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Julia
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Kelsey & Kyler Wartman

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Get in the Room

BY TIM GANLEY

One thing I have learned over the last few years is that you never really know which conversation is going to change something for you.

It could be the person you sit next to at an event. A coffee meeting you almost did not schedule. An introduction from someone you barely know. Or a conversation that, at the time, feels like nothing more than two people getting to know each other.

But none of those things happen if you are not in the room.

I think it is really easy, especially when we get busy, to convince ourselves that we do not have time. There is always another email to answer, another call to make, another task waiting at the office, and of course, life waiting for us at home.

Sometimes staying back and getting work done feels like the more productive choice.

But I have learned that some of the most productive things I have ever done did not look like work at all.

They looked like grabbing coffee with someone. Going to an event when I did not know many people there. Staying for another conversation instead of heading home. Introducing myself to someone I had never met.

A huge part of what *Boise Real Producers* has become has happened because of those moments.

I have watched agents meet preferred partners who eventually became an important part of their business. I have watched people who were complete strangers walk into an event and leave with a new connection, a referral source, or even a friendship.

And I have experienced it myself.

Some of the relationships I value most today started with a simple conversation that could have easily never happened.

That is why I believe so much in getting people together face to face.

Social media is great. Emails are important. Texting is convenient. But there is still something different about being in the same room with people.

You get to actually know them.

You hear their story. You learn about their family. You find out what they are working toward, what they are struggling with, and what gets them excited.



Suddenly they are not just another agent, lender, title rep, builder, or business owner.

They are someone you know.

And people want to work with people they know and trust.

The funny thing is, you usually cannot predict which room is going to matter.

You just have to keep showing up.

So as we head into the final stretch of the year, that is my challenge to myself, and maybe to you too.

Say yes to the coffee.

Go to the event.

Introduce yourself to someone new.

Have the conversation.

You never know where it might lead.

Sometimes the biggest opportunities do not come from working harder behind your desk.

Sometimes you just need to get in the room.

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JULIA SHOEMAKER

FROM MISS RODEO IDAHO TO ONE OF THE TREASURE VALLEY'S TOP PRODUCERS

JULIA SHOEMAKER has proudly called the Treasure Valley home since 1980, when her family relocated to Meridian. Raised by a teacher and an insurance professional, she developed an appreciation for Idaho's rural lifestyle, agriculture, and close-knit communities. After attending the College of Southern Idaho, Julia earned her Bachelor's degree in Communication and Marketing from Boise State University.

Horses have been part of Julia's life for as long as she can remember. She grew up riding and participating in youth horse groups, including the Eh-Capa Bareback Riders, and became deeply involved in Idaho's equestrian and rodeo community. That involvement eventually led her to the rodeo queen arena, where she combined her horsemanship, public speaking skills, and love of representing Idaho. She was crowned Miss Rodeo Idaho in 1992 and went on to earn first runner-up at Miss Rodeo America. Julia later became one of the original lead riders of the Snake River Stampede, performing at the National Finals Rodeo twice and at the 2002 Olympiad Rodeo in Salt Lake City. In 2005, she was named Reserve Champion Rookie Rider at the National Reining Horse Association Finals in Oklahoma City.

"It must be in my DNA. I was always obsessed with horses. I never played with dolls—I played with Breyer horses. I've been riding for as long as I can remember, and I still ride today."

Before real estate, Julia built a career in healthcare administration, eventually becoming Treasure Valley Hospital's first business administrator and later its Marketing Director. In 1999, she married Stuart Shoemaker, an accomplished equine veterinarian and board-certified equine surgeon, and gained two wonderful "bonus" sons, Tyler and Jeremy. In 2000, Julia and Stuart welcomed their son, Stuart Jr., affectionately known as Alex. Julia continues to ride and share her passion for horses with Stuart and Alex.

WRITTEN BY NICK INGRISANI
PHOTOGRAPHY BY CY GILBERT
PHOTOGRAPHED AT SHOEMAKER
RANCH - EAGLE, IDAHO

CONTINUED ►



In 2005, Julia earned her real estate license, drawn by the flexibility it offered her family and a desire to better understand the process after a confusing transaction involving her own home. She joined Coldwell Banker, where she spent the next 15 years.

“Marketing for the hospital was a sales role, and being an ambassador for rodeo was also marketing and sales. Growing up in the Treasure Valley gave me extensive local knowledge and lifelong relationships that helped launch my real estate career. It was a natural transition.”

