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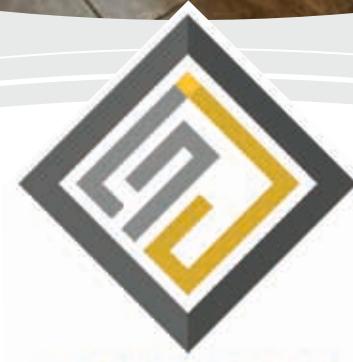
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## BY THE NUMBERS - WHAT DOES IT MEAN

BY TIM GANLEY

This is always one of my favorite times of year because we welcome the new class of 2026. If this is your first publication you are receiving, congratulations! If you are returning, welcome back. Throughout this next year you will read stories of your peers, gain insight to who they truly are, not just what they do. Stories of some of the best vendors in the Treasure Valley, and be invited to exclusive networking events each quarter. Let's all grow together through loving on each other, and growing in our relationships.

As I welcome the class of 2026 I always find the data fascinating, how it is dynamic, shifting year to year and what it truly means. Now I am going to completely out myself, and I used the help of AI to analyze it and would like to share what By The Numbers really means:

From 2025 to 2026, production among the Top 500 agents showed clear and consistent growth. Total Top 500 production increased

from approximately \$7.59 billion to \$8.35 billion, representing a 10.1% year-over-year increase. This growth reflects continued momentum among high-performing agents operating at scale.

At the individual level, performance gains remained steady across the group. Average production per Top 500 agent rose from approximately \$15.1 million to \$16.2 million, an increase of 7.3%. Transaction activity also increased meaningfully. Total transactions among the Top 500 grew by 12.8% year over year, with average transactions per agent rising from roughly 24.0 to 26.4, a 10% increase. These figures suggest that many agents were not only benefiting from market conditions, but actively increasing deal volume.

The data also highlights notable movement within the Top 500 itself. Approximately 39% of agents appearing on the 2026 list were not present in 2025, reinforcing that inclusion is not static and must be earned annually. While a strong

core of agents continues to perform at a high level year after year, new names are consistently breaking into the group.

Taken together, the numbers point to disciplined businesses built on consistency, systems, and execution within a competitive environment.

\*These numbers are based on IMLS data and analysis and should be viewed as directional rather than definitive, as not all transactions are captured.

When I look at this data, what stands out to me isn't just production. IT'S THE PEOPLE. The trust that is built, the relationships formed, the time given back and poured into this community. YOU are the people. Welcome, be proud, and let's all have a great 2026!

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TOTAL TRANSACTIONS



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# March Madness: Winning the Mental Game of Real Estate

BY ROXY FELLER

Every March, the world becomes obsessed with brackets, buzzer-beaters, and Cinderella stories. March Madness isn't just about basketball, it's about momentum, resilience, strategy, and belief. And honestly? That makes it the perfect metaphor for real estate.

As a life coach, I work with high-performers across many industries, and real estate agents remind me most of elite athletes. The hours are long. The pressure is high. The wins are euphoric. The losses can feel personal. And just like March Madness, no season ever goes exactly as planned.

So let's talk about how to win the mental championship this spring.

## Round One: Master the Bracket in Your Mind

In basketball, teams obsess over brackets, who they'll face, what could go wrong, and how the odds stack up. In real estate, agents do the same thing mentally:

- "The market is too slow."
- "Rates are killing deals."
- "There's too much competition."
- "This year feels different."

Here's the coaching truth: your internal bracket determines how far you advance.

If you walk into the season expecting early elimination, you'll subconsciously play small. But if you approach



weren't the favorites. They didn't have the flashiest stats. But they believed, prepared, and played like they belonged.

In real estate, you might be that underdog.

Maybe you're newer. Maybe you're pivoting after a tough year. Maybe you're rebuilding your brand or rediscovering your motivation. Good. Underdogs play with hunger, and hunger is a competitive advantage.

As a life coach, I often remind clients: confidence isn't about certainty; it's about commitment. Commit to showing up fully, even when outcomes feel uncertain. That's how upsets happen.

## Halftime Adjustments: Stop Playing on Autopilot

Great coaches don't wait until the season ends to make changes. They adjust at halftime.

March is the perfect moment for your own halftime review:

- What's actually working right now?
- What drains your energy?
- Where are you forcing outcomes instead of allowing momentum?

