

BOISE

FEBRUARY 2026

REAL PRODUCERS[®]

A man and a woman are standing in front of a wooden building. The man is on the left, wearing a black jacket over a black shirt, and has a goatee. The woman is on the right, wearing a black lace top and a black skirt, and has long dark hair. They are both smiling at the camera.

Denise & Joe
Abmont

PHOTO BY JORDAN REICH

Agents On Fire
TONY & JILL GREISING-MURSCHEL

Sponsor Spotlight
IDAHO WINDOW TINTING, INC.

CONNECTING. ELEVATING. INSPIRING.

Discover communities your clients will love.

Where they'll feel right at home.

FOR REAL ESTATE PROFESSIONALS



We don't just build new homes in great communities, we build relationships – with you and your clients. With affordably priced new homes they can personalize from floor plan to design choices, now is the perfect time to introduce them to KB. We have communities in desirable Boise-area locations, so bring your clients over to tour the model homes, meet the team and discover a place they can thrive.



From the mid \$300s in the Boise area
1,265-2,892 sq. ft., 3-5 bdrms., 2-3 baths

Scan the QR code for details on available homes.



Get commission on every KB home you sell in the Boise area.

888-KB-HOMES | kbhome.com

Broker Cooperation Welcome. ©2025 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. 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 B01-1118201



kb
HOME

Built on
Relationships®



THE SZYRKO TEAM
INTEGRITY. EXPERIENCE. RESULTS.

Get to know
me on IG



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



Sergio Szyrko

BRANCH MANAGER

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 41D80-78367. 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.

Contents



PROFILES



30 Tony & Jill Greising-Murschel



18 Idaho Window Tinting, Inc.

IN THIS ISSUE

- 8** Preferred Partners
- 10** Meet The Team
- 12** Publisher's Note
- 18** Sponsor Spotlight: Idaho Window Tinting, Inc.
- 24** Cover Story: Denise & Joe Abmont
- 30** Agents On Fire: Tony & Jill Greising-Murschel

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

**Shower
ME WITH LOVE**

Order a home warranty!

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

innovate
HOME WARRANTY

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. S1L0725108



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

Leader 1031
Kayla Frerking
(760) 622-7716

ATTORNEY - ESTATE PLANNING, PROBATE

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

BUILDER

Core Building Co
(208) 809-5941

KB Homes

(208) 617-2785

CLOSING GIFTS

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

Olive and Vyne

(208) 939-6775

COACHING

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

CUSTOM CONTRACTOR

Solid Gold LLC
(208) 371-8984

FLOORING - HARDWOOD

Phillips Hardwood
Dan Phillips
(208) 608-1228

HOME BUYER

Green Pine Homes
Chris Wolford
(208) 316-3534

HOME INSPECTION

Lawford Home Inspections
(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
(208) 996-3535

HOME WARRANTY

Innovate Home Warranty
Summer Sweeney
(208) 514-6894

INSURANCE BROKER

Goosehead Insurance
(949) 377-1073

LANDSCAPE CURBING

Border Magic
(986) 213-5767

LANDSCAPE LIGHTING

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

MOLD REMEDIATION

Boise Mold Removal
Tylor Desilet
(208) 412-0899

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
(541) 519-1577

The Morrell Team Powered by JMJ Financial

Matt Morrell
(208) 957-3245

MOVE IN/MOVE OUT AND CONCIERGE SERVICES

Tidy Style
(208) 576-4925

MOVING / STORAGE

Better Route Moving and Storage
(208) 402-5356

MOVING SERVICES

Vantage Moving Solutions
Brent Caito
(208) 740-1291

PHOTOGRAPHY

Cy Gilbert Photography
Cy Gilbert
(208) 353-6300

Jordan Mikal International

Real Estate
(208) 761-7298

Lux Real Estate Media

Garret Leo
(208) 912-4984

PLUMBING

CrossFlow Plumbing
(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
(208) 629-6409
centralvalleyroofingid.com

TITLE COMPANY

Pioneer Title Company
Rob Mykleburst
(208) 377-2700

Venture Title & Escrow

(208) 515-7740

WEALTH MANAGEMENT

New York Life Insurance Company
(509) 608-0473

WINDOW TINTING

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



YOUR FRIENDLY NEIGHBORHOOD MORTGAGE LENDER

- ◆ Personalized service for your unique situation.
- ◆ Comprehensive range of loan products available.
- ◆ Lightning fast closing times powered by cutting-edge technology.
- ◆ Flexible service hours, including nights & weekends.