Although Julia built her reputation specializing in horse properties and small-acreage estates, today she represents buyers and sellers at every price point—from first-time homebuyers to luxury

estates, ranches, acreage, and some of Idaho’s most distinctive properties.

Consistently ranked among the Top 1% of REALTORS® in Idaho, Julia is a Certified Luxury Home Marketing Specialist™ (CLHMS) with Million Dollar Guild® recognition and a Lifetime Member of the Boise Regional REALTORS® Circle of Excellence. She has been recognized by RealTrends among the nation’s leading solo real estate professionals, with RealTrends rankings featured in The Wall Street Journal. Julia was nominated by her peers for Idaho REALTOR® of the Year in 2025 and received the Boise Regional REALTORS® Professionalism Award in 2023.

Now with The Agency Boise and a longtime Eagle resident, Julia believes luxury isn’t defined by price—

it’s defined by the level of service, expertise, and care every client receives. Among her most memorable transactions was representing the buyers of the historic Moore-Cunningham Mansion on Warm Springs Avenue, the nation’s first geothermally heated home. She has also guest-hosted eight Boise-area episodes of HGTV’s National Open House.

“It doesn’t matter if it’s a starter home or a multi-million-dollar listing. I enjoy helping people, and I want every client to be treated the way I’d want my own family to be treated.”

After 21+ years as a top-producing agent, Julia has intentionally remained a solo practitioner. She personally handles every transaction from the first conversation through closing and takes particular

“

I’VE CALLED IDAHO HOME FOR MORE THAN FOUR **DECADES**, AND I TRULY LOVE WHERE I LIVE.”

pride in the work clients may never see—protecting their privacy and interests and doing the right thing when no one is watching.

“Ethics and protecting my clients’ privacy are what I’m most proud of. My husband often says the best work I do is the work no one ever sees. I don’t need every transaction to become a social media post. My responsibility is to protect my clients’ interests and achieve the best possible outcome. That’s how I measure success.”



AT THE END OF THE DAY, REAL ESTATE ISN'T ABOUT SELLING HOUSES — IT'S ABOUT HELPING PEOPLE **LOVE WHERE THEY LIVE.**"



Julia believes great REALTORS® are problem solvers who anticipate challenges and guide clients without unnecessary pressure. She treats fellow agents as partners rather than competitors, freely sharing her knowledge and valuing long-term professional relationships.

"I've learned that slowing things down often leads to the best outcome. When people have time to think instead of react, better decisions get made. My role is to put the pieces together, communicate openly, and make sure everyone walks away feeling the transaction was a success."

Giving back is equally important. Julia serves on the Board of Directors for Dress for Success Boise,

organizes community blood drives, and serves on the committee for the Spurs & Spikes Sandy McCloud Memorial Crisis Fund, which supports Idaho agricultural families facing serious medical crises.

Looking ahead, Julia plans to expand her business into Arizona and is pursuing her Idaho broker's license. She is also developing a continuing education course with a colleague to help REALTORS® navigate small-acreage and rural transactions, including wells, septic systems, water rights, and other issues unique to rural real estate.

