALES VOLUME PER AGENT



26.5

AVERAGE TRANSACTIONS PER AGENT

@TeamCNO

Downtown Boise Office
950 W Bannock St
Suite 450
Boise, ID 83702

From Tax Refund to Smart Home Financing
Turn this year's return into a long-term investment in homeownership.

Megan McKinzie
Assoc. Loan Originator | NMLS 2539445
(425) 315-2689
megan.mckinzie@primelending.com

Chris Nelson-Orcutt
Sr. Loan Originator | NMLS 34404
(425) 327-0202
cnelson@primelending.com

16132 Smokey Point Blvd, Marysville, WA 98271

All loans subject to credit approval. Rates and fees subject to change. ©2026 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 13649) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in ID. V010918. PrimeLending WA consumer lender lic no. CL-13649. For licensing information, go to: www.nmlsconsumeraccess.org. v111723.

PrimeLending

VENTURE
TITLE & ESCROW

MEET THE FACES BEHIND EVERY SMOOTH CLOSING AT VENTURE.

With experienced escrow professionals and a people-first mindset, we focus on clear communication, timely updates, and seamless coordination—helping you provide an exceptional experience for your clients.

DELIVERING A CUSTOMER EXPERIENCE THAT IS SIMPLE, PREDICTABLE, AND PERSONAL.

VENTUREIDAHO.COM | 208-515-7740

Lawford
Home Inspections LLC

KEEP YOUR TRANSACTIONS ON TRACK

- Pre-Listing Inspections to Reduce Surprises
- Fast, Reliable Pre-Purchase Reports
- Clear Photos & Easy-to-Read Summaries
- Repair-Request-Ready Findings
- New Construction & Final Walk-Through Inspections

Partner with a trusted inspector — schedule your next inspection today.

Jack Lawford
www.idahoinspector.com
(208) 861-5057

All About Boise Real Producers



Q: Who Receives Real Producers Magazines?

A: The top 500 real estate agents across Boise Idaho.

Q: What Is The Goal Of This Magazine?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in the Boise real estate industry.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: Does Real Producers Have Events?

A: Yes! We will have specific networking events throughout the year.

Q: What Is The Process For Being Featured In This Magazine?

A: It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our



team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please email: Tim.Ganley@realproducersmag.com

Q: What Does It Cost A Real Estate Agent/Team To Be Featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **REAL** stories of **Real Producers**.

Q: Who Are The RP-Vetted Businesses?

A: They are one of the best businesses in Boise in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses

that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: How Can I Recommend A Business?

A: If you want to recommend a business that works with top real estate agents, please email or message us!
Email: Tim.Ganley@realproducersmag.com

RESIDENTIAL & COMMERCIAL WINDOW TINTING

We can provide -
Sun Control / Security /
Privacy Film

35 years + Experience

CALL FOR A FREE ESTIMATE, WE WILL COME TO YOU!
208.442.5501 | Idahowindowtinting@yahoo.com

FREE SOCIAL MEDIA REEL

with Purchased Package!

LUX REAL ESTATE MEDIA

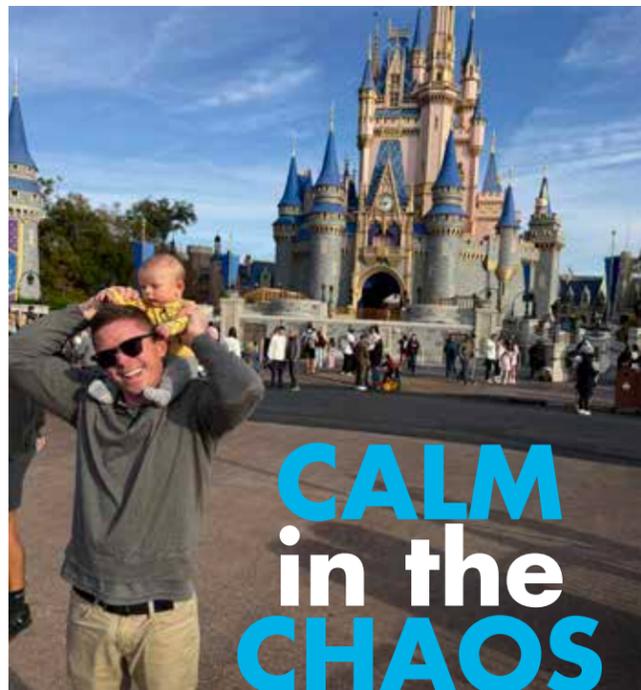
(208)761-7298 | luxrealestatemedia.com

Smarter Management, Stronger Returns
A Smart Investment Needs a Smart Partner.

