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A professional photograph of Rachel Hausman Masse, a woman with long, wavy blonde hair, smiling warmly. She is wearing a black blazer over a white collared shirt. Her arms are crossed, and she is standing in a well-lit office or home setting with wooden cabinetry and a white chair visible in the background.

Rachel
Hausman Masse

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BY THE NUMBERS

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TOTAL TRANSACTION VOLUME



13,609

TOTAL TRANSACTIONS



\$16.5 Million

AVERAGE SALES VOLUME PER AGENT



26.5

AVERAGE TRANSACTIONS PER AGENT

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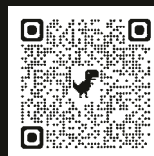


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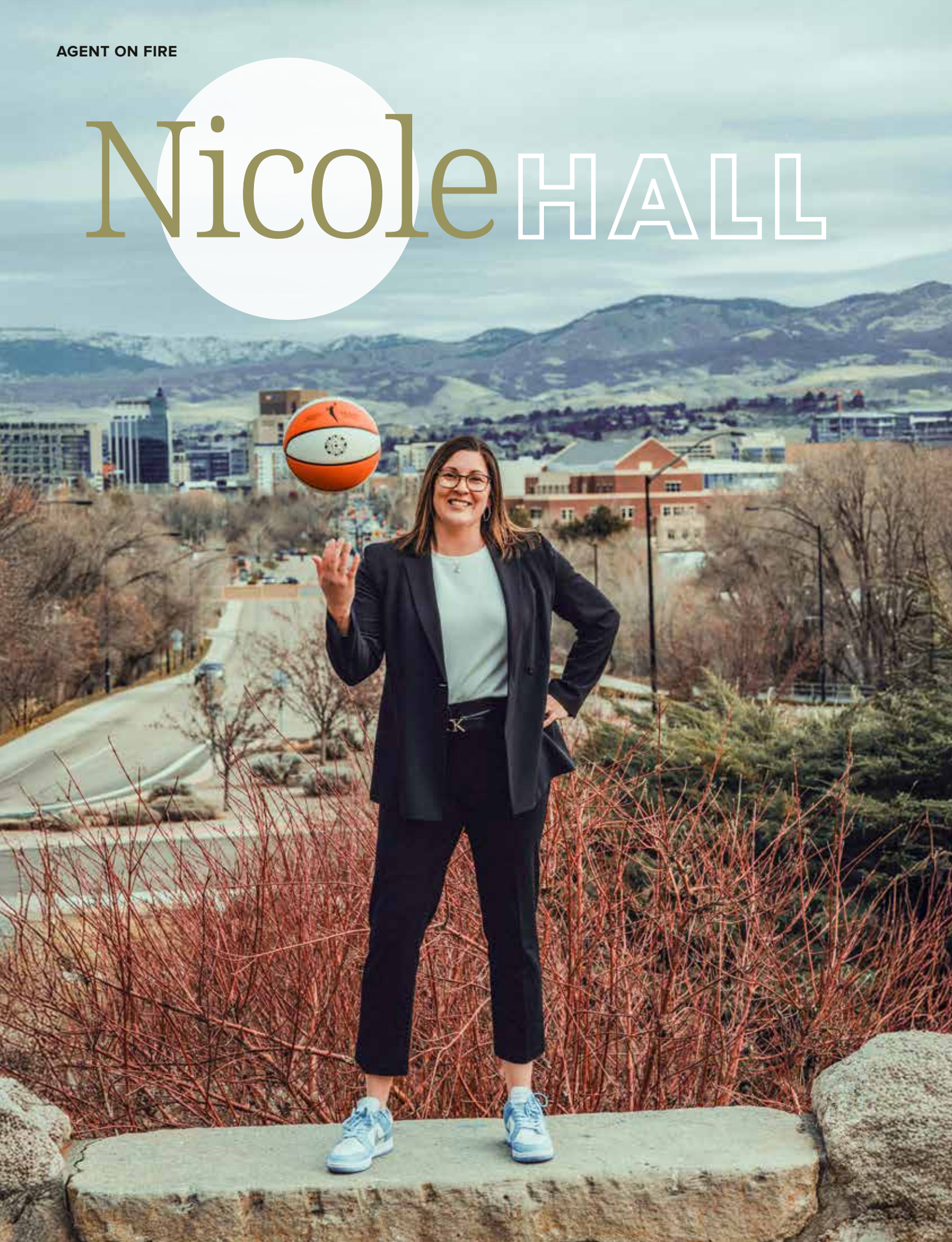