Don't just take our word for it, check out our 5-star Google Reviews. We'd love to work with you - contact us today to get started!



Suzi Boyle
Branch Manager
NMLS ID#37810
☎ 208-859-3303
✉ sboyle@castlecookemortgage.com
🌐 castlecookemortgage.com/suzi-boyle



© 2024 Castle & Cooke Mortgage, LLC | NMLS #10251 | castlecookemortgage.com | Equal Housing Lender | 142 North 10th Street, Boise, ID 83702 | Suzi Boyle's State License: 40818 | MLO #2651 | Corporate State License: 40818 | Approval Code: This is not a commitment to make a loan. Contact Loan Officer listed for an accurate, personalized quote. Interest rates, program qualifications and offerings are subject to change without notice.

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
establishedpdm.com | (208) 418-9441

FREE SOCIAL MEDIA REEL

with Purchased Package!



LUX REAL ESTATE MEDIA
(208)761-7298 | luxrealestatemedia.com

Meet The Team



Tim Ganley
Publisher/Owner



Cy Gilbert
Photographer
Syringa Media Co



Garret Leo
Photographer
Lux Real Estate Media



Dan Allsup
Ad & Content Manager



Nick Ingrisani
Writer



Jordan Mikal Reich
Echelon Reserv



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

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.



Transaction Coordinators | Serving the Treasure Valley and Beyond

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



Roxy Feller

MINDSET & CONFIDENCE LIFE COACH

Change your Mindset Change your Life

What is a Mindset & Confidence Life Coach?

I speak and coach on creating transformative experiences by helping individuals improve various aspects of their personal and professional lives. I guide my clients on how to overcome their own obstacles and become the incredible person they were born to be by developing the right mindset!

Don't wish it was easier, wish you were better.



Join the Roxstar Rollcall Today at



www.roxyfeller.com



[roxyfeller](https://www.facebook.com/roxyfeller)



Roxy@RoxyFeller.com



[roxyfeller](https://www.instagram.com/roxyfeller)



208-713-2949

"Roxy's message translates to both business and everyday life. I would recommend Roxy to anyone looking for a quality speaker."

— Jeff E. Collins | Vice President Internal Operations of Hayden Beverage



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!



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 Batie

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



The Business Is the People

BY TIM GANLEY

Real estate is usually talked about in numbers: volume, transactions, rankings, growth. And don't get me wrong, those things matter. They tell part of the story. But the longer I'm around this industry, the more I realize they're never the whole story.

For me, this business has always been about people.

Every deal represents a real family, a big decision, a moment of stress, excitement, or hope. And behind every successful agent and Preferred Partner is a group of people who trusted them, supported them, and believed in them long before the wins showed up on paper. I've seen firsthand that businesses aren't built by numbers. They are built by relationships.

That belief is why *Boise Real Producers* exists. This platform wasn't designed to chase noise or numbers. It was designed to celebrate people. Celebrate WHO people are, not just what they produce. The agents who lead with integrity. The partners who



truly care. The ones who show up for their community even when no one's watching.

This industry moves fast, and it can be easy to focus only on what's next. But the relationships you build are what carry you through the busy seasons, the slow seasons, and everything in between. Markets shift. Numbers change. People stay.

As we move further into this year, my hope is simple. That we don't lose sight of what actually matters. Because at the end of the day, this business will always be the PEOPLE and the RELATIONSHIPS we create with one another.

newamerican
FUNDING

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

✓ NAF ADVANTAGE

✓ RENOVATION

✓ FHA

✓ CONSTRUCTION

✓ NAF CASH

✓ VA

✓ HELOC

✓ 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

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

WHO HOW MANY

Savvy businesses know it's all about *who many* you reach – not how many. Our niche publications, exclusive events, and targeted digital marketing get your brand in front of ideal clients affordably.

Let's talk!