Your clients trust you—we help you keep that trust by managing their properties like an investment, not just a rental. From maximizing ROI to hassle-free management, we handle it all while you focus on sales.

GRANT BLANCHARD, OWNER
 VETERAN OWNED, LOCALLY OPERATED.

1151 E Iron Eagle #108 | Eagle, ID 83616
establishedpm.com | (208) 418-9441



The same goes for time with my wife. I can be sitting right next to her, but if my brain is still in work mode, I'm not really there. The whirlwind of day to day operations takes up more mental space than I'd like to admit. I've realized that if I don't intentionally unplug, it simply doesn't happen.

The chaos doesn't slow down on its own. The emails keep coming. The texts keep buzzing. The deals keep moving. There will always be one more thing to respond to, one more problem to solve, one more opportunity to chase. If I'm not careful, I start convincing myself everything is urgent.

But calm isn't something you stumble into. It's something you choose.

I've started asking myself simple questions. Does this truly need my attention right now? Or can it wait twenty minutes while I sit on the floor and watch my son discover his hands? Can I leave my phone in another room during dinner? Can I give someone my full attention without thinking about what's next?

We work in an industry that rewards speed. Quick responses. Fast decisions. Immediate action. And there is value in that. But if we aren't careful, the business that was meant to create freedom can quietly start to control us.

Success can provide. It can open doors. It can create impact. But if it costs us the ability to enjoy what's right in front of us, we have to ask what we're really building. So maybe that's the question this month.

Are we present in the life we're working so hard to provide? Are we leading our businesses, or are they leading us? Calm in the chaos isn't about slowing everything down. It's about being intentional in the middle of it. Taking a breath. Looking up. Not missing the moment. Because these moments don't wait.

BY TIM GANLEY

Lately, I've caught myself moving at a pace that doesn't leave much room to breathe. The days feel full. The weeks feel fast. Before I know it, another month has passed. Somewhere in that rhythm, it becomes really easy to miss the small moments that actually matter most.

Having a four month old has made that clearer than ever. The smiles. The random giggles. The first time he rolled over. Late night feedings. Even the little fits. These are moments I will never get back. And as much as I want to believe I'm present for all of them, the truth is my mind still drifts. Emails. Projects. The next thing that needs attention.



Marty and Michelle Short, Owners

Residential:
 Custom Homes
 Spec
 RE 10
 Maximized Listings



Commercial:
 Multi-Family Ground-Up Construction
 Tenant Improvements
 Increase Rental Value
 Ground-Up Remodels

Custom Home Construction | Designer Collaboration Included | Quality Builds That Sell Themselves

We can help maximize your listings- call today!

Call 208-371-8984 | solidgoldllc



Trusted. Respected. Proven.

Helping agents and buyers win with clarity, confidence, and speed.



Bryson Smith

Branch Manager | NMLS #2027799

 (541) 519-1577

 bsmith@S1L.com



Synergy One Lending

REALTORS *Let's Grow Together*

Partner with us to grow your business through expert guidance, diverse loan products, and world-class service.

- Get your buyers fully **preapproved** by in-house underwriters before they make offers
- Leverage **co-marketing strategies** proven to attract and convert more clients
- Explore **Marketing Service Agreements (MSAs)** to drive consistent referral growth



SPEED Fast, fully underwritten preapprovals



EASE Seamless process with in-house underwriting and support



EXPERTISE Trusted guidance across 10 states



Bryson responded after hours personally. His superior lending experience gave my client the confidence to move forward after being rejected by a previous lender. I will continue to recommend Bryson Smith at Synergy One to my clients and fellow professionals in the real estate industry.

Paul B.



Read My Reviews



Scan to learn what agents and clients say about working with Bryson.

Scotsman Guide Top 1% Originator – 2024
President's Club – 2022, 2024, and 2025
Chairman's Club - 2025



Synergy One Lending, Inc. | NMLS 1907235 | nmlsconsumeraccess.org | 610 W. Ash Street, Suite 1505, San Diego, CA 92101 888) 995-1256 | State required licensing information: Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Act and the California Financing Law license: CO, FL, ID, TX, and WA. Not affiliated with any government agency. All Loans are subject to underwriting approval. Terms and Conditions apply. Subject to change without notice. SIL0725108





STACEY *King* & MANDA *Edge*

The Duo Behind King & Edge Real Estate

WRITTEN
BY NICK
INGRISANI
PHOTOS BY
GARRETT LEO

Stacey King grew up in Oregon and moved to Idaho in 2010 to attend college. At the time, she was working at Starbucks while pursuing her degree, but eventually left school for an 8-to-5 data entry job. After several months in a cubicle, she realized it wasn't the right fit. A former Starbucks customer connected her with a real estate agent who needed help, and that introduction changed everything.