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Nicole HALL



FROM THE COURT TO THE CLOSING TABLE

PHOTOS BY BLAKE CLEMENS • WRITTEN BY NICK INGRISANI

Nicole Hall has never been afraid of reinvention. Born in Modesto and raised across California’s central valley, Nicole spent her formative years moving frequently, eventually settling in the small foothill town of Jackson, California. Without much else to do, she poured herself into basketball — a passion that would quietly shape everything that came after.

She carried that drive into college, first at Cosumnes

River College in Sacramento, where she played basketball, then transferring to Simpson University to pursue a degree in elementary education. She graduated in 2007 in the teeth of the recession and found the teaching job market impossible to count on. So she pivoted, taking on two jobs — a shift supervisor role at Starbucks and a cashier role at Sports Authority — while she waited for the right door to open.

It opened in Italy. During a trip overseas to run basketball camps and play semi-pro games, a team

leader saw something in Nicole and extended an offer: come to Pennsylvania, the door’s open. She took it. Two weeks’ notice later, she was in Allentown, then Philadelphia, managing what became one of the top five busiest Starbucks locations in the region. She would spend nearly a decade with the company. There, she built real leadership skills — hiring and developing teams, navigating high-volume operations, and learning to manage people with vastly different personalities and needs.

But life has a way of redirecting even the most determined people. When her mother was diagnosed with leukemia and a relationship brought her west, Nicole landed in Boise.

She continued managing Starbucks locations here, but began to feel the ceiling.

A stint at a print and newsletter company followed, and then a Nextdoor post changed everything. A local real estate agent was looking for someone to help with operations and marketing. Nicole jumped on the opportunity, got her license in 2018, and discovered something she hadn’t expected: real estate felt completely natural.

“Getting into real estate was an easy transition because it’s really about helping people. At the core, that is my being — that’s what I love to do, and I get a lot of fulfillment out of it. Coming

BOISE
DEPOT

“
Training is in
MY BLOOD.
”

from Starbucks, I was great at multitasking and working with people with different personalities. The real estate process was fascinating for me. You have to be able to connect with people on all levels and really get to know them.”

She spent her first year as a licensed operations manager before joining the Boise Guru Team in 2020 as a full time agent, working with both buyers and sellers. That five-year chapter began with COVID shutting everything down and ended with a team leader who relocated to Spain and agents increasingly scattered to home offices. Nicole hit another ceiling and found herself feeling lonely at home. After an honest conversation with her team leader, she made another move — this time to Alissa’s at Minegar Gamble Real Estate, where she now works as a realtor and an additional role as Director of Success.

“I enjoy having this leadership opportunity and getting to help train all the new agents on our team now. Training is in my blood.”

What sets Nicole apart in a crowded market isn’t a sales tactic — it’s a philosophy. She leads with kindness and human connection, prioritizing the relationship over the transaction. She takes the time to teach her first-time buyers how to manage the process and stays in touch with clients long after closing, remaining genuinely curious about their lives. Nicole’s networking isn’t a marketing strategy but a



natural extension of who she is, building relationships with agents, vendors, and contractors across the Treasure Valley and beyond.

“My goal is transactions, but not at the cost of not being kind. Being on this team now, with the leverage I have, has given me the ability to spend more time focusing on my clients, which has been a huge bonus for me. I love just being able to balance community connection with real estate as well.”

Outside of real estate, Nicole loves sports. She plays basketball Friday mornings with a women’s group, has competed in a women’s flag football league, and does CrossFit regularly. She estimates she’s visited 49

of the 50 states, with only Alaska remaining. At home in Boise, mornings begin with walks through the foothills with her wife and their three dogs — plus a cat and two rabbits rounding out the household. She even teaches a class at her brokerage called Shoot Your Shot — a framework for building a real estate business around the things you already love.

