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# REAL PRODUCERS®

DECEMBER 2026

## Mike & Robyn Moir

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+

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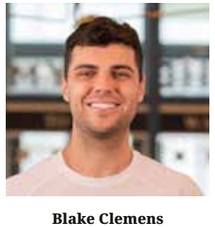
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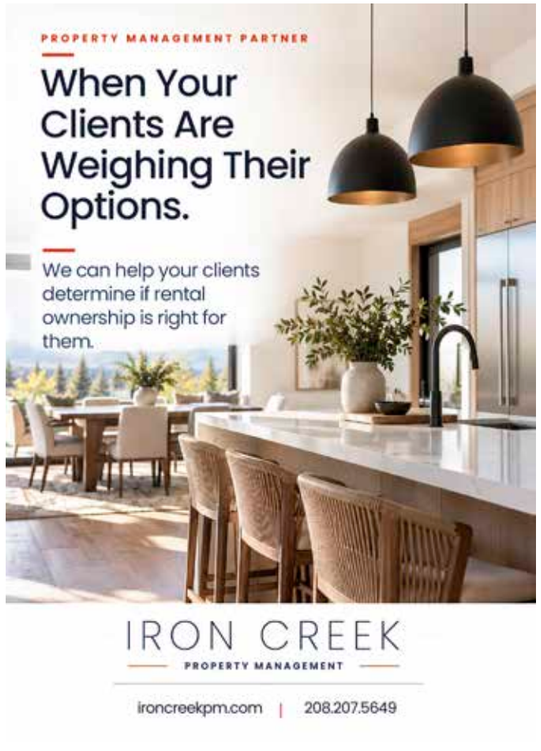
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BRINGING THE

# Magic of Christmas

## TO FAMILIES REBUILDING THEIR LIVES

**In real estate, we spend a lot of time talking about homes. We help people find it, finance it, build it, and make it their own. But the most important thing a home can offer is something we can easily take for granted: safety.**

For parents and children escaping domestic violence, finding that safety can mean leaving behind familiar surroundings, routines, and belongings. As the holidays approach, celebrating Christmas can become one more uncertainty during an already difficult time.

Eight years ago, Zoe Love started Be Someone's Santa to help preserve that celebration.

Her gift drive supports parents and children escaping domestic violence and abusive situations, with contributions going to Advocates Against Family Violence. Zoe believed that even when life is especially hard, families should still get to experience the joy of giving, wrapping, and opening gifts on Christmas morning.

"I really felt that during hard times in people's lives, no matter what it was, that the magical part of Christmas … should still be part of their lives," Zoe shared.

Now entering its eighth year, Be Someone's Santa gives our community a way to help make that possible. This holiday season, we are proud to support the drive through our second annual IHeartRealtors event.

Behind those gifts is an organization helping families find safety and build a path forward.

Based in Caldwell, Advocates Against Family Violence has served Canyon County and surrounding Treasure Valley communities since 2002. Led by Executive Director Tricia Lofton, the organization's mission is to eliminate domestic violence by restoring hope, encouraging healing, and helping individuals discover their strength.

Three words guide its work: Hope. Healing. Strength.

Through Hope's Door, its emergency shelter, and its community programs, AAFV provides 24-hour crisis support, counseling, court advocacy, safety planning, case management, affordable housing, and outreach. It also offers prevention education and services specifically for children and teens.

Finding a safe place to stay is often only the first step. A parent may need help navigating the court system or securing housing. A child may need support after experiencing violence at home. AAFV helps families work through those challenges as they move toward stability and independence.

In 2025 alone, the organization provided more than 38,000 services. Each service represents an opportunity to help someone through a difficult moment, whether that means finding emergency shelter, accessing counseling, or taking another step toward a safer future.

Looking ahead, AAFV hopes to expand prevention and youth services while continuing its shelter, housing, and advocacy programs. One goal is finding space for a Teen Drop-In Center where young people experiencing violence can safely reach out for support.

Community involvement helps sustain that work. And this December, our real estate community has an opportunity to contribute.

Join us for IHeartRealtors on December 9, from noon to 2 p.m. at Core Building Co. We will collect gifts through Be Someone's Santa for the parents and children AAFV serves.

For Zoe, this season is a chance for everyone to give back. Her vision is something we can all help carry forward: making room for Christmas joy, even when life is hard.

Bring a gift, invite someone to join you, and help a family experience those moments of excitement, generosity, and connection.