Reach out to the publisher of this magazine today.

REAL PRODUCERS

WE LOVE TO MOVE!

Partner with Vantage Moving & Storage to provide your clients with seamless, stress-free moving services. We handle every detail with care and professionalism, including:

LOCAL AND LONG-DISTANCE MOVES
PROFESSIONAL PACKING AND UNPACKING
SPECIALTY ITEM HANDLING

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

**VANTAGE**
MOVING SOLUTIONS
BOISE · IDAHO

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

**Virtual. Photo. Film.**
EST. 2022
Productions

SEE IT. SELL IT. FASTER.

Transform listings into captivating visual experiences with high-quality virtual tours and professional photography.

vpfproductions.com
hello@vpfproductions.com
(208) 999-8718

- Immersive 3D Virtual Tours
- Professional Real Estate Photography
- Aerial Drone Photography & Videos
- Floor Plans with Measurements
- Video Walkthroughs & Highlight Reels
- Twilight & Luxury Home Photography

Partner with VPF Productions and take your listings to the next level!

12 • February 2026

Boise Real Producers • 13

Love, Trust, and the Path We Choose

BY 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.

And that is the true romance of real estate.

If this resonates, it's because you already know that success in real estate isn't just about strategy—it's about how you show up for people in their most emotional moments. This is the work I support agents in every day: strengthening mindset, regulating energy, building trust, and leading transactions with confidence and heart. If you want to deepen your emotional intelligence, reconnect with your why, and become the agent clients trust without hesitation, I'd love to walk alongside you.

roxyfeller1@gmail.com
208.731.2949

FLIPPING THROUGH THESE PAGES
SAVES LIVES.

With the help of our sponsors, this magazine supports organizations fighting human trafficking worldwide.

REAL PRODUCERS PROUDLY SUPPORTS THESE IMPACT MAKERS

n2gives.com



@TeamCNO



Proudly Serving the
Treasure Valley

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

www.teamcno.com

Fall in Love with Your Home Again

Refresh, renew, and reimagine with our Renovation home loan options.

Megan Nelson
Assoc. Loan Originator | NMLS 2539445

(425) 315-2689
megan.nelson@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

*elevate
your
listing
with award
winning
photos*





Headshots
Real Estate Photography
Business & Lifestyle Portraits

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

Let's help your new homeowner beautify their yard!



AN INDEPENDENTLY OWNED AND OPERATED FRANCHISE

- 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!

LUXURY IS NOT JUST A LOOK IT IS A LANGUAGE YOU COMMUNICATE VISUALLY



A FIRST IMPRESSION, DONE RIGHT, IS MORE THAN POWERFUL.
IT BECOMES THE FOUNDATION UPON WHICH TRUST AND PROFIT ARE BUILT.



This isn't content. It's positioning with a pulse crafted to control perception before the first handshake, before the first step on site.

It's the architecture of trust, built through the lens of a fractional Chief Marketing & Branding Officer who understands exactly what sophisticated buyers and investors need to recognize value instantly & invest confidently.

Most people treat marketing like decoration. But decoration doesn't move capital, and it doesn't protect equity. What we build is an asset trusted by private equity firms, global investors, and families who understand that one wrong impression can erode millions.

And this isn't just for oceanfront villas or glass-and-steel towers. Land, ranch, and luxury properties often neglected, undersold, misunderstood which demand the same reverence. These aren't just parcels or builds. They're legacy assets. They carry weight. And they deserve a language that honors both their worth and their future.

My truth is simple, hype dies, trust compounds. My work is built on trust, defined by excellence, and valued only by those who understand the staggering cost of getting it wrong.

- Global portfolio across luxury, commercial, and new construction real estate
- High-level branding & marketing strategies for international buyers and investors
- Fractional CMO/CBO advisory for elite brokerages, builders, and law firms
- Specialized in land, ranch, equestrian, and luxury estates alongside off-market offerings
- Track record tied to over \$3 Billion in marketed and sold assets worldwide
- Find US property for 40% of purchase price with tax incentives & 4% Capital Gains Tax in PR



Email: jordan@echelonreserv.com
Office: (208) 830-9080
Text: (208) 761-7298

Explore our portfolio: www.echelonreserv.com
Schedule your free 15-minute consultation and discover how we can bring your vision to life.