Burnout doesn't come from working hard; it comes from working disconnected from purpose. If your daily actions don't align with why you chose real estate in the first place, your performance will suffer.

This is your invitation to recalibrate. Strategy matters, but alignment wins championships.

## Defense Wins Games: Protect Your Energy

In basketball, offense gets the highlight reels, but defense wins titles. In real estate, defense looks like boundaries.

- Not every client is your client.
- Not every opportunity deserves a yes.
- Not every opinion gets a seat at your table.

Your energy is your most valuable asset. Guard it like a championship

defense. The more you protect your focus, the sharper your execution becomes.

## The Buzzer-Beater Mindset

Some of the most iconic moments in March Madness happen in the final seconds, when pressure is highest and doubt is loudest.

Real estate has those moments too:

- A deal that almost falls apart
- A client who hesitates
- A month that feels like it's slipping away

This is where mindset matters most. The agents who thrive are the ones who trust their preparation, regulate their emotions, and take the shot anyway.

As a life coach, I'll tell you this: courage is a muscle. The more often you act despite fear, the stronger it gets.

## Cutting the Nets: Redefining What Winning Means

Not everyone's championship looks the same.

For some, it's volume.

For others, it's balance.

For many, it's freedom.

March Madness reminds us that success is seasonal. You don't have to win every game to win the tournament. You just have to stay in it long enough to grow, adapt, and believe.

This spring, don't just chase transactions. Chase clarity. Chase consistency. Chase the version of yourself who plays the long game.

Because in real estate, just like March Madness, the greatest victories often

belong to those who refuse to quit before the final buzzer.

If this feels like a slam dunk, don't let it be a first-round exit. March is your chance to make a deep run by strengthening the one thing that decides every game, your mindset. The bracket is set, the clock is ticking, and the agents who advance are the ones who prepare mentally, not just tactically. If you're ready to stop playing small, trust your training, and take the shot when it counts, let's talk.

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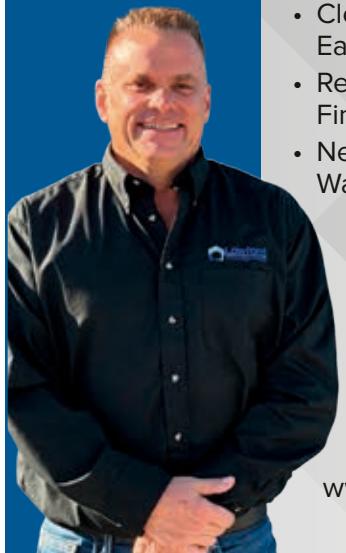
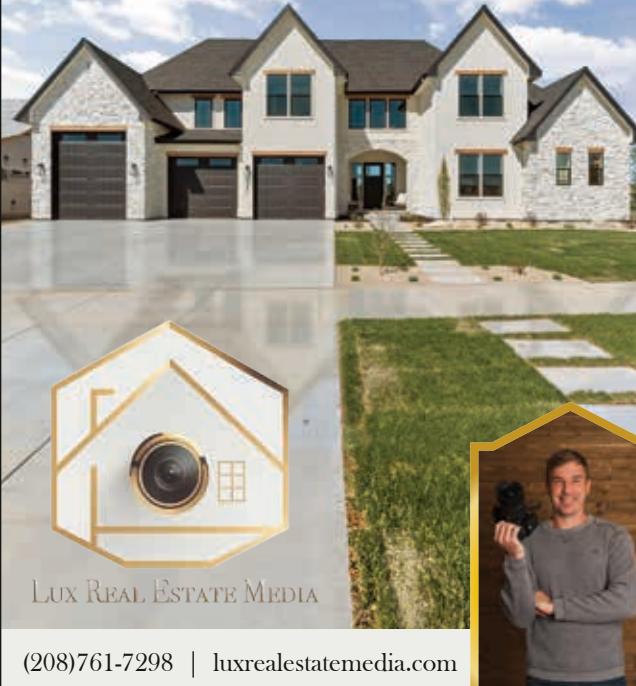


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# Bryce Miller

Blending an  
Entrepreneurial Mindset  
with White-Glove Service

WRITTEN BY NICK INGRISANI  
PHOTOS BY JORDAN REICH



**B**orn and raised in Boise, Bryce grew up immersed in the language and rhythms of real estate. Through his mother, Bryce was exposed early to the mechanics of transactions, market cycles, and the importance of relationships. That early familiarity gave him a foundational understanding that many agents don't develop until years into their careers.