Together, we can help make Christmas morning a little brighter.

**If you cannot make the iHeartRealtors event you can drop off toys any time at Core Building Co in Meridian. You can also make a charitable cash donation via Venmo, which all proceeds will go to the purchase of toys for children and donated to Adovacted Against Family Violence.*

Hope Healing Strength

Be Someone's Santa











PHOTOS BY
GARRETT LEO



# MIKE & ROBYN MOIR

## BUILDING A BUSINESS AROUND PEOPLE & RELATIONSHIPS

For Mike and Robyn Moir, success has never been measured simply by homes sold or business growth. It is measured by relationships, the people they work alongside, and the opportunity to make a difference in others' lives.

Their story began long before real estate. Mike grew up in Tempe, Arizona, working in his family's construction business while attending Arizona State University at night. He met Robyn in an accounting class. Robyn grew up in Northern Virginia, spent part of high school in Alaska, and earned a degree in English. As Mike likes to tell it, it took him a couple of years to convince Robyn to go out with him. That beginning became a partnership shaped by shared goals and a willingness to embrace new opportunities.

Their early years together took them to Anchorage, where Mike completed his finance degree, then to Washington and Utah as they built a family. In 1999, they settled in Idaho and purchased a NAPA Auto Parts store in Meridian. They eventually grew to three stores, invested in commercial real estate, and managed more than 50 employees. Those years reinforced the value of hard work, teamwork, and taking care of people.



**A Shared Passion for Real Estate**
In 2015, Mike earned his real estate license, turning a longtime interest in property investment into a new career. Robyn initially supported the growing business behind the scenes before joining him as a licensed agent. Their complementary strengths became an important part of their partnership. At the time, Robyn continued working another job to support their family while helping Mike establish the new venture. The transition was a leap of faith, but it drew on years of experience working side by side.

"We've always worked really well together because we bring different strengths to the table," Robyn says. "We see things from different perspectives, and I think that's been one of our greatest advantages."

Their background in construction, business ownership, and investing helps them understand clients' decisions, especially those of builders and developers. For both, sound advice and long-term relationships matter more than a single sale. Sometimes, Mike believes, the most valuable advice is to wait, reconsider, or walk away from an opportunity. Protecting a client's long-term interests is always the priority.

**Finding a Home with The Agency**
Opening a brokerage was not part of their original plan. But The Agency's global reach, boutique approach, and commitment to client service aligned with their values. Bringing The Agency to Boise offered something even more meaningful: the chance to build a supportive home for talented real estate professionals.

"We wanted to build something special," Mike says. "Not just a successful brokerage, but a place where people enjoy coming to work, where they feel valued, and where everyone knows they have someone in their corner."

Today, that vision continues through The Agency Boise and an expanding presence with The Agency Sun Valley.



**Proud of the People Behind the Business**
Ask Mike and Robyn what makes them proudest, and they point to their agents. They admire not only their professionalism and accomplishments but also their character, generosity, and commitment to clients and colleagues.

"We are incredibly proud of the agents who have chosen to be part of our brokerage," Mike shares. "They're talented professionals, but more importantly, they're genuinely good people. They care about their clients, they care about doing things the right way, and they care about each other."

For Robyn, seeing agents build confidence, reach personal milestones, and create opportunities for their families is especially rewarding. Many team members have been with them for six years or more, relationships Mike and Robyn never take for granted. "When something great happens for one of our agents, we all celebrate," Robyn says. Their achievements feel personal because the relationships are personal.

Their collaborative culture is deliberate. Agents share ideas, help one another through challenges, and celebrate each other's successes. The Moirs also recognize the dedication of their support team and the sacrifices made by agents' families. They want their brokerage to support meaningful lives, not just successful careers. It is an environment where asking for help is a strength, sharing knowledge is natural, and individual success becomes something the entire office can enjoy.

As they grow in Boise and Sun Valley, they remain committed to that spirit. "We want to grow with the right people, for the right reasons," Mike explains. "The quality of the people we surround ourselves with will always be more important than the size of our brokerage."

**Family and the Road Ahead**
Family remains central to their lives and business. Their daughter, Rachel, became a partner in 2022 after working with a luxury real estate team in San Diego. Their son, Hunter, is a chief pilot at Jackson Jet Center.

