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Spencer Southey

An Entrepreneurial Spirit Rooted in Community

WRITTEN BY NICK INGRISANI
PHOTOS BY GARRETT LEO

Raised in Arlington, Washington, Spencer grew up watching his father run motorcycle dealerships, build commercial properties, and move through the business world with an energy that left a mark. He comes from a tight-knit family where family dinners were a nightly staple. He also played baseball and football, and enrolled in the DECA program, which helped him sharpen his business instincts at a young age. Spencer started working in his dad's dealership at 16, racing dirt bikes and snowmobiles on weekends, and learning, perhaps without realizing it, exactly the kind of person he wanted to be.

"My parents had a big influence on a lot of the business stuff I do now. I always had the entrepreneurial spirit, seeing what my parents had accomplished."

From the dealerships, Spencer's path took an unexpected turn. At just 21, he opened his first senior care facility. Then at 23, he launched a placement company to help people assess their needs, connect them with the right care, and often coordinate with a real estate agent to handle whatever came next. He ran that company for nearly a decade, all while investing in real estate on the side with his father since age 18.

By the time he made the move to Idaho in 2017 — originally to pursue construction — Spencer had accumulated a career's worth of experience in operations, people, and the kind of high-stakes decisions that don't leave room for error.



Going full-time in real estate in 2019 and 2020 wasn't a clean leap. Spencer arrived in Idaho knowing exactly one person. He joined a real estate team that provided leads and tried to balance real estate with a construction business simultaneously, but it was a stretch that tested him.

"That first year, I was going to potentially go back home to Washington because I knew so many people there. But in a conversation with dad, he said

to stick it out and figure it out. A defining moment for me was accepting that I needed to figure this out. I'm not going back. It was just a matter of showing up and doing things I needed to do."

He stayed and got to work. The defining shift came when Spencer stopped splitting his focus and committed fully to real estate.

Today, Spencer runs what he calls a co-op rather than a traditional team,

I really do care and love what I do. I try to be as straightforward and honest as I can with people. If you get me on any day, I'll go to bat for you."



and the distinction matters to him. He has a full-time production partner, a transaction coordinator, an inside sales person, and multiple agents he routes deals to. He's doubled his business every year for the past three years.

"Some people call me crazy, but I get to do it how I want to. I didn't want to manage other agents. Teams have a lot of turnover. So I thought, how can I do it differently, focus on my business, and when things come up, give other agents opportunities? At the end of the day, my main goal is to take care of my clients as best as possible and provide them with the best experience. I'm building a group of people and systems that allow me to be in control and run this as a business."

As the designated agent for all Boise Chamber of Commerce relocations, he's planted himself at the center of one of the most active relocation markets in the country, and a business partner's large YouTube channel dedicated to Idaho relocation has expanded his reach further. He recently launched his own YouTube channel and social presence, adding new layers to a brand that's been quietly compounding for years. Spencer also ranked #42 out of more than 100,000 agents in his brokerage nationally, a testament to how far he's come.

But perhaps nothing captures Spencer's approach better than the Boise Bash, an annual client appreciation event he created from scratch. The first year

drew 600 people. This September, he's expecting 1,200 to 1,500. The event offers free food, drinks, a live band, bounce houses, and a farmers' market. But ultimately, it's all about bringing people together. Spencer continues that mission with his podcast, Rooted in Idaho, which he co-hosts with a local business partner to spotlight the people and stories driving the Treasure Valley forward.

"That sense of community and culture is really important to me. The podcast is a great way for me to meet local businesses and owners. The goal is to highlight those people in our communities, and if we help them get business and connect with people, that's great."

He's also opened The Denton - Boise, an Airbnb property that doubles as a landing spot for relocation clients, and is building out additional business ventures that extend the Southey Real Estate brand well beyond a single transaction.

The throughline in everything he does is trust and openness to everyone. A recent client interaction highlights Spencer's ethos:

"I got the best compliment recently, that aside from being very skilled and educated in helping purchase a home, I'm also a guy they'd like to have a beer with. It really sums up who I am. I'm going to help you, but I'm also a real person. When someone can trust me with their largest asset, and at the same time, be a guy they want to have a beer with, that's what I'm going for. I really do care and love what I do. I try to be as straightforward and honest as I can with people. If you get me on any day, I'll go to bat for you."

When he's not working, you'll likely find Spencer on the water with his wakeboard boat, out fishing in his Sprinter camper van, on a golf course, or hiking the Boise Greenbelt. He plays in a softball league each spring and travels when he can, sometimes mixing business and pleasure, as he did recently at an eXp top-100 event in New Orleans.