“I’m a sports real estate agent. I even teach a class at our brokerage called Shoot Your Shot, which is a framework for how to use your community to build a business around the things you love to do.”

Looking ahead, Nicole wants to grow her volume



“ I’m a sports real estate agent. I even teach a class at our brokerage called SHOOT YOUR SHOT. ”

and expand her coaching presence. She knows that growth requires stretching — mindset included — and she’s ready for that challenge. After a career that has taken her from

California’s foothills to Philadelphia’s busiest corners to the high desert of Boise, Nicole Hall has learned one thing above all else: the people always matter most. ❏

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Rachel

HAUSMAN MASSE

CONTINUING A
FAMILY LEGACY
FROM CHICAGO
TO BOISE

PHOTOS BY CY GILBERT • WRITTEN BY NICK INGRISANI

Growing up in the northwest suburbs of Chicago, Rachel watched her mother transform a fresh start after divorce into a powerhouse career at RE/MAX, eventually becoming the number-one agent in town for years. Real estate wasn't the background noise of Rachel's childhood—it was the soundtrack.

rank in the top 100 at RE/MAX for the next 13 years—not as colleagues working in parallel, but as genuine business partners.

“I always took mom’s reputation and mine very seriously. You have to be an advocate for people in so many different ways as a realtor.”

The psychology degree, it turned out, was the perfect foundation for a career in real estate. Rachel understood early that buying or selling a home isn’t a transaction—it’s one of the most emotionally

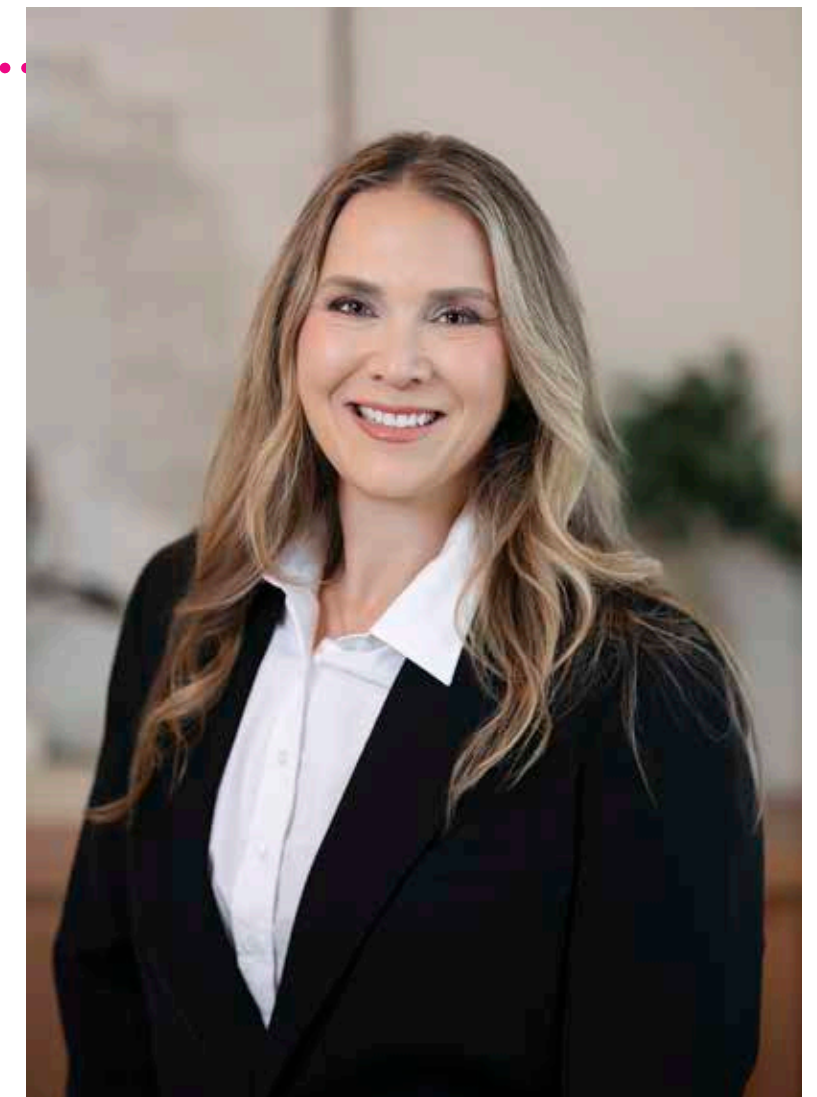
charged experiences a person can go through. She leaned into that, building a referral-based business rooted in deep, lasting relationships with clients who came to feel like family.