*"WE WANTED TO BUILD SOMETHING SPECIAL."*









With five grandchildren and family nearby, Mike and Robyn enjoy Idaho's outdoors, from skiing and hiking to boating and time in Tamarack and Sun Valley. Hunter and his wife, Liz, have four children, while Rachel and her husband, Erik, recently welcomed their first. Idaho truly feels like home.

Looking ahead, they are grateful for the clients who trust them and the people who have helped build The Agency Boise and The Agency Sun Valley. More than the transactions or recognition, it is the friendships, shared experiences, and trust that stand out. They hope the brokerage continues to be a place where agents feel respected, supported, and excited about what can be accomplished together.

"We've been fortunate to do a lot of different things in business over the years, but working with this group of agents is truly one of the most rewarding experiences we've had," Mike says.

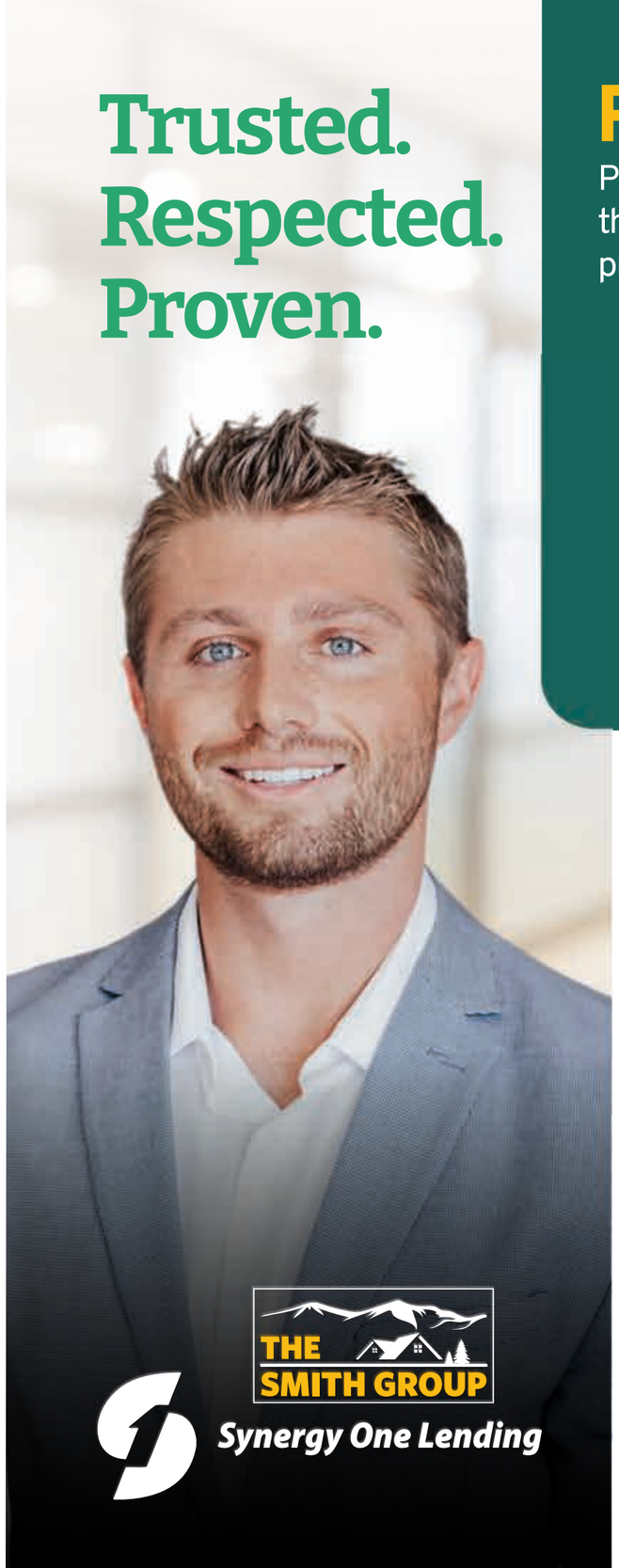
For Mike and Robyn, the greatest reward is building something meaningful alongside colleagues, partners, and friends they genuinely admire.