“My main motivation was that purchasing my first home had set my husband and me up financially, which changed the trajectory of our lives. I had a goal to make enough money that non-profits affiliated with us would call us for donations.” – STACEY

Meanwhile, Manda came to real estate from a background in corporate leadership and HR. She was working as a regional director when she purchased her first home — the moment that sparked her interest in the industry.

“Through that process with my agent, I was fascinated by how everything worked. I wanted to know every detail

and why things were done the way they were. Then in early 2017, my company fell into bankruptcy, and I took the severance package as an opportunity to create a new career.” – Manda

Manda got her real estate license in 2018 and met Stacey at her first brokerage. They quickly became close friends.

“When Stacey and I started working side by side, it was one of the most natural, easy processes that came together the way it was supposed to.” – Manda

Stacey and Manda took their broker classes together in 2021, which is when they first partnered up and hired an assistant, loosely operating under different brand names until 2022. That’s when they decided to

fully merge and form King & Edge Real Estate, with a team branding package and message that presented themselves as a fully integrated team.

They began growing the team in 2023 and have continued steadily ever since. One distinctive aspect of King & Edge is their commitment to helping agents build their own identities. Rather than requiring team members to operate solely under the team leaders’ names, they encourage each agent to cultivate a personal brand within the larger vision. Plus, when someone is having a hard day, the team rallies around them. Now, with nine agents on the team, they’ve built a close-knit culture of professionals who support each other every step of the way.





“It’s important to us that our agents are building their own identity. We make sure that their name doesn’t get lost in the King & Edge brand. We work hard, show up, and are professional, but people can also show up if they’re having a hard day. We’re really good at rallying around them and supporting in those times.” – Stacey

Ask anyone who spends time around Stacey and Manda, and they’ll point to the synergy between the two. There is a deep trust and understanding—an unspoken alignment

that allows each to represent the other in any room confidently.

“People tell us that when the two of us are together, it’s magic.” – MANDA

Their core value, People Over Paychecks, serves as more than a tagline. It’s a guiding principle. For Manda, no commission is worth compromising a client’s financial safety.

Risk mitigation and market expertise are central to their service model. For Stacey, the passion lies in walking alongside clients during major life transitions—death, divorce, first homes, and everything in between. They work with clients at all price points, often during seasons of significant change, helping shoulder stress and provide clarity.

“It’s not just about human connection through those trying times. But also about providing risk mitigation for our clients. We’ve built a great business, but there’s



no part of us that needs a paycheck more than risking someone's financial safety for a transaction." – Manda

Their commitment to community runs just as deep. King & Edge are corporate sponsors of the Women's and Children's Alliance. Each year, they nominate two female leaders in their sphere for the organization's TWIN Award, presenting them with an honor that holds significant weight in downtown Boise's corporate community.

"We have a long-term dream of one day being able to purchase a house to donate to the Women's and Children's Alliance for shelter purposes." – Manda

As they look ahead, their goal is to double their business this year. But growth, for King & Edge, is never just about numbers. It's about impact—on clients, on agents, and on the broader Boise community. Through intentional leadership, professional excellence, and a steadfast commitment to people over paychecks,

Stacey King and Manda Edge are building more than a team. They're building a legacy embedded in trust, service, and shared purpose.

They're building a legacy rooted in trust, service, and shared purpose.



Tidy Style In Home Organization & Concierge Moves

Expert Packing & Unpacking • Full Home Set Up • Custom, Functional Organization For Every Room



Boise • McCall • Surrounding Communities • Est. 2017

Tidystylehome.com

208.576.4925



YOUR TRUSTED PLUMBING PARTNER FOR SMOOTH CLOSINGS

Faith-based. Dependable. Built on integrity.