In 2020, Rachel and her mother made the deliberate decision to leave RE/MAX for Compass, drawn by the brokerage’s concierge program and a philosophy that better aligned with how they’d always operated. The following year, when Compass opened a satellite office in Sun Valley, it opened

“We’d go to REMAX conventions on my birthday. I was always involved in her marketing. I was in a very large high school with 4500 kids, and my mom had a billboard right out the entrance. So we were known in the area.”

Rachel graduated from high school as a junior before heading to the University of Colorado Boulder, where she graduated in 2008 with a focus that shifted from science and biology to psychology. That pivot would prove more meaningful than she could have anticipated. When her grandmother was diagnosed with pancreatic cancer, Rachel returned home to help manage her mother’s business during that challenging time—and in doing so, discovered her professional calling.

Her first year in real estate set the tone for everything that followed. She won the Rising Star award and sold more than 18 homes in her first year. From there, she doubled her sales every year, and she and her mother went on to consistently





Many people thought she was walking away from everything she'd worked for. In reality, she was taking everything she'd built and bringing it somewhere new.

She approached Boise the same way she'd approached Chicago in her very first year: show up, get involved in the community, and deliver an elevated client experience. Rachel has since established herself as someone offering something genuinely different in the Treasure Valley—Compass's national and international marketing reach, a luxury and PR department that gives sellers a distinct advantage, a Private Exclusive listing program, and the concierge service that allows clients to renovate their homes before listing with no upfront cost.

"My approach was always to just be very involved in the community and try to deliver an elevated experience for all of my clients. Being a part of Compass and having the experience that I've had for 17 years has allowed me to show people that I offer something different."

Her team today spans both markets. In Chicago, her mother and two teammates continue to serve clients there. In Boise, Rachel is building something that feels like an extension of the same boutique, family-centered business she's always run.

When she's not working, Rachel is fully immersed in the outdoor lifestyle that drew her west in the first place. She and Vince have two daughters, ages seven and nine, two doodles, and a camper that gets put to regular use. Hiking, skiing, mountain biking, strength training with a community of women at the gym, baking, and crafting with her girls—life here looks exactly the way she imagined it would.

an unexpected door. Because Compass operates as a single brokerage across states, Rachel could run her team in multiple markets simultaneously—a rare flexibility that made a long-held vision of moving to Boise possible.

Rachel and her husband Vince had purchased an investment property in Boise back in 2019, quietly laying the groundwork for a future they hoped to build there. In 2021, they made it official.



“ We moved here to give our kids an outdoor lifestyle and be in **nature more.** ”





helping her Chicago clients, never abandoned the relationships she'd spent 17 years building—she simply expanded what was possible, on her own terms, in a place where she could also be fully present for her family.

“A lot of people thought I was crazy to leave our business in Chicago and start over. I feel like for a lot of agents this year, there's a lot of fear and uncertainty for people in their careers, but it's just empowering to know that you can make whatever

life you want happen as long as you work really hard and stay aligned with your values. I'm so glad I moved here. Now I can help people in a way that's even more rewarding because I have a better life balance.”

That personal touch—being a true advocate for clients through every stage of life, from a first home purchase to building long-term financial wealth—will always be the core of her business, no matter how much it grows. ▾



“**Now I can help people in a way that's even more rewarding because I have a better life balance.**”

“We moved here to give our kids an outdoor lifestyle and be in nature more. So many move here for lifestyle reasons, and it makes for such positive interactions in the real estate business. I'm so grateful I get to see my husband and kids more often, and still have a successful business with a different lifestyle. Plus, my real estate peers in Boise have always been so kind, supportive, and encouraging. It's a very different vibe than Chicago, which is very competitive.”