Idaho Window Tinting, Inc.

BY DARRAN CRAGER
PHOTOS BY CY GILBERT

With most successful businesses there is always a story. Many are the same; “With a dream, motivation, hard work and many long hours, eventually you could have a thriving company.”

This is not too far fetched from working out of my garage to having the largest business of its kind in the surrounding three states. A little over 40 years ago I was working my way through college, trying to figure out what I wanted to do when I grew up. I bounced around working for this company and reaching out for anything that would check all the boxes of what I thought was success; which I will go in more depth shortly.

One specific job blindsided me with what would eventually put me onto the path to reaching goals my young adult mind and the world was telling me was so important. I worked for an

auto and residential glass company. During the time I was there a window film manufacturer convinced the glass company to add window tinting to their arsenal. Going through a couple weeks of training with the film manufacturer and several months being the sole window tinter for this company, I soon realized I enjoyed what I was doing. Also, there was healthy money to be made and I was good at what I was doing. So, being young, adventurous, and wanting to be different than a normal employee taking orders from someone else, I started my own window tinting business. With hardly a penny to my name it was very tough getting

started; buying products, generating clients, and having a location to do business. I went through a couple tough years to build a consistent income, so I worked many long hours delivering pizzas in the evenings and weekends. Many of those days my family and I were only living on a prayer. Emotions were up and down as I second guess myself all the time. Eventually things began to slowly fall into place to where I had a professional shop and had to hire people; which created a plethora of new headaches. At this point in time, I was in my twenties.

As the years past my business grew to the point my employees were running it on their own. So, what does any entrepreneur do next, start another business and another and another. After starting businesses in three states my heart began to speak louder than my worldly mind. It was telling me there must be other things I could be doing than just conquering the business world,





“But it was what a successful company created for me; time, which is treasured to me. Time to do what I want, when I want, and with whom I want.”

repeatedly, because this was getting boring and unfulfilling. I was asked by the window film manufacturer to be a national sales rep and help them grow their window tinting dealer base around the country and to be as strong as my companies were. So, I added this to my schedule for the next ten years. Over a couple more decades I slowly learned that conquering this world (especially for men) is good the first half of your adult life. But being significant in the world for the second half of your life for other people is what becomes

extremely rewarding and almost a duty for the mature and wise to help the younger generations. Comforting them with wisdom that life will always have hurdles and many times it looks like a dead end. But with faith and determination, there is always hope in front of us.

The other major thing I figured out was that my personal internal drive (goal) to succeed in business (from my younger years) i.e., having a large business and making a lot of money are not what

ultimately fulfilled and satisfied me. But it was what a successful company created for me; time, which is treasured to me. Time to do what I want, when I want, and with whom I want. It is not being powerful, or getting a larger paycheck. Those things are so worldly and always fleeting and never caught, just like trying to be happy all the time. Happiness is something that attracts your body and senses. Joy on the other hand comes from within the heart. Which if you have faith and hope controlling your life, you will have

found real success and joy will abound even through the hard times.

Maturing as a man and an employer with these revelations, I took it seriously to focus on benefiting my employees and strengthening their personal lives and the work environment. Understanding that having great and loyal employees who enjoy not only what they do but know they are valued, is the key to an extraordinarily successful business that thrives. Not an ordinary company working hard to just survive. If you have employees loving what they do, customers easily are attracted and will be dedicated long-term.

What am I doing now since I realized being significant for others and having control of time is what fulfills a sixty-year-old man? Being semi-retired and letting employees and family members run my last business for the past ten years, I am now a fulltime author – D. L. Crager (pen name). I have written 6 books, two relationships/marriage with my wife, Dr. Shelly Crager (who has been a principal for twenty-five years) and four action/adventure novels with several more on the way. My wife and I do marriage and parenting seminars in schools and churches. I also meet with many young men needing a mentor for their business or guidance and encouragement in a very difficult world we live in today.