Realtor-Ready Services:

- Pre-Listing Plumbing Inspections
- Fast Repairs for Closings
- Water Heater Service & Replacement
- Sewer & Main Line Repairs
- Re-Pipes & Remodel Plumbing
- Residential & Commercial Plumbing



Tom Chlebowski
("The Big Chlebowski")

TACTICAL STUDIO
tac.photo

Call Today — We Help You Close With Confidence
(208) 559-3321 | crossflowplumbingllc@gmail.com



Laura

THE HARMONY GROUP

Ferguson

PHOTOS BY GARRETT LEO

Laura Ferguson never set out to build a business that chased attention. In fact, she did the opposite. She built one that people quietly rely on. The kind of business agents talk about when they say, “You need someone you can trust,” or “She just gets it.” Behind The Harmony Group is nearly two decades of lived experience in Idaho real estate and a belief that success doesn’t come from doing more, but from doing things with care, intention, and consistency.

“I really do love our clients,” Laura says. “And I value our partnerships deeply. This work matters to me because the people matter.”

That mindset has shaped every chapter of her journey.

Laura’s path into real estate began in January of 2007 with CBH Homes, long before she ever imagined owning her own company. At the time, she freely admits she knew absolutely nothing about the industry. “What started as a job quickly became a 13 year education,” she says. “Those years shaped not just my skill set, but how I think about relationships, consistency, and trust.”

Working inside a high volume environment gave Laura a front row seat to how transactions truly function behind the scenes. More importantly, it showed her how much pressure agents carry and how critical it is to have dependable support. Over the years, she built lasting relationships with Realtors across the Treasure Valley, many of whom she still works alongside today. “Those relationships humbled me when I stepped out on

my own,” she reflects. “They continue to guide how I show up in this industry.”

After nearly two decades in real estate, Laura reached a crossroads. She found herself burned out and unhappy in a brokerage role that no longer aligned with who she was. “I knew I loved the work,” she says, “but I also knew something needed to change.”

It was her husband, an entrepreneur and her greatest supporter, who encouraged her to trust her experience and build something of her own. In January of 2020, Laura left her position. Two months later, she officially launched her transaction coordination business. Around that same time, she and her husband traveled to Thailand, where long flights turned into vision casting sessions. “Those hours in the air became business meetings,” Laura laughs. “We talked about what this new chapter could look like and what kind of life we wanted to build around it.”

Launching a business just as the COVID pandemic hit was daunting. “It was terrifying,” she admits. “But it also reaffirmed how much the real estate industry needs strong support systems.” Instead of slowing down, the business took off. “That momentum confirmed I was exactly where I was meant to be.”

What separates Laura from her peers is her approach. She does not see transaction coordination as a task based service, but as a partnership. “It’s not just a checklist for me,” she explains.

"I've been inside high pressure environments. I understand the stakes. Communication, consistency, and trust are just as important as getting the details right."

Her passion lies in building systems that create peace of mind for agents. "Real estate can be fast paced and emotionally demanding," Laura says. "I love being the steady, behind the scenes presence that brings clarity, organization, and harmony to the process."

Outside of business, Laura is intentional about creating a full and balanced life. Family is everything. Her husband is her rock, and she treasures her two stepchildren, Henry and Eleanor. "They bring so much joy into my life," she shares. While she does not have family of her own in Idaho, she is deeply grateful for her husband's large family who welcomed her with open arms.

Travel is another source of inspiration. "Travel gives us perspective," Laura says. "It creates space to dream beyond the day to day." When she is home, she is rarely without a book, always eager to



**“
That momentum
confirmed I was
exactly where
I was meant to be.”**

try new restaurants as a self proclaimed foodie, and committed to CrossFit for both the physical challenge and the community it provides. Summers are spent exploring Idaho, camping, hiking, and unplugging whenever possible.

Work life balance is something Laura is deeply intentional about. "This industry never really shuts off," she says. "So I rely on systems, boundaries, and a strong team so the business doesn't depend on me at all times." Just as important, she gives herself permission to unplug. "Protecting time for family, travel, or even quiet moments to reset matters."

There are layers to Laura that may surprise people. She is half Korean and loves sharing that part of her background, especially through food. "Introducing people to Korean food is one of my favorite things," she says with a smile.

When asked about legacy, Laura's answer is simple and grounded. "I want to leave a legacy of trust, integrity, and genuine support," she says. "I hope my work shows that you can build a successful business while staying kind and collaborative."





**“
I want to leave a
legacy of trust,
integrity, and
genuine support.”**

Her favorite quote, “Never admire quietly,” reflects how she lives her life. Laura believes appreciation should be shown through action, consistency, and care. In an industry that often celebrates the loudest voices, her steady presence speaks volumes.

If you are looking for a transaction coordinator who treats your business like it matters, Laura Ferguson and **The Harmony Group** are the kind of partners you want in your corner.