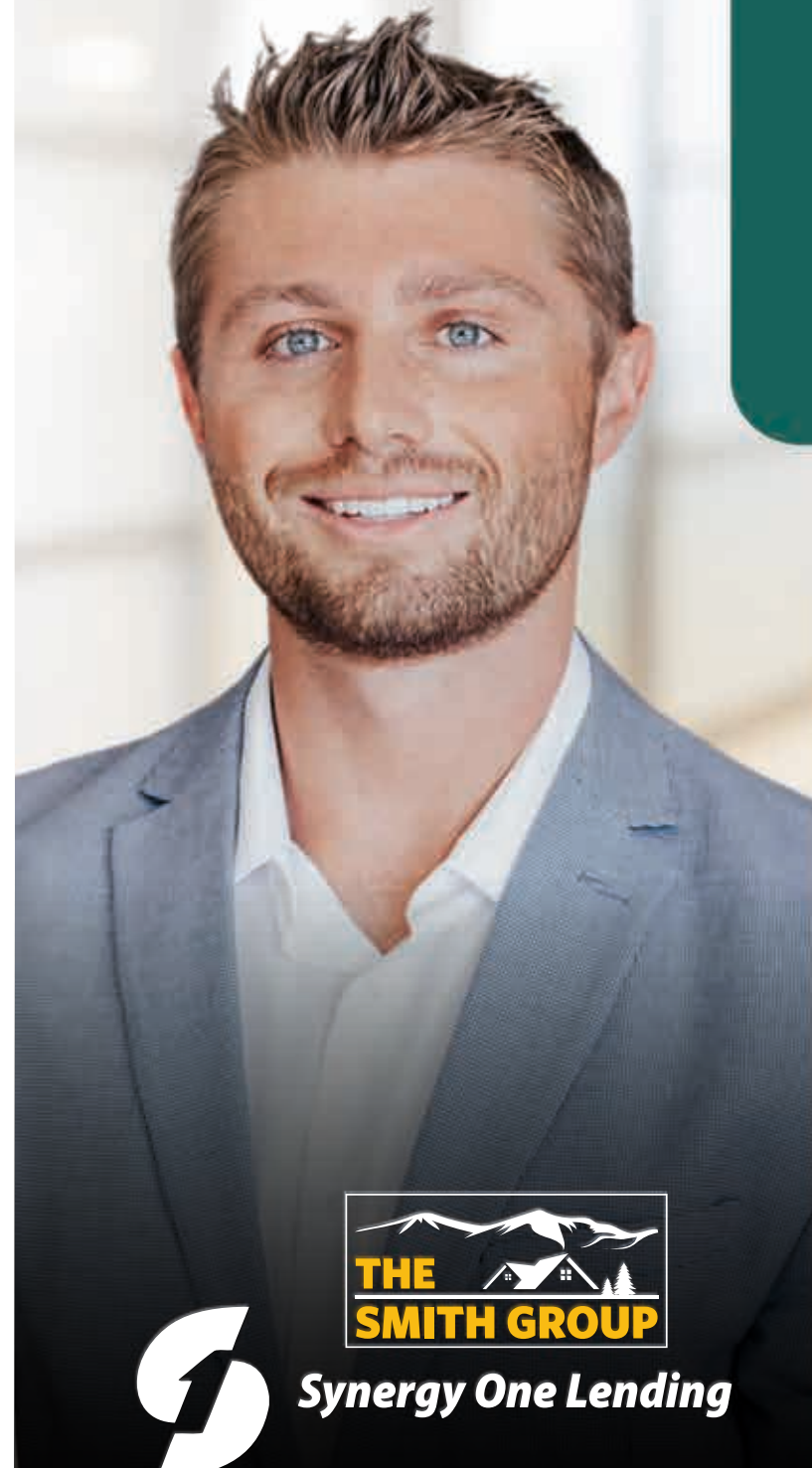
"There's a real need for this kind of education. If I can help another agent better serve their clients, that's a success for everyone."

That philosophy inspired Julia's personal brand, Love Where You Live—a reflection of her lifelong connection to Idaho and her belief that clients should find a place they truly love, not simply settle for a house.

"I've called Idaho home for more than four decades, and I truly love where I live. My goal is for every client to feel the same way. At the end of the day, real estate isn't about selling houses—it's about helping people love where they live." ❖



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THE STORY BEHIND PIONEER TITLE COMPANY

In real estate, there are names that come and go, and then there are names that become part of the fabric of a community.

For more than 75 years, Pioneer Title Company has been one of those names.

Founded in 1949, Pioneer Title began with a simple mission: provide dependable title and escrow services built on integrity, accuracy, and relationships. While the real estate industry has transformed dramatically over the decades, that mission has remained remarkably unchanged. Today, Pioneer Title serves communities throughout Idaho, Oregon, and Washington, but its focus is still the same as it was more than seven decades ago: earning trust one transaction at a time.

That has always been intentional.

Growth has never been about becoming the biggest. It has been about becoming the company people trust when the stakes are highest.

That philosophy has carried Pioneer Title through changing markets, technological advances, and countless shifts in the real estate industry. While many companies measure success by expansion, Pioneer measures it by relationships. The company has continued to evolve while staying grounded in the values that built its reputation: integrity, professionalism, local expertise, and exceptional service.

“Our growth has never been about opening the most offices. It’s been about earning trust one transaction

at a time. Every customer returns because of the relationship they maintain with a team member.”

That relationship-first mindset is what separates Pioneer Title.

Most buyers and sellers only experience the final chapter of a real estate transaction. They sign paperwork, receive the keys, and celebrate their new beginning. What they rarely see is everything that happens before they ever sit down at the closing table.