Being involved with *Boise Real Producers* has been an asset to my company Idaho Window Tinting, Inc. The real estate industry is all over the map -especially for the past ten years in the Treasure Valley of Southwest Idaho. The people who are handpicked by BRP to be a part of this valuable tool of marketing and relationship building, fully understand that raising the bar is not a burden but a necessity to be key holders of a community's success. Very few people are true professionals and the BRP team stands out to help people thrive with their most valuable asset – where they live.

President
Idaho Window Tinting, Inc.
Darran Crager / www.DLCrager.com



Idaho's Premier Home Organizing & Concierge Move Company Since 2017

From move-in day to perfectly organized spaces – we handle every detail.

Packing & Unpacking • Home Setup
Full-Service Concierge Moves
Beautiful, Functional Organization Of
Any Space In Your Home

Transform your home. Simplify your life.

Tidy Style



TIDYSTYLEHOME


www.tidystylehome.com

208.576.4925



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



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



Your Clients Dream It. We Build It.



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





Denise & Joe Abmont

THE ABMONT ADVANTAGE: BUILDING LIFE, BUSINESS, & COMMUNITY TOGETHER



Most couples build a life together. Joe and Denise Abmont have built something more expansive: a thriving real estate business, a close-knit community, and a family legacy that extends across state lines and generations. Their success in the Treasure Valley real estate market is impressive by any measure - multi-million dollar production, a robust relocation practice, and a growing team. But what distinguishes the Abmonts as industry leaders isn't found in their sales figures alone. It's in the deliberate way they've woven together professional excellence, family values, and genuine community building into a singular, cohesive vision.

The Abmonts' entrepreneurial journey began decades before their pivot to real estate, rooted in the competitive landscape of California business. Joe spent nearly three decades at the helm of a medical supply company. Armed with a biology degree but no interest

in medical school, he received an education in sales that was immediate and unforgiving. "I brought my diploma to show him," Joe recalls. "He threw it away, handed me a bag of ankle braces, and said, 'Go sell.'" The experience shaped his approach to business fundamentally. "I literally had to figure it out," he explains. "But I learned early that if you show up, listen, and take care of people, relationships will carry you."

While Joe built his medical supply business, Denise carved out her own entrepreneurial path. She developed a specialized business serving breast cancer survivors with post-mastectomy products—work that demanded exceptional sensitivity, trust, and patience. Under her leadership, that enterprise grew into a million-dollar operation. Joe still marvels at Denise's transformation during those years. "The person you see now wasn't the person I first met," he reflects. "She was quieter back then, but she was so coachable.

She listened, learned, and then she just took off."

As successful as they were in California, the state increasingly felt misaligned with their long-term vision. Rising costs, intensifying traffic, and an accelerating pace of life prompted deeper questions about their future. "We wanted a neighborhood," Joe explains. "We wanted a community. A place to raise our daughters." Their search was methodical and comprehensive, spanning the entire country. "It was like a funnel," Joe describes. "And it came straight here." The Abmonts relocated to Idaho in 2016 with minimal connections and essentially started over. Their two daughters adapted quickly to the Treasure Valley, each finding their own trajectory. Our oldest graduated from Boise State in Biology, and is pursuing veterinary medicine. The youngest is on track to graduate soon from Boise State as a teacher. "They've both found



their path,” Denise says. “That makes everything worth it.”

Denise’s entry into real estate was organic rather than planned. Initially handling bookkeeping while Joe navigated industry shifts in medical supply, she found herself fielding frequent calls from California friends curious about Idaho. “They’d ask, ‘What’s the deal with Idaho?’” Denise recalls. “So they’d fly in, and I’d drive them around. I’d take them to open houses and learn the neighborhoods.” Initially, she referred these California transplants to a trusted local agent. After multiple referrals, that agent offered advice that would prove pivotal: “You

should get your license.” Denise’s initial ambitions were modest. “I just wanted to sell enough homes to help pay for health insurance,” she admits. “That was it.” The market had different plans. She closed three transactions in her first year. When she informed her broker of her one-deal-per-year goal, the response was immediate laughter. “She told me to dream bigger,” Denise remembers. “I didn’t even want business cards yet. I just loved the people.”