This is not about outsourcing tasks. It is about gaining a steady, thoughtful presence who protects your time, your clients, and your reputation. Reach out, start the conversation, and experience what it feels like to have true harmony behind the scenes of your business.

Business Photos were taken at Sherose Studios in downtown Boise.

Gym Photos were taken at Crossfit Northside in Meridian.



Proud Partner of the BCA
of Southwestern Idaho

Your Local Builder Lender Experts

At the NAF Eagle Office, we're here to make homeownership dreams come true with a variety of tailored loan options:

- ✓ CONVENTIONAL
- ✓ FHA
- ✓ VA
- ✓ NAF ADVANTAGE
- ✓ CONSTRUCTION
- ✓ HELOC
- ✓ RENOVATION
- ✓ NAF CASH
- ✓ JUMBO

Contact us Today!



Equal Housing Opportunity. This is not a loan commitment or guarantee of any kind. Terms and conditions apply. Subject to borrower and property qualifications. Not all applicants will qualify. Rates and terms are subject to change without notice. All mortgage loan products are subject to credit and property approval. © New American Funding, LLC. NMLS #6606. nmlsconsumeraccess.org. Corporate office 14511 Myford Rd., Ste 100, Tustin, CA 92780. Phone: (800) 450-2010.



NORM BLASKOSKI
(916) 220-6614
Normsloans@nafinc.com



TINA MAGRO
(208) 742-2210
Tina.Magro@nafinc.com



CODY RIGGS
(208) 576-9080
Cody.Riggs@Nafinc.com



ANNA SORRELLS
(208) 890-8289
Anna.Sorrells@nafinc.com



SHAYLA HARLESS
(310) 622-7678
Shayla.Harless@nafinc.com



MICHELLE BERKOV
(208) 353-9929
Michelle.Berkov@nafinc.com



ROSS HUFFMAN
(408) 960-5323
Ross.Huffman@nafinc.com

Spring Into a Fresh Start – Move with Ease!

LOCAL AND LONG DISTANCE MOVES WITH PROFESSIONAL PACKING AND UNPACKING SERVICES.



Partner with Vantage Moving to provide your clients with seamless, stress-free moving services.

Call us today or visit **VantageMoving.com** to learn more!



208-740-1291 | 10673 W LAKE HAZEL RD #6 | BOISE, IDAHO 83709

*elevate
your
listing
with award
winning
photos*



Cy Gilbert
PHOTOGRAPHY



Headshots
Real Estate Photography
Business & Lifestyle Portraits

Cy Gilbert
(208) 353-6300
cy@cygilbert.com

SMOOTHSTART
From Castle & Cooke Mortgage

GET A **FREE ONE YEAR INTEREST RATE BUYDOWN**

Waiting for the perfect time to buy can backfire!
Contact me today for a **SMOOTH START** to homeownership!



SUZI BOYLE | 208-859-3303

Branch Manager | NMLS ID #37810
sboyle@castlecookemortgage.com



Scan here to apply!



NMLS #1251 | castlecookemortgage.com | Equal Housing Lender | 512 North 13th Street, Boise, ID 83702 | LO State License: ID# MLO-10267 | Corporate State License: ID# MBL-4885 | This is not a commitment to make a loan. Not all who apply will qualify. Loans are subject to borrower and property qualifications. Contact Loan Officer listed for an accurate, personalized quote. Interest rates, program qualifications and offerings are subject to change without notice. Terms and conditions apply. Not available on certain loan products, programs, or purposes. Approval Code: 0126CCMFLY022

Protect what matters most
with the best coverage



Home. Renters.
Auto. Life. Business.
And more.



Candid Advice

We offer straightforward, unbiased advice.

Unrivaled Choice - We find and compare coverage and cost for over 20 top insurance companies.

Concierge Service - We work for you and are your go-to-source for customized coverage.



Spencer Tyler
(208) 906-3116

spencer.tyler@goosehead.com

Licensed in ID, CA, OR and AZ
License #17889692 / OK80877

goosehead.com/agents/id/meridian/spencer-tyler



For 180+ years, New York Life Insurance Company has helped families and businesses build lasting financial security. As a mutual company, we put policy owners first—not Wall Street.

I'll work with you to create a personalized strategy to help you:

- Protect your family • Prepare for retirement
- Grow and preserve wealth • Support your business

Let's get started.