"My mom is a lender, so I have been around real estate my whole life. I knew a lot of the jargon and a lot of people in the industry because of her network."

After graduating from Boise-area schools, Bryce attended the University of Idaho, earning a degree in IT management. Rather than stepping directly into real estate, he chose a different route, spending five years in tech software sales. The decision was intentional. Having witnessed the volatility of the 2008–2009 recession and its impact on real estate investors, Bryce was wary of making real estate his primary career too early. Tech offered stability, income, and the opportunity to build capital while keeping one foot in the investment world.

During those years, Bryce invested heavily in real estate on his own. Those personal transactions not only diversified his income but also gave him firsthand experience navigating deals from the buyer's perspective. The success of those investments eventually gave him the confidence to step away from a traditional 9-to-5 role. Knowing he had multiple income streams allowed him to approach future business decisions without pressure or desperation, a mindset that would later shape how he works with clients.

"I was hanging out at my friend's house and she told me she was going to real estate school. I said I always wanted to do that, at least so when I buy my own properties I can be more engaged. After a few glasses of champagne, she convinced me. I signed up for the same class she was doing and we did it together. It was a spontaneous thing that turned out well for me."



Bryce got his license in 2023 and hit the ground running. The transition felt natural. Having already completed his own transactions, Bryce found the coursework intuitive and the learning curve manageable.

"It took a couple of months for me to get my first client. It was just how the market was at that time. My business has been very steady since then."



Today, Bryce is a solo agent who primarily serves buyers, many of them first-time homebuyers. His business is built almost entirely on referrals from family, friends, and word of mouth, an organic growth pattern that reflects both his existing network and the trust he cultivates with clients.

Entrepreneurship has always been central to Bryce's identity. Real estate is not his first business, and it likely won't be his last. In addition to his investment



portfolio of short- and mid-term rentals while he was still employed in tech, he has continued to pursue new ventures. Most recently, he purchased a mobile dog grooming company, not out of necessity, but out of a desire to stay engaged and challenged.

Having been an investor himself, Bryce is able to guide clients through decisions with empathy and realism. He can evaluate properties through the lens of both agent and buyer, offering insight grounded in personal experience. As



“

*I love being able to give white-glove service to the clients that I work with.”*

part of a younger generation of agents, he also brings a comfort with creative marketing and modern outreach strategies that allow him to connect with clients in fresh ways.

“Having gone through the process being in their shoes gives me a different perspective on the entire transaction. I can tell people, ‘If I was a buyer, this is how I’d look at it.’ That information really helps people make the right decision.”

Looking ahead, Bryce isn't in a rush to scale for the sake of growth. He values having the capacity to offer thoughtful service rather than stretching himself thin. For Bryce, success isn't measured by volume alone, but by the quality of the experience his clients receive and the trust they place in him.

“I've had amazing clients and I believe that all my clients have been happy with the service I've provided them. I love being able to give white-glove service to the clients that I do work with. I'm not underwater, so I'm able to give very curated, close relationship-based time with my clients.”

What Bryce enjoys most about real estate is simple: he genuinely loves the work. It feels less like a job and more like a hobby, one that allows him to blend analysis, relationships, and creativity, and his enthusiasm shines through every client interaction.

Outside of work, Bryce fully embraces Idaho's outdoor lifestyle. He spends much of his free time with his chocolate lab, Moose, who accompanies him on daily three-mile walks through the Boise foothills. An active routine keeps him grounded, early mornings at the gym, skiing in the winter, mountain biking, and pickleball all play a role.

“All in all, I love being in the mountains, active and outdoors as much as possible.”

With deep roots in Boise, a strong entrepreneurial foundation, and a genuine love for the work, Bryce continues to build a real estate business that reflects who he is and how he chooses to live.



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# All About Boise Real Producers



**Q: Who Receives Real Producers Magazines?**

**A:** The top 500 real estate agents across the Treasure Valley.

**Q: What Is The Goal Of This Magazine?**

**A:** We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in the Treasure Valley real estate industry.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

**Q: Does Real Producers Have Events?**

**A:** Yes! We will have specific networking events throughout the year. Take a look at the bottom of this issue's publishers note for your invite to our upcoming event March 26th!