Above all, he's deeply committed to his clients, community, and the city he calls home. 🏡



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— Mandi M. ★★★★★



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— Braden T. ★★★★★



Megan McKinzie was an absolute joy to work with! I finally took the leap and reached out to start my journey relocating to Boise, and from day one she made everything feel do-able and stress-free. She connected me with an incredible team and guided me through every step with so much knowledge, patience, and encouragement. **In just about a month, I went from pre-approvals and "what ifs" to officially owning my first home.** Megan was always available to answer questions, kept everything moving quickly, and truly had my best interest at heart the entire time. After two years of saving and working toward this goal, I couldn't have asked for a better person to help me cross the finish line. **If you're looking for a loan officer who genuinely cares and goes above and beyond, Megan is your person.** I'm so grateful for her!

— Braeden C. ★★★★★

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PHOTOS BY CY GILBERT
WRITTEN BY NICK INGRISANI



DiNoia

Megan DiNoia is a fifth-generation Idahoan with deep roots in the Treasure Valley. She grew up surrounded by the rhythms of the real estate industry long before she thought about getting a license herself. Her father spent 30 years in real estate and was the first-ever recipient of the Rookie of the Year award when it was introduced. Her mother worked in lending before transitioning to real estate. Her stepfather built homes across the valley, with her mother serving as his agent for years. Commercial real estate, residential sales, new construction... it was all part of the family fabric.

“I remember going to appointments when I was a kid, seeing my parents on the phone with buyers, sellers, and subcontractors... It was just something I was immersed in from the beginning.”

Despite her family’s ties to the industry, Megan charted a path inspired by her love of animals. She spent seven years working as a veterinary technician. It was meaningful, high-emotion work that





“So much of my new construction work plays into my history and the experience I’ve had being around it my whole life. It’s really neat to have the next generation step up like this.”

involved helping people navigate difficult moments with their beloved pets.

Megan’s career pivot came when her mother, ready to begin winding down her career, asked her if she’d consider taking over her business. She got her license in May 2022, right as the post-COVID market frenzy was beginning to cool. Within five to six months of getting her license, her mother had stepped back far enough that Megan was running the business largely on her own. The transition from a collaborative vet tech team to a solo real estate career was the steepest learning curve she faced. In veterinary medicine, everything was a team effort. Real estate demanded that she find her footing alone.

Yet the skills transferred more seamlessly than she expected. Both worlds put her face-to-face with people navigating something unfamiliar and emotionally charged. Whether it was about their pet’s condition or the home-buying process, her clients come in without much background knowledge, and her job is to simplify, clarify, and guide. That ability to meet people where they are became one of her greatest professional assets.

Today, Megan operates as a solo agent with a focus that feels entirely natural given her upbringing: new construction. Roughly 80 percent of her business involves new builds through her work with a local custom builder, or directly with buyers seeking new construction elsewhere in the valley. It’s a part of the business she finds incredibly rewarding.

“I love helping people make their dreams come true. Being able to watch their vision grow and home be built,

then getting to move in and see what they worked so hard for... Seeing my clients so happy is my favorite thing.”

The family thread runs through this specialty too. Her stepfather is the builder she works closely with, and as he moves toward retirement, her brother is stepping into his role in the same way that Megan stepped into her mother’s. It’s a generational hand-off playing out in real time, one that feels like a continuation of something much larger than any single transaction.

“So much of my new construction work plays into my history and the experience I’ve had being around it my whole life. It’s really neat to have the next generation step up like this.”

Above all, her approach to the business is grounded in relationships. Before diving into logistics, she focuses on listening to her clients to fully understand what they need, what they’re hoping for, and what their dream home looks like. Then after closing, she’s always staying in touch, maintaining trust, and showing up consistently through the inevitable ups and downs of the market.

Outside the office, Megan is an avid steelhead fisher who heads out on her dad’s jet boat for a few weeks each year, a snowboarder, and an enthusiastic traveler. She also has a two-year-old son, whom she jokes is her “second full-time job.”

Megan also has deep gratitude for her husband, Tom. Without her husband’s support, she wouldn’t be able to carry on the legacy of her family and make an indelible mark on the Boise real estate market.



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THROUGH A DIFFERENT LENS: HOW GARRETT LEO BUILT A BUSINESS ON PERSISTENCE, CURIOSITY, AND CRAFT

BY GARRETT LEO



Success stories are rarely linear. More often, they’re built through unexpected turns, calculated risks, and a willingness to pursue something long before there’s any guarantee it will work.

For Garrett Leo, founder of Lux Real Estate Media, that journey began thousands of miles from Boise and looked nothing like the career he imagined.

Born in Alaska and raised between Alaska, Nevada, and Idaho, he grew up constantly adapting to new places and new environments. One constant, however, was soccer. The sport shaped much of his childhood and followed him into college, where he played at Santa Barbara City College.

“It gave me confidence, discipline, and taught me how to work toward goals,” he says. “It showed me that putting time and effort into something you care about eventually pays off.”

Those lessons would prove invaluable.