Zoe Alden Larsen

Financial Professional
New York Life Insurance Company
CA Insurance Lic #4402418

1290 W. Myrtle St., Ste 460,
Boise, ID 83702

Mobile: 509-608-0473
zabatie@ft.newyorklife.com



ELEVATE YOUR CLIENT'S EXPERIENCE



Partner with Core Building Company

WHY TOP AGENTS CHOOSE CORE



EXCEPTIONAL CRAFTSMANSHIP: Impeccable designs, thoughtful layouts, luxury finishes and family-centered features.



STREAMLINED PROCESS: Transparent communication, dedicated team, and a seamless client journey from contract to close.



PRIME LOCATIONS: Building in desirable communities like **Avalon, Benari, Boulder Point, Millstone, Valnova, and Valor.** From Kuna to Boise to Eagle.

EXPERIENCE THE CORE DIFFERENCE

Schedule Your Client for a Tour Today



Scan for Quick Move-in & Available Homes



Phone: 208.369.3669 | Website: corebuildingco.com

JADYN Berryhill

Success Fueled By
**DISCIPLINE &
AUTHENTICITY**



PHOTOS BY
CY GILBERT
WRITTEN
BY NICK
INGRISANI

JADYN was born and raised in Boise, with deep roots in the Treasure Valley. As a student, she immersed herself in every activity she could, playing multiple sports, participating in choir, studying piano, and more. Athletics in particular became a defining thread in her life that shaped both her discipline and competitive spirit.

“I’ve been an athlete my whole life. One thing that’s helped me a lot in my career is my competitive nature and wanting to fight for my clients and help them as best I can.”

After high school, Jadyn headed to Spokane to attend Whitworth College, a private university where she majored in Health Sciences and minored in Psychology. She played college soccer and balanced athletic demands with a rigorous academic load. Her interest in science and the human body originally pointed her toward medical school and later nursing. When her grandmother suffered a massive stroke during Jadyn’s college years, she began considering occupational therapy, inspired by the professionals who walked her family through that traumatic season.

Academically, she thrived. Jadyn graduated with a 4.0 GPA, a testament to her discipline and time management. She credits her

demanding course of study and packed schedule with teaching her how to manage time efficiently and perform under pressure.

“Even though it was difficult, I’d never change what I studied, because I learned how to time manage like nobody’s business. I was an RA in college, played college soccer, and got my real estate license while finishing senior year and planning my wedding at the same time.”

When COVID hit during her junior year, Jadyn returned home and spent extended time with family. Her husband’s mother, who had been in real estate for 30 years and is now her business partner, reintroduced the idea of a career in the industry—something she had mentioned to Jadyn years earlier. At the same time, her husband fell in love with his father’s downtown Boise restaurant business, BACON, and decided he wanted to take it over during the pandemic.

With plans shifting, Jadyn and her husband decided to move back to Boise rather than pursue additional schooling elsewhere. The only occupational therapy program in the valley wasn’t opening applications for her class due to COVID disruptions, leaving her with an unexpected gap year. After much contemplation with Gibson and her family, she started seriously considering real estate.



“I wanted to help people understand how to buy a house because NOBODY TEACHES YOU THAT.”



“I thought it’d be great to learn more about the valley, support local businesses, and help people through all their transitions and hard seasons of life. With occupational therapy, I had the same passion expressed in a different way.”

In January 2021, Jadyn completed her licensing coursework online from the basement of her college house. She flew home mid-senior soccer season—rescheduled due to the pandemic—to take the licensing exam and passed on her first attempt.

“I told myself, ‘If I don’t love it or feel like I’m helping people, then I’ll go back to school. If I love it, I’ll make a career out of it.’”

She joined Ralston Group Properties and spent six months shadowing and training. By January 2022, she and her mother-in-law, Amy Berryhill, formally partnered to run their business together.

The early days were not without challenge. As a lifelong student-athlete accustomed to built-in structure, she suddenly had to create her own systems, generate her own clients, and define what long-term success would look like.

Imposter syndrome was real. Helping clients make one of the largest financial decisions of their lives as a 22 year old fresh out of college required confidence she had to build over time. Some clients initially viewed her as an assistant rather than an equal partner.

“It took me 1-2 years to not feel that way and to prove myself as a true businesswoman who knows how to help people make these transitions.”

From the beginning, Jadyn knew she wanted a referral-based business based on relationships. As her confidence grew, she became more intentional about talking openly about her work and educating others on the home-buying process.

Today, her business operates entirely on referrals. Clients often come to her with built-in trust because someone they know has already vouched for her and her partner. She



emphasizes her deep knowledge of the Boise market and her connection to the community.