**Q: What Is The Process For Being Featured In This Magazine?**

**A:** It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's



story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please email: Tim.Ganley@realproducersmag.com

**Q: What Does It Cost A Real Estate Agent/Team To Be Featured?**

**A:** Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share REAL stories of Real Producers.

**Q: Who Are The RP-Vetted Businesses?**

**A:** They are one of the best businesses in Boise in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all

businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

**Q: How Can I Recommend A Business?**

**A:** If you want to recommend a business that works with top real estate agents, please email or message us!

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# HOME

➤ Enhancement Co

PHOTOS BY GARRETT LEO



**Spencer Bingham doesn't just improve homes. He improves outcomes.**

For more than two decades, Spencer has built a reputation in the Treasure Valley as someone that agents can trust when timelines matter, margins matter, and client emotions are running high. As the owner of **Home Enhancement Co.**, his work sits at the intersection of craftsmanship, service, and strategy. He helps homes show better, sell faster, and net more. But Spencer is quick to say that none of what he has built happened on his own.

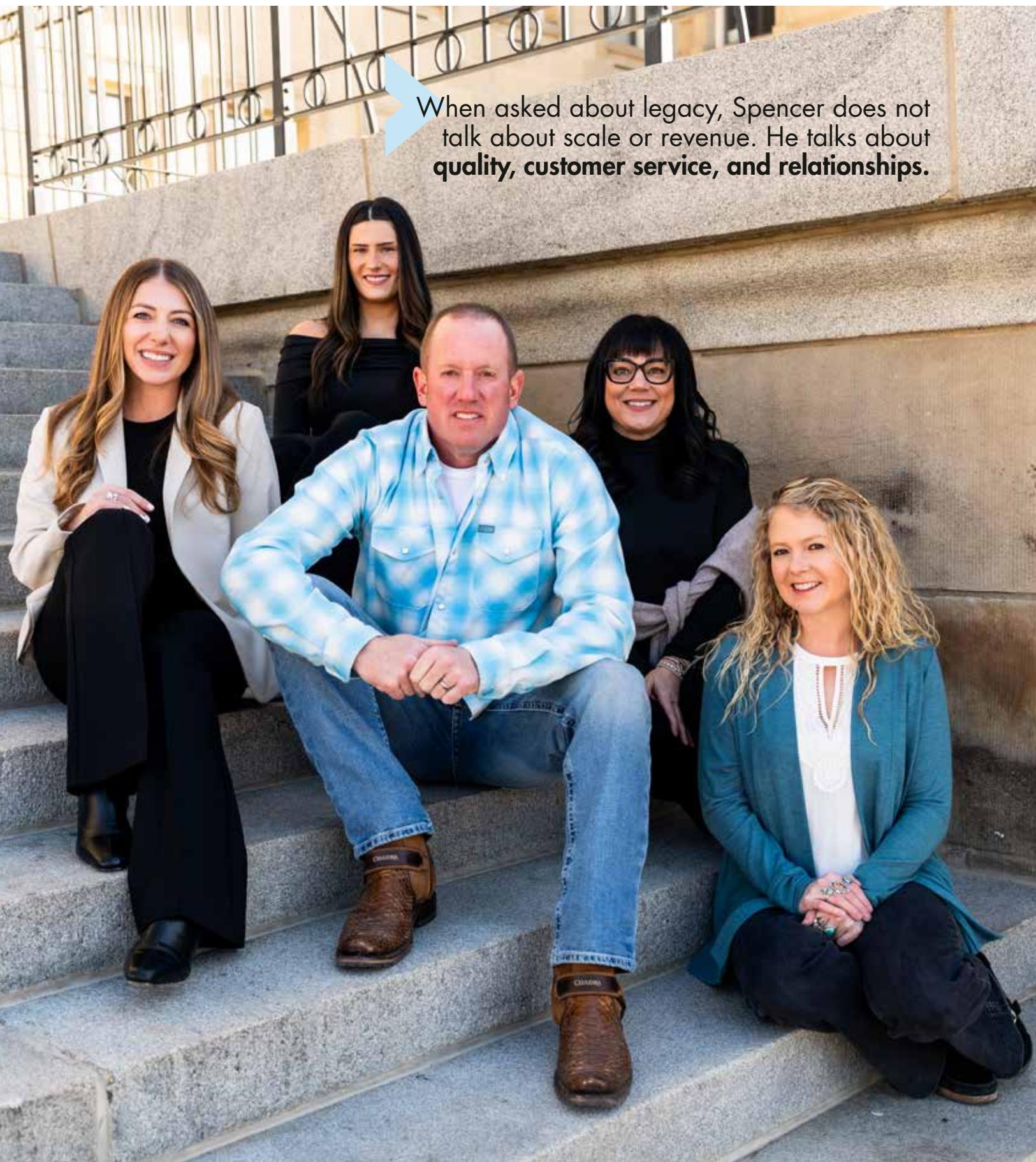
Spencer has lived in Meridian for 28 years, and Boise has been the backdrop for nearly every chapter of his adult life. For the last 18 of those years, he has shared that life with his wife, whom he openly credits as the steady force behind both his family and his business growth. Their marriage has been a true partnership built on trust, shared responsibility, and a mutual belief in working hard while staying grounded in what matters most. Spencer often says the confidence to grow, take risks, and lead came from knowing he had her support every step of the way.