Every transaction begins with Pioneer Title’s team researching property records, verifying ownership, identifying potential title issues, coordinating with lenders, preparing legal documents, and ensuring every requirement has been met before



“OUR GROWTH HAS NEVER BEEN ABOUT OPENING THE MOST OFFICES. IT’S BEEN ABOUT EARNING TRUST ONE TRANSACTION AT A TIME.”



funds are disbursed. It’s detailed work that requires precision, communication, and experience, all with one purpose: protecting one of the largest investments most people will ever make.

For real estate professionals, that experience matters. Every transaction presents unique challenges, and having a trusted team that knows how to solve problems before they become roadblocks gives agents confidence that their clients are in good hands.

But Pioneer Title has never viewed its responsibility as simply preparing documents.

President Mike Ranieri believes the company’s role is much bigger.

“When they choose Pioneer Title, they’re choosing a partner who is just as invested in their success as they are.

Our job extends well beyond preparing documents and closing transactions. We strive to be a resource, a problem solver, and a trusted extension of our clients’ businesses. Whether that’s investing in technology, providing marketing and educational resources, helping navigate complex transactions, or simply being available when it matters most, our goal is to make our partners’ jobs easier and help them better serve their clients.”

That philosophy shapes everything Pioneer Title does.

The company invests in educational resources, technology, marketing support, and business tools designed to help real estate professionals grow. Rather than simply completing a transaction, Pioneer works to become a long-term partner, someone agents know they can rely on when challenges arise or opportunities present themselves.

Of course, a philosophy is only as strong as the people who bring it to life.



PHOTO BY
GARRETT LEO



“WHEN THEY
CHOOSE PIONEER
TITLE, THEY’RE
CHOOSING A
PARTNER WHO IS
JUST AS INVESTED
IN THEIR SUCCESS
AS THEY ARE.”

That’s where Pioneer believes its greatest strength lies.

Many employees have spent decades with the company, creating an incredible depth of knowledge and consistency. Alongside them are newer team members who bring fresh ideas and new perspectives. Together, they’ve created a culture that balances experience with innovation while never losing sight of the customer.

Internally, that culture is known by two simple words: Going Beyond.

It isn’t just a tagline.



It’s how the company operates every day.

Whether staying late to accommodate a delayed closing, coordinating remote signings for military families, solving complex title issues, or simply answering the phone when someone needs help, Pioneer employees have built a reputation for doing whatever it takes to serve the people who trust them.

Perhaps the company’s culture is best captured by one simple statement:

“When challenges arise, our people don’t ask, ‘Whose job is this?’ They ask, ‘How can I help?’”

That same mindset extends well beyond the office.

Because Pioneer Title has always been deeply rooted in the communities it serves, giving back isn’t viewed as a corporate initiative. It’s simply part of who the company is.

Through the PTC Community Impact Fund, employees support local schools, youth organizations, food banks, housing initiatives, first responders, and nonprofits across Idaho. What makes the program unique is that local employees identify the needs within their own communities, allowing each office to make a meaningful impact close to home.

As Pioneer Title looks toward the future, the company continues investing in technology, employee development, and new ways to improve the customer experience. Yet even as the industry evolves, one thing remains constant: relationships will always come first.

The goal has never been to become the largest title company.

It’s to become the most trusted.

After more than 75 years, Pioneer Title’s legacy isn’t measured by the number of transactions it has closed or the markets it serves.

It’s measured by the relationships it has built, the communities it continues to invest in, and the generations of buyers, sellers, and real estate professionals who continue to place their confidence in the Pioneer name.

In an industry that’s constantly changing, there’s something reassuring about a company that has never lost sight of what matters most.

Integrity.

Relationships.

Trust.

For Pioneer Title Company, those aren’t simply values.

They’re the reason the company has earned the trust of the real estate community for more than 75 years, and the foundation it’s building on for the next 75. ▀




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Kelsey & Kyler WARTMAN

A HUSBAND AND WIFE TEAM CENTERED ON RELATIONSHIPS

Kelsey grew up in Florida and earned a marketing degree from the University of Central Florida before spending her twenties bouncing between Atlanta and South Florida. That stretch of life is where she met Kyler, a Boise native, and a trip back to his hometown was all it took to change her plans.

Kyler's story began in central Boise. He played baseball at Treasure Valley Community College and finished up his baseball career at the University of Hawaii in Hilo. When his playing days ended, he tried a different pace of life in

Fort Lauderdale and met Kelsey there. She pushed for Boise, and they moved. They got married, and Kyler worked in restaurant management and catering until they started a family, when he spent a few years as a stay-at-home father to their oldest son.