*"WE WANT TO GROW WITH THE RIGHT PEOPLE, FOR THE RIGHT REASONS."*





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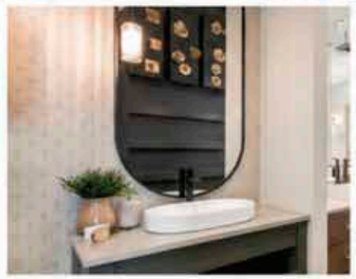


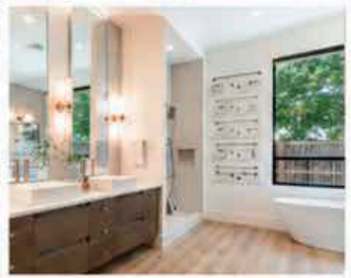
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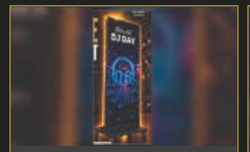
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# SPENCER TYLER

## GOOSEHEAD INSURANCE

PHOTOS GARRETT LEO

Before Spencer Tyler launched his own insurance brokerage, his father gave him advice that would become the foundation of his career: “Always sell with your heart, not your pocketbook.”

Richard had spent decades building an insurance agency, and Spencer had grown up with him as a role model. When it came time to enter the same industry, that relationship took on another dimension. His dad became his mentor, helping him learn the business while reminding him what mattered most: doing right by the person on the other side of the conversation.

Ten years into his career, Spencer still measures his work against that advice. Policies and premiums are part of the job. The people depending on those policies are the reason he takes it seriously.

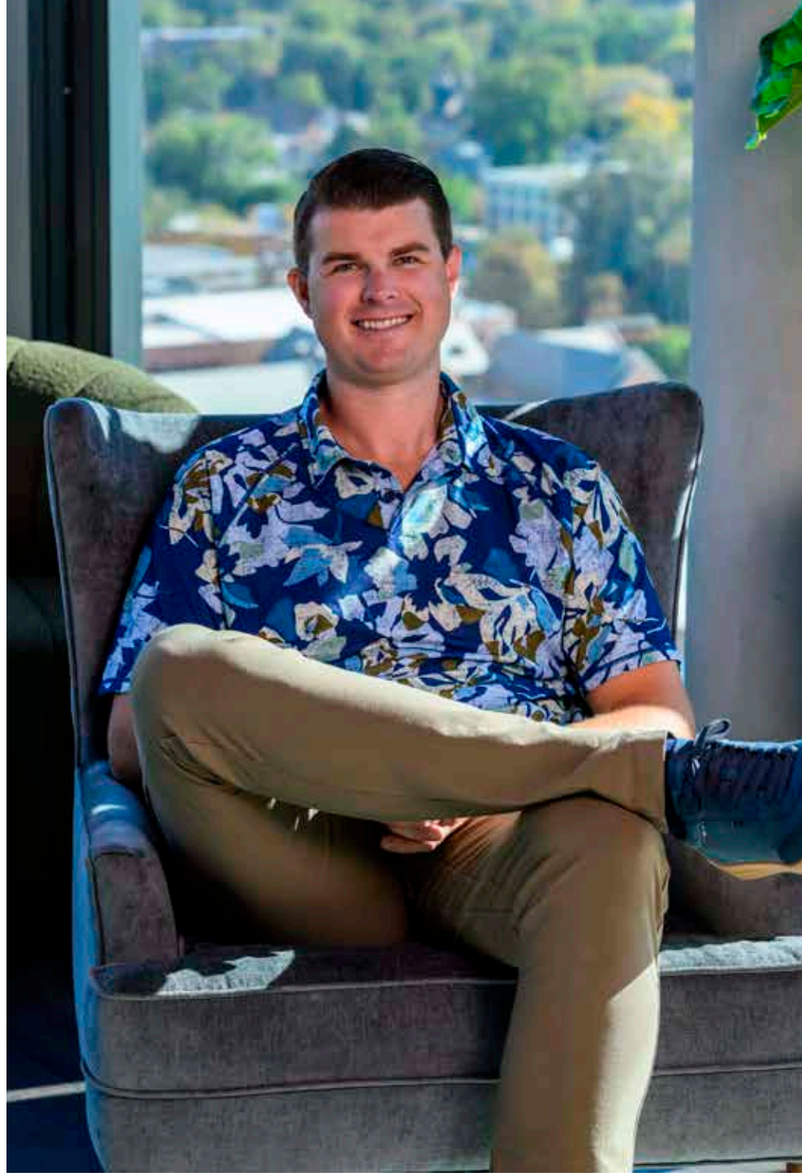
While attending the University of Oregon, Spencer initially planned to join his father’s agency after graduation. Then an opportunity arose to open his own brokerage. He graduated early, studied for his insurance license, passed the exam and launched his business before returning to campus to walk with his graduating class.