Rather than pursuing traditional lead generation, Denise leveraged her existing relationships strategically. She partnered with a lender and a moving company, returned to California, and launched in-person relocation seminars. “We’d bring a slideshow, show homes, talk about the weather, the lifestyle, everything,” she explains. “And we did it face to face.” The events scaled rapidly. “Our seminars turned into 30 to 40 people at a time,” Denise notes. “And our lender was like, ‘This is really cool.’” The volume of clients eventually overwhelmed Denise. “I was so busy I was just crying,” she acknowledges. That inflection point brought Joe fully into the business. He obtained his license, and began implementing decades of business experience. “It was never some grand plan,” Denise reflects.

The COVID-19 pandemic accelerated an already growing trend. “That year was crazy,” Joe recalls. “We helped about 110 families relocate, people just wanted out. It was never some grand plan,” Denise reflects. “We just kept responding to what was in front of us.” Their team grew in response to service demands rather than growth for its own sake. An office manager joined, followed by agents and virtual assistants. The expansion was organic, driven by their commitment to maintaining exceptional client service regardless of volume.

What truly differentiates the Abmont approach is their perspective on client relationships. For them, closing represents a beginning rather than an ending. “It doesn’t end at the sale,” Joe emphasizes. “You’re kind of stuck with us forever.” Having experienced the



isolation of relocating without a local network, they deliberately created what they wished had existed for them. Their Fourth of July celebrations evolved from intimate gatherings to events hosting over 150 people. They added their holiday pick-a-pie party, quarterly events, movie nights, and monthly birthday dinners. “At these events, it’s been amazing to see people meet and suddenly realize they went to the same high school or have friends in common,” Denise observes. Joe shares a client’s observation that captures their philosophy perfectly: “When you buy a house without a realtor, you’re on your own. When you buy a home with us, you gain an entire community of family and friends.”

The Abmonts bring the same intentionality to their personal lives. They prioritize travel, outdoor activities,



and philanthropy, with particular focus on supporting veterans, first responders, and local families facing hardship. Their charitable involvement spans scholarship programs, school supply drives, and various community organizations throughout the year. Joe’s background adds an unexpected dimension to their story. Long before real estate, he worked as a DJ in Los Angeles. “I was 18,” he recalls. “We got called in to cover a gig at the Forum, and next thing you know, we’re DJing private parties.” Those events included gatherings hosted by sports legends and entertainment industry figures during an era when security was minimal and access was remarkably open. “It was a different time,” Joe reflects. “Los Angeles was wild back then.” Denise responds with characteristic understatement: “That world was very different from mine.” In the early 1990s, Denise worked at Bank of America as an accounting supervisor and project manager, while also taking on the challenge of being a Phoenix Cardinals cheerleader — known today as the Arizona Cardinals. This contrast—Joe’s high-energy,

“Opportunities are everywhere. The question is whether you see them and whether you are willing to do the work. And whether you care about the people along the way.”

action-oriented approach balanced by Denise’s relationship-focused, grounded perspective—forms the foundation of their effective partnership.

The Abmonts’ definition of success has evolved alongside their business. “Our why has always been our kids,” Denise explains. “But now we’ve added to that mission, helping our team succeed and helping all of the families we meet achieve their real estate dreams.” Joe concurs. “When we help our team grow and become independent, that’s success to us.”

What ultimately defines Joe and Denise Abmont is captured in their differing,

yet complementary perspectives. “Opportunities are everywhere,” Joe observes. “The question is whether you see them and whether you are willing to do the work.” Denise adds the element that transforms opportunity into lasting impact: “And whether you care about the people along the way.” The Abmonts have built an exceptional business, but their true achievement lies in building it without sacrificing family, community, or values. They’ve created a team, fostered a network, and established a legacy that extends well beyond real estate transactions. For the Abmonts, the relationship doesn’t end at closing. It begins there.

Kayla Frerking
Vice President, Western USA

(208) 866-3348
Kayla.Frerking@Leader1031.com
www.Leader1031.com



★ Leader1031

Fall in Love with Better Returns: Leverage a 1031 Exchange Today!

Build wealth with 1031 Exchanges by
Partnering with the Pros at Leader1031



Member FDIC

FFA
FEDERATION
OF EXCHANGE
ACCOMMODATORS

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



**BETTER ROUTE
MOVING**
VETERAN OWNED & OPERATED





Ask about our exclusive VIP services
for Hidden Springs Residents!