Entrepreneurship was also woven into his upbringing. His parents owned multiple businesses throughout his childhood and continue to operate Khaos Coffee on the Boise Bench today. Watching them build something from the ground up gave him an early appreciation for independence, hard work, and the idea that you could create your own opportunities instead of waiting for someone else to provide them.

Still, his original path pointed somewhere entirely different.

After returning to Idaho, he graduated from the University of Idaho with a Bachelor of Science in Anthropology, intending to pursue archaeology. Fascinated by ancient civilizations, history, and cultures, he envisioned a future spent researching and exploring the past.

Reality, however, had other plans.

Finding limited opportunities in the field, he found himself working a variety of



jobs, including food service, construction, and solar installation. Rather than settling into a career that didn't inspire him, he decided to bet on himself.

"I wanted to take charge of my life," he says. "I didn't want to spend decades working toward retirement while waiting for life to begin."

That entrepreneurial drive eventually led him into the world of drones, where he originally intended to build an entirely different business. Photography wasn't part of the plan.

Then something unexpected happened.

He discovered a passion for creating images.

What started as a practical tool quickly became an obsession with composition, lighting, storytelling, and

helping others present their work at the highest level possible. Today, Lux Real Estate Media serves the Treasure Valley's real estate community with professional photography and media services designed to elevate listings and strengthen agent brands.

In an industry where first impressions happen online, every image matters.

For him, creating those images is about far more than taking beautiful photographs.

"I'm passionate about providing high-quality media and making sure every client feels like they're getting first-class treatment from start to finish," he explains.

That commitment has fueled the company's steady growth over the past four and a half years.

While many businesses devote significant resources to advertising, Lux Real Estate Media has grown largely through referrals and recommendations, a reflection of consistent service and strong relationships.

The same persistence that once helped him compete on the soccer field now drives his business philosophy.

He believes successful entrepreneurs share a willingness to embrace discomfort and continue pushing forward long after others might quit.

"I think a lot of business ownership comes down to having a high threshold for discomfort and the patience to stick with something long enough to see it actually work."

Those closest to him might describe him with three words: persistent, ambitious, and cerebral.

That curiosity extends well beyond business.

Although he never became an archaeologist professionally, his fascination with ancient civilizations remains as strong as ever. His travels through Peru, Bolivia, England, and France weren't centered around beaches or tourist attractions. Instead, they were dedicated to exploring archaeological sites and learning about the people and cultures that shaped history.

He's equally passionate about health and fitness, spending plenty of time at Villa Sport, continuing to play on a men's city league soccer team, and embracing everything Idaho has to offer, from hiking and camping to fishing with friends. When he finally slows down, there's a good chance he's reading about ancient cultures or getting lost in a science fiction novel.

Finding balance, however, remains a work in progress.

"I don't," he admits with a laugh when asked about work-life balance. "I'm still figuring that out."

It's an honest answer familiar to many entrepreneurs. Building a business often requires seasons where work and life become deeply intertwined, fueled by a belief that today's sacrifices create tomorrow's opportunities.

When asked what he's most grateful for, his answer reveals the perspective that guides both his business and his life.

"I'm grateful for being afforded the opportunity through luck, hard work, and the help and kindness of others to fully explore my potential as a person."

That same mindset shapes the legacy he hopes to leave in the Boise business community.

More than recognition or awards, he wants Lux Real Estate Media to be remembered as a positive force, one that helps clients succeed, creates opportunities for employees, and gives back through local charities and community involvement.



It's a vision rooted in service rather than accolades.

His favorite quote, from legendary samurai Miyamoto Musashi, captures that philosophy perfectly:

"If you know the way broadly, you will see it in everything."

It's an appropriate reflection of someone whose journey has crossed athletics, anthropology, construction sites, drones, entrepreneurship, and real estate media.

Every experience contributed something valuable.

Every challenge built another skill.

And every step, even the unexpected ones, helped create the perspective behind Lux Real Estate Media: a company committed to excellence, built by someone who understands that success isn't found by following the expected path, but by having the persistence to create your own.

Whether you're marketing a luxury listing, building your personal brand, or simply want media that reflects the quality of your business, Lux Real Estate Media delivers exceptional results with unmatched professionalism. Connect with the team today and discover why so many Treasure Valley agents trust Lux to make every listing stand out. Garrett Leo - (208) 213-7452 📞

“
I think a lot of business ownership comes down to having a high threshold for discomfort and the patience to stick with something long enough to see it actually work.”




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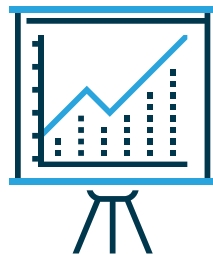
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All About Boise Real Producers



Who Receives Real Producers Magazines?
A: The top 500 real estate agents across Boise Idaho.

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.

Does Real Producers Have Events?
A: Yes! We will have specific networking events throughout the year.

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

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**.

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.

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!

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