He arrived at that ceremony having already started the next chapter.

There was plenty to learn, but he had a trusted resource in Richard, who has owned an agency for nearly 40 years. Spencer credits his father’s extensive industry knowledge and personal example with helping him navigate the responsibilities of business ownership.

“From role model growing up, to business mentor, I could not have done it without him,” Spencer says.

His start also revealed an ability to put that preparation into action. During the training week to launch his Goosehead agency, Spencer tied a company record for the most policies sold. It was an early accomplishment he could be proud of, and a promising beginning for someone stepping into ownership.



Today, through Spencer Tyler Goosehead Insurance, he wants clients to understand what they are buying and why it matters.

Insurance often lands on a homeowner’s list as something required to complete a purchase. Once the paperwork is finished, it can be easy to keep paying the bill without looking closely at the coverage. Spencer sees an opportunity in those conversations to help people understand their protection, including the places where coverage may fall short.

“I pride myself on properly covering insureds and providing knowledge,” he says.

That means taking time to explain coverage, answer questions and help clients make informed decisions. He believes those conversations build the trust that gives a relationship staying power.

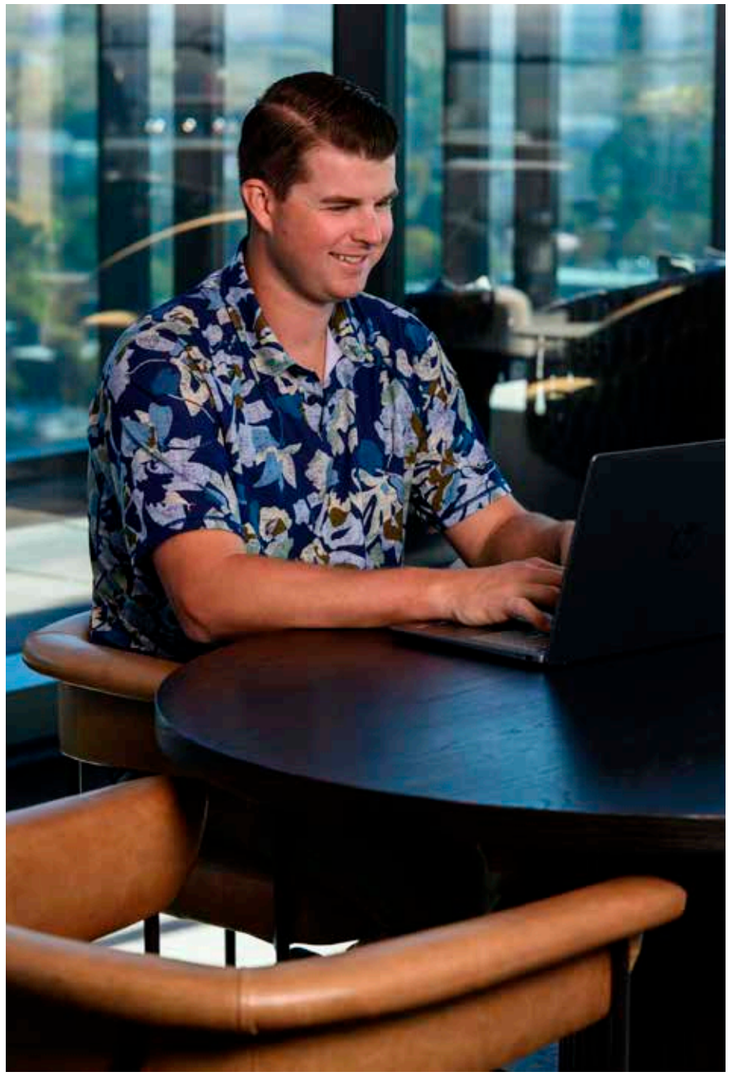
“I don’t view this as a transaction business—it’s a relationship business.”

For Spencer, the standard is personal. He approaches a client's quote with the same care he would bring to protecting his own household. He says people can be paying too much while still carrying inadequate coverage, making the details worth examining.

"I quote every client the way I would protect myself and my family."

With approximately 80 percent of his business coming from the real estate industry, those values are especially relevant to the agents and other professionals who refer clients to him. A home purchase brings plenty of decisions. Spencer's role is to help buyers understand the insurance piece and feel confident asking questions.

He also enjoys getting to know the people behind those referrals. Through *Boise Real Producers* and the Building Contractors Association of Southwestern Idaho, he has found opportunities to build connections within his adopted community.