“We love nothing more than Boise. It’s so fun to share that with people who’ve lived here and also with people moving here.”

Social media has also played a significant role. Beyond educating people about the process, she shares success stories of clients who began with uncertainty and moved confidently through the process.



“I’m super passionate about homes, taking care of them, and supporting MY COMMUNITY.”

“It’s important to me because I love instant response and I think our clients do too—especially with huge decisions like buying a house.”

Outside of work, she and her husband have an almost two-year-old daughter, and balancing full-time real estate with motherhood has been one of her greatest challenges and joys. She competes in ultramarathons and Hyrox races, participates in CrossFit at a gym opened by a friend, and hosts a Sunday morning run club in the trails followed by coffee. She and her family are active at Calvary Chapel Boise and live just minutes from both sets of parents.

In a rapidly changing market, Jadyn’s committed and responsive mentality continues to define her approach—serving, helping, and loving the Boise community she has always called home.



“I’m very authentic on social media. I wanted to help people understand how to buy a house because nobody teaches you that. I’m super passionate about homes, taking care of them, and supporting my community. Using social media to inform people opened a lot of doors for me.”

Communication is central to her business model. As two partners operating on nearly opposite schedules—Jadyn waking up at 4 a.m. and Amy working later into the evening—their clients rarely experience delayed responses.

YOUR MOVE IS OUR MISSION
Precision moves. Veteran values.
208-402-5356
betterroutemoving.com

Locally Owned. Mission-Driven.
Experience You Can Trust.

*Ask about our exclusive
VIP services for
Real Producers Agents!*

Request Your Free Quote Today
208-402-5356 ★ betterroutemoving.com ★ info@betterroutemoving.com

2026
THE BEST MOVERS
CALDWELL, IDAHO

**SELL HOMES
FASTER WITH
YOUR AGENT
FRIENDLY HVAC
COMPANY**

- Pre-listing HVAC inspections
- Heating and AC install, repair, & maintenance
- Duct cleaning, humidifiers, & indoor air quality
- Escrow billing available

Call Today for Priority Realtor Pricing!

Comfortmaker®
Air Conditioning & Heating

(208) 455-5158 | dahvac.com

Roofing Expertise Homeowners Rely On

- Complete Roof Replacement
- Roof Repair
- Metal & TPO Roofing
- Siding & Gutters
- Emergency Tarping

GET YOUR FREE ESTIMATES AND INSPECTIONS TODAY!

208-999-2863 • roofingstop.com

Love, Trust, and the Homes We Choose

ROXY FELLER



February invites us to talk about love—but not just romantic love. In real estate, love shows up in quieter, more powerful ways: trust, alignment, safety, and the deeply human desire to belong.

Buying or selling a home is one of the most emotional decisions a person will ever make. While contracts, negotiations, and numbers matter, the mindset behind those decisions often determines whether the experience feels empowering or overwhelming. From a life coach's perspective, real estate is not just about property—it's about identity, security, and the future people believe they deserve.

Why Real Estate Is So Emotional

A home represents more than square footage. It symbolizes:

- Stability
- Family
- Growth
- Healing
- New beginnings

When someone walks into a potential home, they aren't just evaluating finishes and layouts—they're subconsciously asking: "Can my life expand here?"

This is why fear, doubt, excitement, and vulnerability often surface during real estate transactions. Clients aren't "difficult"—they're emotionally invested.

The Role of Trust: The Real Love Language of Real Estate

In coaching, we often say that trust is built through presence, clarity, and consistency. The same applies in real estate.

Clients fall in love with agents who:

- Make them feel seen, not rushed
- Explain the process without judgment
- Hold steady energy when emotions run high

Trust is created when an agent regulates their own nervous system first. Calm confidence is contagious. When an agent believes in the process—and in the client's ability to make the right decision—clients feel safer taking aligned action.

Attachment Styles Show Up in Transactions

From a mindset standpoint, it's fascinating how attachment styles play out in real estate:

- Anxious clients may overthink, second-guess, or fear missing out
- Avoidant clients may delay decisions or emotionally detach
- Secure clients trust the process and communicate clearly

A skilled agent doesn't take this personally. Instead, they lead with empathy, grounding conversations in facts while validating emotions. This is emotional intelligence in action—and it's a major differentiator in today's market.

Agents: Fall Back in Love With Your Why

February is also a beautiful time for real estate professionals to reconnect with why they entered this field in the first place.