For agents navigating uncertainty in today's market, Rachel's story carries a quiet but powerful message: that professional reinvention isn't a retreat. It's a choice. She never stopped



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Tidy STYLE



PHOTOS
BY BLAKE
CLEMENS

For many entrepreneurs, the spark behind a business comes from years of planning or a carefully mapped-out strategy. For Heather, the founder of Tidy Style, it came from a very different place.

The idea was sparked during her years at home with the kids, when a little boredom turned into inspiration.

After stepping away from a career in sales and marketing to become a stay-at-home mom, Heather spent several years focused on raising her children. But when her youngest started preschool, she suddenly found herself with something she hadn't had in a long time: extra time.

"I loved being home with my kids," Heather says. "But I realized I missed building something. I needed a creative outlet."

Going back to corporate life didn't feel right. She wanted work that felt meaningful and impactful, but also flexible enough to stay present for

her family. As she considered what that could look like, the answer turned out to be something she had always loved doing.

Organizing. "I've always loved organizing," Heather says. "It came naturally to me, and I could honestly do it for hours."

What began as helping friends and family tackle cluttered closets, chaotic kitchens, and overwhelmed garages quickly revealed something deeper. Organization was not just about making a home look better, it was about making it feel better.

"Clutter isn't just about stuff," she explains. "It carries stress, overwhelm, and mental load." Seeing the impact organization could have on people's lives planted the seed for what would eventually become Tidy Style.

"My vision was simple," Heather says. "Your home should be your sanctuary. Calm, functional, and beautiful. Disorganization is often a barrier to that peace. I have found that an organized space also helps me focus"

Heather didn't spend months planning the business. In fact, the launch was surprisingly simple. "The idea came to me, I did a quick Google search to see what competitors existed, and at the time there really weren't any in my immediate space," she recalls. "I brainstormed some names, checked URL availability, and built the website the next day."

Rather than overthinking it she relied on her innate organizational ability and a clearly defined process. "I knew that if I delivered an exceptional client experience every single time, that would become the engine for our growth."



“EACH SPACE in your home can **bring you joy.**”



look nice. That type of surface-level approach usually falls apart quickly if there isn't structure underneath it.”

Instead, the Tidy Style team approaches every project holistically.

“We evaluate how a space functions, how a family actually lives within it, and what systems will support them long term. Every bin, drawer, and label has intention behind it.”

The goal isn't Pinterest perfection.

“Our aim is to create spaces that are calm, functional, and streamlined, but also beautiful,” Heather says. “Beauty and utility should coexist.”

That philosophy extends to every corner of the home.

“From pantries and closets to kid's spaces and laundry rooms, every space deserves thoughtful attention,” she says. “Each space in your home can bring you joy.”

For Heather, the impact of organization goes far beyond aesthetics.

“I'm deeply passionate about the connection between an organized home and mental and emotional well-being,” she says. “Clutter creates decision fatigue and overwhelm. When we transform a space, we often hear from clients that they feel focused and relaxed in their home for the first time in a long time.”

Her team often refers to home organization as a family's foundation of wellness. The benefits of organization can be felt by anyone in the home but they have noticed some of the

biggest impacts have been felt by families navigating ADHD.

Equally important to Heather is the culture she has built within the company.

“This business isn't just mine,” she says. “It's ours.”

The organizers at Tidy Style don't just transform spaces. They build meaningful relationships with the families they work with week after week. Many are balancing motherhood, family responsibilities, and career ambitions of their own.

“Creating an environment where women can grow professionally while still honoring their personal priorities is something I'm incredibly proud of,” Heather says.

Like many successful businesses, the early days were anything but polished.

“There were plenty of days when I barely got the kids out the door, called prospective clients while driving to an organizing job, and stayed up late returning emails and posting on social media,” Heather says with a laugh. “I didn't think of myself as entrepreneurial and my degree is in art so my business savvy was definitely lacking.”

To illustrate that point she shares, “I literally cried the first time I opened QuickBooks!”

Through persistence and an unrelenting focus on delivering an exceptional client experience each and every time, the business began to grow.

At home, Heather shares life with her husband, Michael, their two children—14-year-old daughter Gemma and 12-year-old son Henry—and their dog, Mabel. Michael has also been a key part of the company's growth.