Mixers are among his favorite ways to meet fellow professionals. He likes hearing about their expertise and the paths that brought them into their work. Those conversations appeal to the same curiosity and appreciation for people that he brings to his clients.

"There are so many amazing people in this world, and getting to interact with them on a daily basis is a blessing," he says.

Outside the office, Spencer's priorities are easy to recognize: family, faith and time together.

He and his wife, Whitney, moved to Idaho about two years ago with their daughter, Teegan, and their son, Tate, on the way. They were looking for a place to raise their growing family, and Spencer says they could not be happier with the move.

Teegan is approaching four, Tate is a year and a half, and the family is preparing to welcome another daughter at the end of January. Their two dogs, Autzen, a bernedoodle, and Puddles, a goldendoodle, round out the household.

River walks, camping and trips to the park are favorite ways to spend time together. Spencer also enjoys golf, shooting and college football. On that last subject, his allegiance is firm: he is a die-hard Oregon Ducks fan. Both he and Whitney attended the University of Oregon, and their connection to the school has stayed with them.

With young children and another baby coming, being present takes intention. In the evenings, Spencer tries to put his phone down and give his family his attention. He remains available for work on weekends while keeping most of that time focused on home.

The ability to work from anywhere helps him fit responsibilities around family life, whether that means working before everyone wakes up or during a nap.

Asked to describe himself in three words, Spencer chooses loving, loyal and honest. The legacy he hopes to leave is just as straightforward.

"I would love to be known as the insurance guy that cared."

He wants clients facing a claim to know they have the right team behind them. That goal brings him back to his father's advice: lead with care, do what is right for the client and trust that the rest will follow.

**"I DON'T VIEW THIS AS A TRANSACTION BUSINESS—IT'S A RELATIONSHIP BUSINESS."**

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TOTAL TRANSACTIONS

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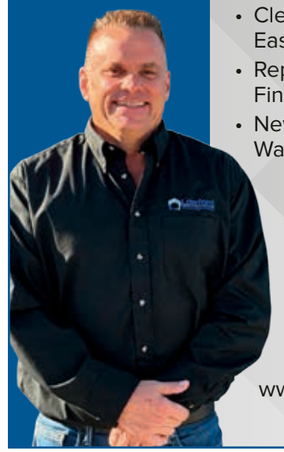


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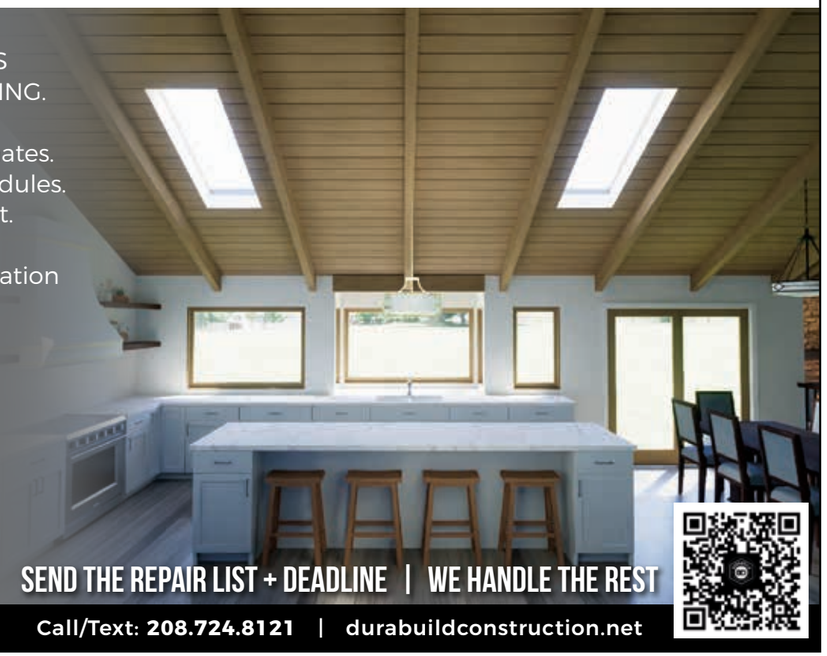
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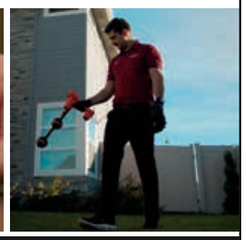
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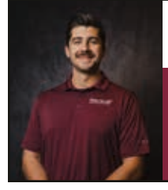
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# Tracie McDonald

## The Gift of Showing Up When LIFE Gets TOUGH



Tracie grew up in a small town in Central Oregon. After graduating high school, she started college to become a CPA but lasted only one semester before deciding it wasn't the right fit. Later, she settled in Redmond and spent nearly 13 years processing and underwriting mortgage loans for a bank and then a mortgage company in Bend while her husband, Tom, built homes and ran a framing business.