Family is at the center of everything Spencer does. He is a proud stepdad to Jarell, 22, and a devoted father to Dawson, 16, Neiko, 13, and Zeke, 11. He is also a proud grandfather to two year old Beckham and grateful to welcome his daughter in law, Abbie, into the family. With a busy household and multiple businesses to run, Spencer knows balance is only possible because of the teamwork he shares with his wife. From managing home life to supporting one another's professional

goals, she has played a direct role in creating the stability that allows Spencer to lead effectively.

Before Home Enhancement Co. became what it is today, Spencer's path included years in customer service, granite countertop fabrication, and hands on work in building and remodeling. Mentors helped shape his technical skills and business mindset. Dale Klinchuch introduced him to the granite and floor covering trade and set an early example of integrity and pride in craftsmanship. Jim Meadows later became another influential voice and remains a trusted mentor and friend. Throughout those formative years, Spencer's wife stood beside him, supporting long hours, growing pains, and the realities of building something from the ground up.

Alongside his business journey, Spencer is actively serving in the **Air National Guard**, where he has dedicated 18 years of service and is on track to retire in two years after completing 20 years. His service has reinforced discipline, accountability, and leadership under pressure. It has also required sacrifice at home, something Spencer openly acknowledges would not be possible without his wife carrying extra responsibility during deployments, trainings, and extended commitments. Those experiences continue to shape the leadership approach he lives by today, one rooted in humility and responsibility. His favorite quote from **Nelson Mandela** reflects that philosophy: "It is better to lead from behind and to put others in front. You take the front line when there is danger. Then people will appreciate your leadership."



When asked about legacy, Spencer does not talk about scale or revenue. He talks about **quality, customer service, and relationships.**

That mindset is evident in how Spencer runs Home Enhancement Co. Rather than building a narrow, single service business, he built a solution designed to serve agents well. Today, the company operates as a true one stop shop for agents preparing homes for market. Countertops, custom tile, carpet, hardwood, LVP, painting, cabinet painting, cabinetry, full remodels, concrete work, and even custom builds are all handled by his team. This breadth allows agents to simplify their process and trust that projects are handled efficiently and correctly.

Staging is the final layer that often makes the biggest difference. Home Enhancement Co. offers professional staging with one of the strongest crews in the area at competitive pricing. For agents, this integrated approach saves time, reduces stress, and removes the need to coordinate multiple vendors. Spencer understands the pressure agents face, and his systems are built to support them.

Approximately 65 percent of Spencer's business comes directly from the real estate industry, and that focus is intentional. He understands that agents do not just need contractors. They need partners who understand timelines, inspections, buyer psychology, and return on investment. Spencer is passionate about customer service and quality, and equally committed to helping agents and sellers maximize profits so everyone involved succeeds.

Behind every part of that operation is the partnership Spencer shares with his wife. Watching her build Boise Designer Blinds over the past five years has been a source of pride and motivation for him. Their ability to support one another as business owners has strengthened both companies, and Spencer is clear that her leadership, perspective, and encouragement have played a direct role in his success. He also credits his employees, recognizing that strong teams and trusted people are essential to building a sustainable business. Outside of work, Spencer's life revolves around family, sports, and the outdoors. With boys involved in club baseball and football, much of his free time is spent on fields and sidelines. The family also enjoys UTV riding and outdoor adventures, time that keeps him connected and present.