“He actually designed our Tidy Style app that manages our client flow and internal operations,” Heather says. “I truly couldn't have scaled this business the way we have without him.”

Their daughter helps keep Heather up to date on social trends, while their son is ready to jump into Tidy Style's YouTube channel the moment she gives the green light.

When she does step away from work, Heather enjoys slowing down.

“Don't come at me with self-help books,” she jokes. “When I have downtime, I love escaping into a good fiction novel or a cooking show. That's how I unplug.”

Traveling with her family is another favorite way to recharge, especially vacations that allow her to spend time in nature. But there's one detail about her past that often surprises people.

“In a previous life, I was a bowhunter,” she says. “I actually had two run-ins with two different bears on two consecutive days.”

These days, Heather focuses less on adventure in the wilderness and more on gratitude for the life she has built.

One of her favorite reminders reflects that mindset:

“Repetitive complaining attracts more to complain about. Consistent gratitude attracts more to be thankful for.”

What started as an idea at her kitchen table has grown into a company that supports families across the Treasure Valley while creating meaningful careers for many women on her team.

And for Heather, the opportunity to make that impact never gets old.



commercial organization, as well as concierge move management.

Their unpacking and complete home setup service has become one of their most requested offerings, alongside closet and kitchen transformations they perform weekly.

The company's work has also earned recognition across Idaho. Tidy Style has been named Idaho's Best Professional Organizer for three consecutive years.

But awards are not what Heather believes truly sets the company apart.

“We're very systems-driven,” she explains. “Organization isn't just about rearranging things so they



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LIGHTING *the* WAY



Jeremy's Creative Journey *with* Treasure Valley **Lighting & Display**



PHOTOS BY
GARRETT LEO

For Jeremy, lighting has never been just about fixtures, wires, or brightness. It has always been about creating atmosphere, telling a story, and helping people experience their homes and spaces in a new way. As the founder of Treasure Valley Lighting & Display, Jeremy has spent the past eight years helping homeowners,

communities, and businesses throughout the Treasure Valley see their properties in a completely different light.

But his journey into lighting began long before he ever launched a company.

Growing up in San Jose during the 1980s and 90s, Jeremy was surrounded by the glow of the family business. His parents ran a commercial holiday lighting and decorating company, and from a young age he was part of the operation.

"I remember helping the family as young as eight years old," Jeremy recalls. "By the time I was a teenager, I was working nights in malls building Santa sets and giant Christmas trees." By the age of sixteen, Jeremy was already supervising crews and operating lifts on large installations. Those early experiences not only taught him the technical side of lighting, they also introduced him to entrepreneurship and the satisfaction of creating something that brought people joy.

Still, Jeremy's path wasn't a straight line.

After graduating from college with a degree in music composition, he found himself balancing creativity with real-world responsibilities. Around that same time, he proposed to his now wife, Karuss. With marriage and family on the horizon, Jeremy stepped back into the family lighting business as a part-owner alongside his parents and brother.

Over the next nine years, the company grew significantly. But eventually, Jeremy and Karuss felt called to start a new chapter.

"In February of 2017 we moved to Eagle with our two kids," Jeremy says. "They were three and one at the time."

Their home life is central to everything Jeremy does. Karuss homeschools their kids, which allows the family to spend meaningful time together throughout the year.

"Our kids are all completely different from one another," Jeremy says with a smile. "But they get along really well and we love doing life together as a family."

When Jeremy first arrived in Idaho, he intentionally stepped away from lighting for a season. For about a year and a half he worked in publishing and advertising. But eventually the creative pull of lighting returned.

"In 2018, it was time to get back into lighting," he says.





With little more than savings and a vision, Jeremy launched Treasure Valley Lighting & Display. The company initially focused on residential and commercial holiday lighting installations. Over time, the business expanded into landscape lighting design as well as wedding and event lighting.

“We literally started with nothing,” Jeremy says. “We took whatever savings we had, put it into inventory, and God just provided the work.”

Some of those early opportunities helped establish a strong presence

in the community. Jeremy’s team began working with clients like The Village at Meridian, the City of Eagle, and several homeowners associations throughout the area.