A pivotal moment came in 2005 when their son was born. It was a traumatic birth in which both Tracie and her son nearly died. He spent a week in the ICU, and Tracie spent several days there herself. The experience rocked their world.

"It changed our perspective on life. I was going to quit my job, but my employer convinced me to stay by letting me work part-time from home."

A few years later, Tracie and her husband were raising two kids and had just finished building their dream home when the 2008 recession hit. Tom had three spec homes underway, and they owned other real estate, but values dropped fast, and they lost everything, including the home they lived in.

The family was forced to find a rental and start over. During that time, Tracie got laid off from her job at the mortgage company because business was so slow. A friend who ran a brokerage in Redmond suggested that she get her real estate license, and in 2011, Tracie took the plunge. She started part-time and worked as a solo agent in Redmond from 2011 to 2015.

"A lot of my early work in real estate was very hard work for very little pay. Prices were low, and it took a lot to get a short sale or a bank-owned property to close. I also scouted investment properties for a large corporation, estimating repair costs and what the



PHOTOS BY CLOUT
WRITTEN BY NICK INGRISANI

homes could be worth once they were fixed up. Work was slow, and we were struggling. Our daughter had moved to Idaho to go to Boise State, and we missed her. We had visited my sister and her family here for years and always loved it, so it felt like the right time to make a fresh start in Idaho."



Her sister and brother-in-law opened their home in Meridian while Tracie got on her feet, and Tom joined them in 2016. Knowing only her sister's family, Tracie joined a team to help jump-start her business.

"That first year, Tom was still living and working in Bend, so my son, who was 10, came along to showings with me. My clients got to know him, and we spent a lot of time in the car together. I held one or two open houses every single weekend. I worked every day. I took every lead I could get, and I didn't slow down."

Success came from years of showing up and determination. Tracie and Tom kept working and saving, and eventually they bought a home again.

"Getting the keys to our own home again in Meridian in 2017 meant everything to us.

We had worked so hard to get there. We found a great home with a big yard, and now Tom is adding on and remodeling it as a fun project."

Since 2017, she has received the Boise Regional REALTORS® Circle of Excellence award every year. She started selling real estate during one of the hardest markets and later worked through one of the busiest, so she has seen it come full circle.

She spent eight and a half years on the team as a buyer specialist. During the crazy market of 2020 and 2021, she began to burn out, but she still loved helping people.

"I just wanted to change how I worked. In 2024, I went back to working as a solo agent, and it brought my passion back."

Over 15 years, Tracie has helped more than 500 families buy and sell, with over $200 million in sales. She is a Certified Luxury Home Agent, Certified Professional Real Estate Negotiator, and Accredited Buyer's Representative, serving the Treasure Valley with a focus on relocation, luxury homes, and new construction. She also specializes in helping clients who need to buy and sell at the same time. But beyond the certifications and accolades is someone who truly understands real estate's impact on her clients' lives.

"Relocation is personal for me. I know what it's like to leave everything familiar and wonder if you're making the right call. Losing our home gave me a deeper understanding of what a house means to a family. I bring that with me whether someone is buying their first home or selling the one they raised their kids in."

Tracie credits her success to consistency: showing up, following through, and doing the work even when results are slow. Her background in lending, investment work, and buyer representation helps her think through every detail of a deal.

"I always try to be a calm voice for my clients. I've been through so many ups and downs and crazy situations in real estate that I've learned to stay calm. That lets me guide them through it, even when things get stressful. I'm not afraid to have the hard conversation when it's needed. I truly want my clients to end up in the right house, not just any house."




Looking ahead, Tracie wants to keep growing, especially by helping families moving from out of state. She is refining each step from first conversation to closing day so she can spend more time with clients. She also loves collaborating with other agents, and she especially enjoys mentoring newer agents and sharing what 15 years in the business has taught her.

