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Contents



Denise & **24**
Joe Abmont COVER STORY

PROFILES



30 Tony & Jill Greising-
Murschel



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

18



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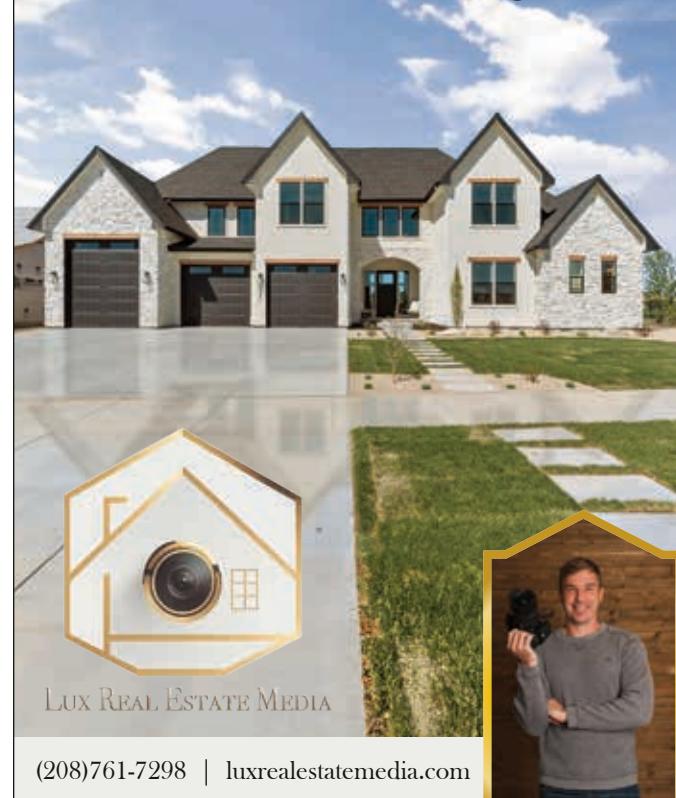
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The Business Is the People

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.

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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.



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.

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JORDAN MICHAEL RUTH

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,





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

"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."



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.

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Denise & Joe Abmont

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



PHOTOS BY JORDAN REICH

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



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.

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

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From Backpacks to Boise

The Greising-Murschel Story



PHOTOS
BY
JORDAN
REICH

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.

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.



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