While holiday lighting helped launch the business, landscape lighting design quickly became Jeremy’s favorite aspect of the business.

“Lighting design taps into my creative side,” he explains. “Things like composition, negative space, and subtlety are incredibly important.”

Jeremy approaches lighting the way a composer approaches

music or an artist approaches a canvas, “painting with light” he calls it. The goal is not simply brightness. The goal is balance.

He often references a quote by James Thurber that captures his philosophy perfectly.

“There are two kinds of light, the glow that illuminates, and the glare that obscures.”

“Most outdoor lighting tends to be the latter,” Jeremy explains. “My job is to create lighting compositions that eliminate glare, hide the light sources, and avoid light trespass.”

That attention to design and craftsmanship is one of the things that separates Jeremy from others in the industry. He is a Certified Outdoor Lighting Designer through the Association of Outdoor Lighting Professionals and a Certified Low Voltage Lighting Technician. His continued training ensures that the lighting systems his team installs are not only beautiful but built to last. “Not all LEDs and fixtures are created equal,” Jeremy says. “We use high quality products so the lighting looks great and performs reliably for years. Attention to detail is paramount, down to the type of wire connections we use.”

Jeremy is also deeply connected to the professional community in the Treasure Valley. He is involved with organizations such as the Association of Outdoor Lighting Professionals, the Building Contractors Association of Southwest Idaho, the Boise Landscape Network, the Eagle Chamber of Commerce, and *Boise Real Producers*.

But for Jeremy, business is about far more than installing lighting systems.

His faith plays a central role in both his life and his leadership.

“My faith in Jesus Christ, my marriage, and my kids are the most important things in my life,” he says.

Jeremy is actively involved in church ministry and spends time encouraging other men in the community.

“Sometimes that just means grabbing coffee with husbands and dads who need encouragement,” he says.

His team also looks for ways to give back through their work. Each year they provide free holiday lighting installations for families who are going through a difficult season.

“I love bringing a little joy and magic into people’s lives,” Jeremy says.

When Jeremy isn’t working, you might find him mountain biking, lifting weights, hunting, camping, or backpacking. He also enjoys talking with other entrepreneurs about business and investing.



Despite the many responsibilities in his life, Jeremy has learned a simple key to maintaining balance.

“If it’s not on the schedule, it probably won’t happen,” he says. “So I schedule everything. Date nights, workouts, time with friends, Bible study. If it matters, it goes on the calendar.”

For real estate professionals, Jeremy’s work provides a powerful opportunity to elevate the homes they represent. Thoughtfully designed outdoor lighting can dramatically improve curb appeal, highlight architectural features, and create an emotional connection the moment someone pulls up to a property.

Jeremy has seen firsthand how powerful that impact can be. “In 2024 we designed and installed a large lighting project for a homeowner on a five acre property in Eagle,” Jeremy recalls. “The home was about 6,500 square feet with a large shop and several acres of land around it.”

18 months later, Jeremy reached out to the homeowner to discuss the next phase of the project, which was supposed to include developing additional acreage and expanding the lighting system.

“He told me, ‘I’ll call you in the morning,’” Jeremy says. “When he called, he told me he had actually sold the property back in December.”

The home had never been listed on the market. Instead, a buyer had driven past the property, seen the home, and reached out to a real estate agent to track down the owner and make an offer.

“I jokingly said, ‘He must have driven by at night and seen all the lighting,’” Jeremy says with a



laugh. “And the homeowner said, ‘Actually... yes.’”

The owner hadn’t planned to sell, so he told the buyer the number it would take to make him move. To his surprise, the buyer agreed.

Stories like that illustrate something Jeremy understands well. When lighting is designed intentionally, it doesn’t just illuminate a property. It transforms how the property is experienced.

“When lighting is done right, you don’t notice the fixtures,” Jeremy says. “You just notice how beautiful the property looks.”

That philosophy is exactly why homeowners, builders, and real estate agents trust Jeremy and his team. With a designer’s eye, high quality products, and a genuine commitment to serving people well, Jeremy doesn’t just install lights.

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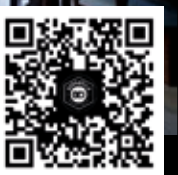
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