Outside of work, family comes first. Tom rebuilt his contracting business in Idaho and focuses on remodeling. Their son runs a lawn care business in Meridian, and their daughter lives in Kuna with her husband and their three-year-old son, Tracie and Tom's grandson. Her sister's family and Tom's dad live nearby, too. The couple loves camping, hiking, paddleboarding, side-by-side riding, and exploring different areas of Idaho.

"We spend a lot of weekends getting away to Cascade. We love exploring as a family, and those weekends are where we recharge."

Through every change life has thrown at her, Tracie's perseverance has made all the difference.

"I've been through a lot of huge life changes, and I kept going. I think that's part of why I can relate to my clients. A lot of people are going through big changes when they buy or sell, and I've been there."



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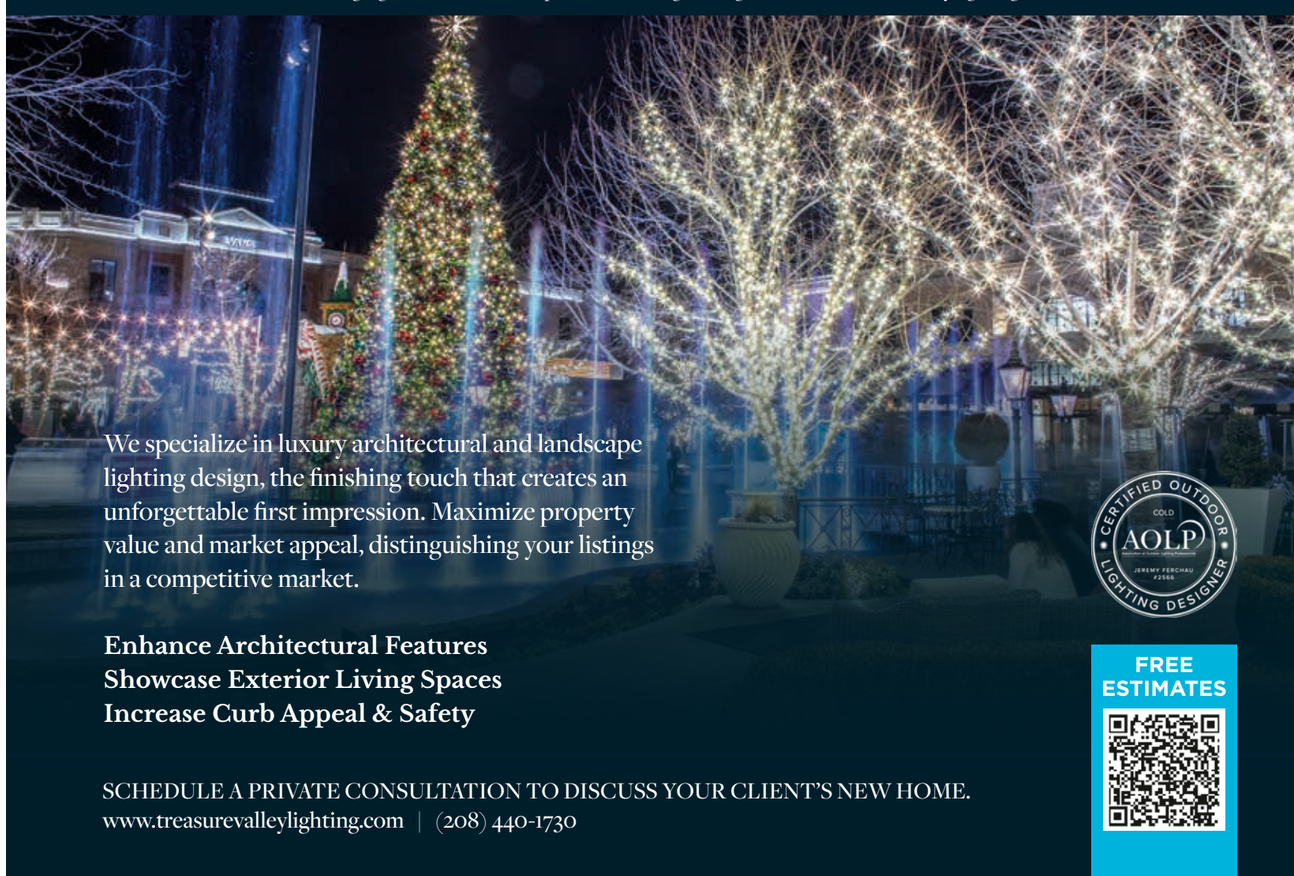
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