Real estate came onto their radar from slightly different paths. Kelsey got her start on the title side, working in marketing for four years at Alliance Title and Escrow, followed by four more years recruiting agents for Silvercreek Realty Group. Kyler got his license in 2019, and the work suited him right from the start.

PHOTOS BY
BLAKE CLEMENS
WRITTEN BY
NICK INGRISANI



CONTINUED ►

SOMETIMES CLIENTS GRAVITATE TOWARD ONE PERSON OR THE OTHER, AND WE NOTICE THAT AND LEAN INTO IT.” —KELSEY



“He’s very people-oriented. He loves helping people and developing people. So it was a natural transition for him to get into real estate. He has a lot of friends and family from growing up here, so he never bought leads. Just grew organically through our sphere. In the beginning, he’d pack our oldest child with him in a baby carrier and show houses.” — Kelsey

For Kelsey, working with agents and helping them grow their businesses was her bread and butter. She had doubts about whether she’d be able to build a business of her own, but ultimately she folded into what Kyler had built. Now, their business has exploded in the last two years.

Working as spouses came with its own learning curve.

The friction sorted itself out once they figured out their roles. Kelsey now runs the front end: marketing, lead generation, the CRM, the website, social media, and showings through the point of contract. From there, Kyler takes over, handling contracts, inspections, negotiations, and the investor and development side. If one of them is unavailable, the other steps into that role without missing a beat.

“Being a husband and wife team is a balance. All we can do is support each other and make sure family comes first. Someone is always with our family if the other one needs to work.” — Kelsey

These days, they primarily split their business between resales and new construction, a segment they

entered by representing a development in Star, Idaho. They now work with Clayton Conner of Conner Construction, balancing new builds with resale work throughout the week.

Clients notice the contrast between them. Kelsey brings the upfront energy and optimism; Kyler is the one finding the holes in a deal before they become problems.

“Sometimes clients gravitate toward one person or the other, and we notice that and lean into it.” — Kelsey

“We complement each other very well. Given her background, she’s great at staying in touch with people. She’s always in front of people. I’ll focus on showings, inspections, and

contracts. Then she’ll come in at closing and use her title experience to help out with all that. After they close, she’ll do check-ins, ask how the new home is, and stay in touch.” — Kyler

Family sits at the center of how they run their business. Kelsey and Kyler don’t keep their personal lives separate from their client relationships. Clients know their sons, Kooper, 9, and Klayton, 6, and they know their clients’ kids too. They host a holiday party and a pizza party each year to bring their clients together, and their newsletter doubles as a family update.

“We’re very relationship-based. Our relationships with our clients come above everything else in this business.” — Kyler

Volunteer work is also central to what they do. Kyler chairs the Young Professionals Network for Boise Regional Realtors, organizing social and educational events and volunteering with programs like Rake Up Boise and Paint the Town; he was named BRR’s Unsung Hero in 2022. Kelsey serves on BRR’s Public Policy Committee and as a State Director, chairs the Young Professionals group for the Building Contractors Association of Southwestern Idaho, sits on that organization’s board as an associate director, and was named Member of the Year for the Women’s Council of Realtors at both the local and state level in 2021.

Looking ahead, Kelsey and Kyler plan to add agents who can grow alongside their new construction pipeline, bring on an assistant by spring 2027, and push further into land acquisition and development, helping builders line up multiple lots at once.

Outside of work, the family loves nothing more than time outdoors together. That includes fly fishing from a small boat, hiking, camping, and traveling whenever they can, including cruises with their boys. Kooper and Klayton are the third generation of Wartman children to carry a K name.

“I just happened to be a K who married in, and we were the first grandchildren to have children, so we continued the tradition.” — Kelsey



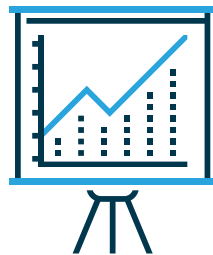
WE’RE VERY RELATIONSHIP-BASED. OUR RELATIONSHIPS WITH OUR CLIENTS COME ABOVE EVERYTHING ELSE IN THIS BUSINESS.” — KYLER



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All About Boise Real Producers



Who Receives Real Producers Magazines?
A: The top 500 real estate agents across Boise Idaho.

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 Boise 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.

Does Real Producers Have Events?
A: Yes! We will have specific networking events throughout the year.

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

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**.

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.

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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