When asked about legacy, Spencer does not talk about scale or revenue. He talks about quality, customer service, and relationships. He wants to be remembered as someone who did good work, treated people well, and built something meaningful alongside the people who mattered most.

For real estate agents, working with Spencer means more than hiring a vendor. It means partnering with someone who understands the pressure of a listing, values relationships, and leads with integrity. Spencer Bingham has built his business through teamwork at home, leadership at work, and a commitment to doing things the right way.





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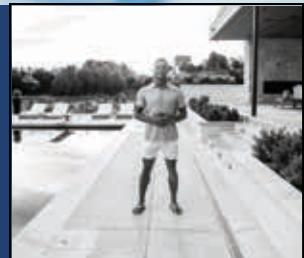


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GARRETT LEO  
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NICK INGRISANI

**J**eff Wills grew up in Kuna, just south of Boise, rooted deeply in the Treasure Valley community that would later define both his personal and professional life. Raised in a hardworking family, his father spent years working at a factory in Nampa, Jeff developed an early appreciation for work ethic, consistency, and community. He was active in athletics throughout high school and served as class president, early signs of the leadership and people-centered mindset that would follow him into adulthood.

After graduating high school, Jeff attended the University of Idaho before later continuing his education at Boise State University, where he majored in communications. At the time, his sights were set on becoming a sports broadcast journalist. That path sharpened his communication skills and taught him how to connect with audiences, skills that would later prove invaluable, even as his career took an unexpected turn.

While in college, Jeff worked at the front desk of Holland Realty, handling mail, answering phones, and supporting the day-to-day

## A PHILOSOPHY GUIDED BY COMMITMENT TO PEOPLE

operations of the brokerage. Though real estate wasn't yet on his radar as a career, the exposure planted a quiet seed. After stepping away from broadcasting, Jeff found himself searching for a role that offered both stability and upside. He spent time selling pest control door to door in San Diego and Boise, where he discovered an unexpected appreciation for sales, entrepreneurship, and self-motivation.

That search eventually led him to CBH Homes, after he made a simple Facebook post asking about commission-based opportunities.

"I got offered a position, and remember the owner saying if I worked my tail off, I could make \$53K next year. Back then, it was very exciting. I'm super grateful for my time there and their no-nonsense approach to real estate. My two years there was like the apprenticeship I think everyone should have, but they never get."

Jeff transitioned into real estate 18 years ago, marking the beginning of a new career path. The early years were marked by rapid

growth and learning, and a deepening appreciation for the role real estate plays in

people's lives. He started as a solo agent, eventually growing into a three-person team before entering a two-person partnership that lasted five to six years. While that partnership ultimately dissolved, it proved to be a valuable chapter, teaching Jeff how to build, rely on, and collaborate with others in business.

"I learned a lot about the ways to approach the business, grow a team, and rely on other people. Now it's all coming full circle."

From there, Jeff founded Do Work Realty, a team he has now led for more than a decade. Over the years, the team has shifted alongside the changing market, but Jeff has never had to conduct layoffs, a point of pride rooted in gratitude for every individual who has contributed to the organization.

Beyond his own business, Jeff has dedicated significant time to serving the real estate profession at large. He spent eight years on the Boise Regional REALTORS® board of directors and served as board president in 2021.