Beyond sales goals and market shifts, ask yourself:

- Who do I love serving?
- How do I want people to feel after working with me?
- What energy do I bring into high-stakes moments?

When agents operate from purpose rather than pressure, clients feel it. Authenticity builds loyalty. Service creates referrals. Love—real, grounded love for people and process—builds long-term success.

A Home Is a Mirror of Self-Worth

One of the most powerful mindset truths: people often buy homes that match their subconscious sense of worth.

When clients upgrade, stretch, or choose something more aligned, they're often stepping into a new version of themselves. A supportive agent doesn't just sell a home—they witness a transformation.

That's love in action.

Final Thought

In a world increasingly driven by speed and automation, the real estate professionals who lead with heart, emotional intelligence, and grounded mindset will always stand out.

This February, remember:

People may forget the interest rate, the counteroffer, or the timeline—but they will never forget how you made them feel during one of the biggest transitions of their lives.

If this article resonated with you, I'd love to gift you a 20-minute "Spring Reset Strategy Call." We'll identify one mindset shift that will immediately elevate your confidence and visibility this season. Text me the word BLOOM and let's unlock your next level.

And that is the true romance of real estate.

roxyfeller@roxyfeller.com
208.713.2949

GOURMET CLIENT GIFTS

Done for You

Shop Now!



- Gourmet oils, vinegars, wines & more
- Ribbon & accents to match your branding
- Local pickup + shipping available
- Built to your budget



208.939.6775
600 S Rivershore Lane in Eagle



Radon Testing • Indoor Air Quality Testing • Pest Inspections
Well Water Productivity & Potability Testing • Mold & Particle ID Testing
Manufactured Home Foundation Certifications

Don't Buy a Home Without Our Seal of Approval!

INCLUDED WITH EVERY INSPECTION:

- 120-Day \$3,000 Warranty, Including for Mold & Roof Leaks*
- InterNACHI's "We'll Buy Your Home" Guarantee*
- Refer with Confidence — Our E&O Insurance Covers You!
- 4K Drone Roof Inspection for Applicable Roofs

*EXCLUSIONS APPLY. ASK FOR DETAILS.

**FREE
Thermal
Scan!**

208-573-5300

www.PresidentialHomeInspections.com



Maximize your listing value
with our all inclusive services!

We combine our design
expertise with hands-on home
flipping experience to create
spaces that are both
affordable and market-ready.

HOME
ENHANCEMENT CO

design, renovations, staging

Call today for a **FREE** consultation!
208.283.2792 | spencer@homenenhancementco.com

DITCH THE BASKET

We offer custom
engraving and
all gifts come
with a bow



Cutco Gifting
Professional

Tara Michielli

509.701.2130

tara@giftswithanedge.com
www.giftswithanedge.com



HELP YOUR CLIENTS ENHANCE THEIR NEW HOME WITH TREASURE VALLEY LIGHTING.

TREASURE VALLEY
LIGHTING & DISPLAY

SHOWCASE ARCHITECTURAL FEATURES
HIGHLIGHT STUNNING OUTDOOR SPACES
ENHANCE SECURITY & AMBIANCE



At Treasure Valley Lighting, we specialize in luxury landscape lighting that enhances curb appeal, increases property value, and creates an unforgettable first impression.

Create perfect evenings in your new backyard.
Extend your living space outdoors.

Schedule a FREE consultation to design the perfect lighting for your client's new home.

www.treasurevalleylighting.com • (208) 440-1730

Creative. Fast. Accurate.

THE **MORRELL** TEAM

POWERED BY
JMJ FINANCIAL



WORK WITH A LENDER YOU CAN TRUST

What sets The Morrell Team apart is speed and creativity. We find ways to get loans done, and we do the small things well, day in and day out. This, in turn, results in more closed deals and more referrals for you, the agent. Matt, Brad, and Jen are siblings who are all licensed loan officers with a combined 30+ years in finance, capable of handling the first-time home buyer with care or complex business owners and real estate investors needing creativity to get a loan. All done in-house from start to finish with full control over processing, underwriting, and funding! We have 50+ investors to choose from, giving us competitive rates while not having to broker and give up control, leading to the best possible borrower experience.

Call us today to start getting your clients the service they deserve!

The Morrell Team - "Experience the Difference"



MATTHEW MORRELL

MORTGAGE ADVISOR

c. 208.407.4633
e. mmorrell@jmj.me
w. themorrellteam.com
NMLS # 1008678



FOR A HELPING HAND GIVE ME A CALL

208.407.4633



 **SCAN HERE TO LEARN MORE**