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



CROSSFLOW PLUMBING LLC
GOT A DRIP?

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



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

NOW SELLING IN BENARI ESTATES & VALOR









Scan the QR Code for
CORE Available Homes +
Quick Move-Ins!

**NOW SELLING IN BENARI ESTATES & VALOR
SEMI-CUSTOM HOMES DESIGNED FOR TODAY'S BUYERS**

**EXPLORE THE CORE
DIFFERENCE**




TOUR OUR DESIGN STUDIO

Have you been to our new CORE office yet? We'd love to have you stop by for a quick 30-minute tour of our Design Studio, meet our team, and learn more about our semi-custom homebuilding process here at CORE.

**THE
CORE
DIFFERENCE**

CORE BUILDING CO

CORE BUILDING CO.
1445 W Orchard Park Dr, Suite 120 Meridian, ID 83646
208-369-3669
Email: info@corebuildingco.com





Scan the QR Code
to Schedule a Tour!

From **Backpacks** to **Boise**

The Greising-Murschel Story



Tony and Jill Greising-Murschel are the kind of people who don’t just talk about living fully—they actually do it. Long before Boise became home and before real estate entered the picture, their life was shaped by curiosity, courage, and a willingness to step into the unknown together as a family.

PHOTOS
BY
JORDAN
REICH

In 2017, Tony and Jill made a decision that would redefine their path. They sold everything they owned—house, cars, and possessions—packed up their four kids, and began traveling full-time. Tony was working remotely as a software engineer, which allowed the family to live on the road with nothing more than backpacks, a laptop, and an internet connection. Over the course of two and a half years, they visited 43 states, homeschooling their children along the way, before taking their travels overseas for six months and exploring five different countries. What started as an adventure quickly became an education in perspective, adaptability, and what really matters.

That season of life came to an abrupt pause when COVID shut the world down. Borders closed, travel stopped, and suddenly the question they hadn’t needed to answer yet became unavoidable: where do we land? After a short stay in Denver and touring schools across the country, the answer came from an unexpected place—their son. When asked where he could see himself living, he simply said Boise. They rented an apartment, committed to six months, enrolled the kids in school, and gave the city a chance. It didn’t take long for it to feel like home. Boise reminded them of the Midwest they loved growing up—family-oriented, grounded, and welcoming. Five years later, they’re still



here, deeply rooted and grateful they trusted that instinct.

Community, however, didn’t come instantly. Tony was still working remotely, and arriving during the height of COVID made connection difficult. Missing people and purpose outside the home, he decided to do something that felt uncomfortable yet familiar—start something new. In November 2021, Tony earned his real estate license and stepped into an industry he knew little about, during one of the most volatile markets in recent history. The transition was humbling. New systems, new language, and constant uncertainty made every day feel like learning on the fly, but it also forced him into the community—driving the Treasure

Valley, learning neighborhoods, meeting people, and building relationships from the ground up.

Tony’s background in software engineering shaped how he approached real estate. Years spent problem-solving, building systems, and managing complex processes translated well, but working with people required an entirely new skill set. “Engineering is black and white,” Tony explains. “Real estate is emotional.” That realization shifted his focus from logic alone to empathy, connection, and service. Whether working with first-time buyers, growing families, or clients navigating divorce, loss, or relocation, Tony approaches each situation with the same mindset—meet people where they are and guide them



with care. “For some clients,” he says, “this is the first homeowner in their entire family line. That’s a responsibility I don’t take lightly.”

While Tony built his real estate business, Jill was no stranger to entrepreneurship herself. During their traveling years, she launched a blog, Let’s Travel Family, with the intention of monetizing it—and succeeded. What began as storytelling grew into a six-figure travel blog, built while raising four kids on the road. Entrepreneurship became a lived experience for their family, not just a concept, and that spirit continues to shape how they raise their children today.