# JEFF WILLS

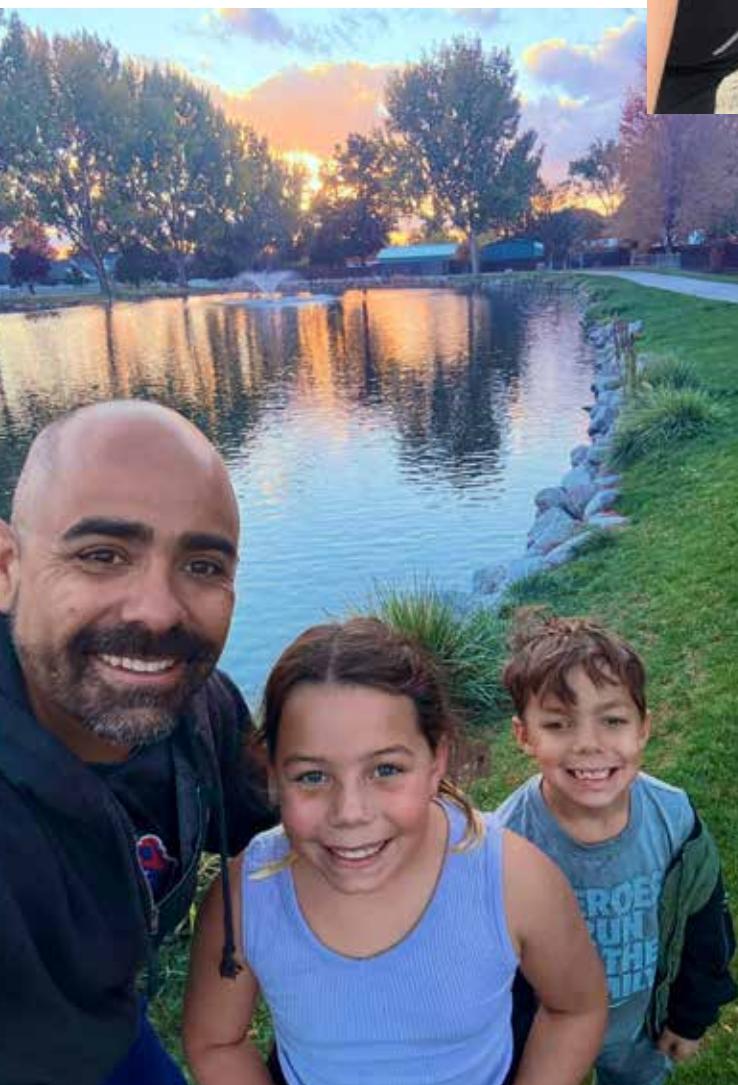


His involvement extends to the state level through RPAC, where advocacy efforts focus on protecting property rights, supporting consumer access to financing, and ensuring the industry remains informed and represented when legislative decisions are made.

"If real estate is your profession, then politics is your business. They're intertwined in a way that you can't keep your head stuck in the dirt. I have a general philosophy that if you're not at the table, you're on the menu."

Jeff's commitment to the profession was formally recognized in 2022 when he was named Realtor of the Year for the Boise region, representing roughly 6,000 of Idaho's 12,000 Realtors.

"I'm proud of my accolades. Not from my ego, but because I've treated this industry with the dignity and respect it deserves."



“

I HAVE A  
GENERAL  
PHILOSOPHY  
THAT IF YOU'RE  
NOT AT THE  
TABLE, YOU'RE  
ON THE MENU.”



“

I ATTRIBUTE MY  
SUCCESS AS A  
REALTOR TO MY  
TEAMMATES AND  
THE COMMUNITY  
AROUND ME.”



At the heart of Jeff's approach to real estate is a belief that it has never been about houses, it's about people. He focuses on

understanding each client's unique situation and removing stress from what is often one of the most consequential transitions in their lives. He sees his role as unraveling complexity, bringing clarity, and guiding

clients through the process with confidence and care.

“I just love people. I love their stories, and I like being the person who takes all the logistics off the table as they're making huge transitions in their lives.”

Outside of work, Jeff is a devoted single father to his stepson and two children. Their activities, softball, baseball, and jiu-jitsu, fill much of his time and serve as a constant source of

motivation. He also stays active himself, becoming an avid Peloton rider during COVID and sharing that journey publicly as a way to stay accountable.

“I just love spending time with my kids in whatever they're doing.”

Looking ahead, Jeff's vision remains centered on growth that mirrors the community he serves. His team reflects the diversity and evolution of the Treasure Valley, and his business continues to be built on referrals, relationships, and giving back. Annual initiatives like his Thanksgiving Turkey Bowl fundraiser benefit youth programs through the Boise Rescue Mission, supporting teens and tweens navigating housing insecurity.

“I have a massive amount of gratitude for the opportunities I've been given in real estate.

I attribute my success as a realtor to my teammates and the community around me.”

I talk about the accolades, but I couldn't do it without the amazing people around me. I'm an orchestrator of people, and it's so much fun to have relationships with other people and help them build their businesses. It's a massive win-win-win.”

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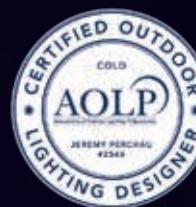
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