Today, Tony and Jill are a husband and wife team with Boise Premier Real Estate, having built a business rooted in service, consistency, and long-term relationships. Since entering the industry in late 2021, they have steadily grown their production, closing just under \$16 million in volume last year alone. More than the numbers, their vision is centered on building a sustainable, people-first real estate business—one that values education, clear communication, and trust over quick wins. They approach each client relationship with the same intention, whether guiding first-time buyers through their very first purchase or helping families navigate complex transitions. For Tony and Jill, real estate isn’t about chasing transactions; it’s about creating a business that supports their



family, serves their community well, and allows them to show up fully for the people who trust them with some of life’s biggest decisions.

Outside of work, the Greising-Murschel household is full, active, and anything but quiet. Their oldest son competes nationally in speed rock climbing, a passion discovered while exploring Idaho that evolved into elite training and national competitions. Their three daughters, ages nine to fourteen, are competitive cheerleaders, filling the family calendar with practices, competitions, and early mornings. The kids attend Heroes Academy, a learning-driven school focused on problem-solving, independence, and entrepreneurial thinking—values that mirror the life Tony and Jill have modeled for them.



At the core of everything they do is choice. Choice to live differently. Choice to serve others. Choice to stay curious while putting down roots. “We want our kids to know there’s no single path they’re supposed to follow,” Tony says. “We just want them to know they have options.”

That same philosophy carries into Tony’s work in real estate. Success, for him, isn’t just measured in numbers. It’s found in service, connection, and the ability to show up fully—especially when things are uncomfortable. The Greising-Murschel’s story isn’t one of a straight line or a perfect plan. It’s a story shaped by intention, humility, and the courage to build a life that reflects who they truly are.



SPENCER TYLER AGENCY

The Goosehead Insurance difference:

Candid Advice
We offer straightforward, unbiased advice.

Unrivald 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



GET YOUR QUOTE

Protect what matters most
with the best coverage



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

Trusts, Wills, POA, & Probate



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



Stephen Redlich

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



Gabriel Johanson

32 • February 2026

Boise Real Producers • 33



PTC PioneerTitleCo.
GOING BEYOND

We're an Idaho Original.

There's locally owned... and then there's Pioneer Title Co. You can venture to guess, but the facts don't lie: we've been Idaho's ORIGINAL locally owned and operated title company since 1949.

For 75 years, we've been Going Beyond for Idaho and we're just getting started.

PTC 75 — AN IDAHO ORIGINAL — CELEBRATING 75 YEARS 1949 - 2024

BEST OF 2025 — COMMERCIAL REAL ESTATE —

Business Review (Reader Rankings) 2025 — BEST REAL ESTATE SERVICE PROVIDER — WINNER

BUY IDAHO PRODUCTS & SERVICES

pioneertitleco.com



BOISE MOLD REMOVAL

\$250 MOLD INSPECTIONS FOR REALTORS

FREE INSPECTION IF WE END UP PROVIDING LABOR

(208) 412-0899
BOISE-MOLDREMOVAL.COM



MAKE MONEY. SAVE MONEY. SAVE TIME.

What Can Bonzo Do For Your Business?

- Connect
- Converse
- Convert

BONZO!
GetBonzo.com

scan to earn more and work less!



Sell Before You List!

Fast, Hassle-Free Cash Offers

Want to Sell Before It Hits the Market? We'll buy it—hassle-free and pay a commission!



- ✓ **CASH OFFERS** No waiting on financing
- ✓ **WE BUY AS-IS** No repairs, no hassle
- ✓ **FAST CLOSINGS** As little as 7 days
- ✓ **COMMISSIONS PAID** — Get rewarded for bringing us deals!

Sell before listing & skip the uncertainty!

Green Pine Homes

Partner with us—bring your off-market, distressed, or hard-to-sell properties today!

Call Now: 208-316-3534 | www.greenpine.homes



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



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.

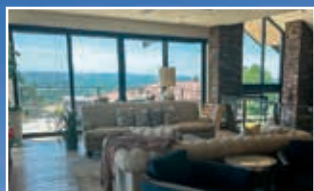
HOME ENHANCEMENT CO.

design, renovations, staging

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



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



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 E60 Insurance Covers You!
 - 4K Drone Roof Inspection for Applicable Roofs

*EXCLUSIONS APPLY. ASK FOR DETAILS.

208-573-5300
www.PresidentialHomeInspections.com



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



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

