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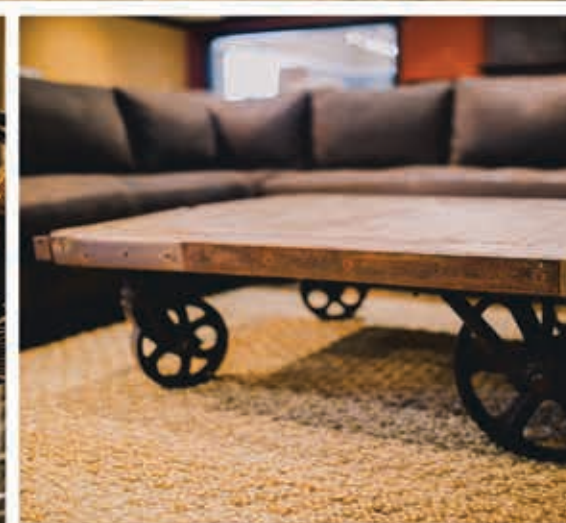
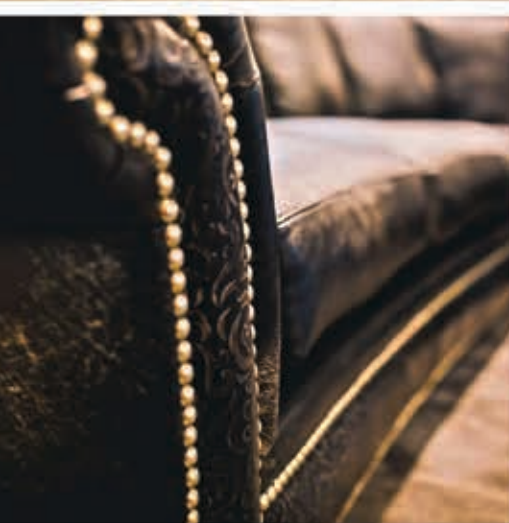
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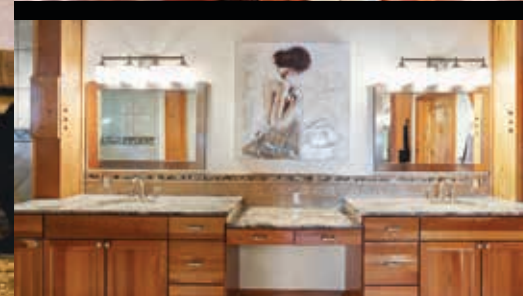
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TABLE OF
CONTENTS

	<p>16 Rising Star: Nicole Larossi</p>		<p>22 Cover Story: "Scotty" Carr</p>		<p>28 Preferred Partner Spotlight: North Idaho Title</p>
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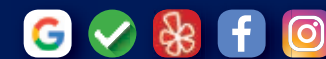
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ACT FROM HERE

Preamble: At each deadline for *Real Producers*, I sit down and give myself one hour to type up a publisher's note, inspired from musings around coaching-related topics. I don't plan these or take elaborate notes. I simply sit down, close my eyes, think of an idea and write. Often, it's within an hour or so of my hard deadline (yes, I procrastinate on things too). I aim to think of useful ideas and distinctions to share with a group, like you, who are self-driven. As with all my reflections, hold them lightly, and take what you like and leave the rest.

When we are neither run by aversions nor attractions, we're free to give our all to life, to express who we are and cheerfully move from one moment to the next. We're powerful yet at peace.

The definition of power is this; the capacity to act. We're powerful when we're unencumbered and free to relate to others out of love and to take action without resistance or yearning, without attractions and aversions.

What do I mean by aversions and attractions?

Aversions are all those things we resist and avoid. We have an aversion to change, to having to learn new things. We humans like to settle into a comfortable pattern; we'd rather stay in a sort of groove and not be bothered to have to adapt, change and grow. We have aversions to monotonous work, to boring tasks that may not appear to suit our temperament well.



We have aversions to forgiving others, and letting them off the hook. We have an aversion to letting ourselves off the hook. We have aversions to the steady discipline so many things require in life to achieve something in alignment with what we value most. You get what I mean. An aversion is a sort of contraction and avoidance, a pulling away and an ignoring. It's something we don't want.

Attractions are different. Sometimes we naturally crave the opposite of those things we have aversions to; we crave predictable things.

We crave creative and interesting work. We crave comfort and easy paths. We crave particular levels of accomplishment. We crave particular circumstances. We project value on to people and things and pursue their attainment. We crave what we lack. That sort of captures the spirit of attractions, mentally and psychologically speaking. Put simply, attractions are what we want.

Yet acting out of wantingness, or not wanting, are not powerful places to come from. There is no peace in that, and both aversions and attractions, both resistance and craving, are their own limitations. The mind doesn't like this sort of dialogue. The mind, the ego, likes to think that to accomplish something we must desire it strongly, yearn for it with every fiber of our being. Even something noble, like leaving a legacy or changing our family tree. Or conversely, the mind thinks we must be motivated by pain and anguish, we must fear failing so much we carry onward. How exhausting!

No, accomplishment doesn't require coming from a cravingness or a fear and resistance. Accomplishment is much more likely, and much more enjoyable, acting from an inner sense of completeness and peace. Most view accomplishment as moving from a sense of incompleteness to eventual completeness, from lack to abundance, and they're somewhere along the way in between.

In truth, we're whole and complete right now, exactly as we are, and exactly where we are. We move from complete to complete. Sure, we have aims, preferences and goals to better our lives or the lives of those we care for, but none of that requires a cravingness or an aversion to bring into being. And truthfully, if we're delaying our sense of peace and well being until a hypothetical aim has materialized, we're missing it.

To access peace and fulfillment in life, and to express powerful and generative action requires that we let go of the aversions and attractions we are wired to act from, to let go of the resistance and the craving.

Conversely, acting out of love and inspiration is different. When we do that, we feel whole and complete within ourselves. We do things for their own sake. We do things willingly, and we're patient with our lives exactly the way they are today. That's a quality of love, endless patience. Acting from love and inspiration is its own reward. It's a delight.

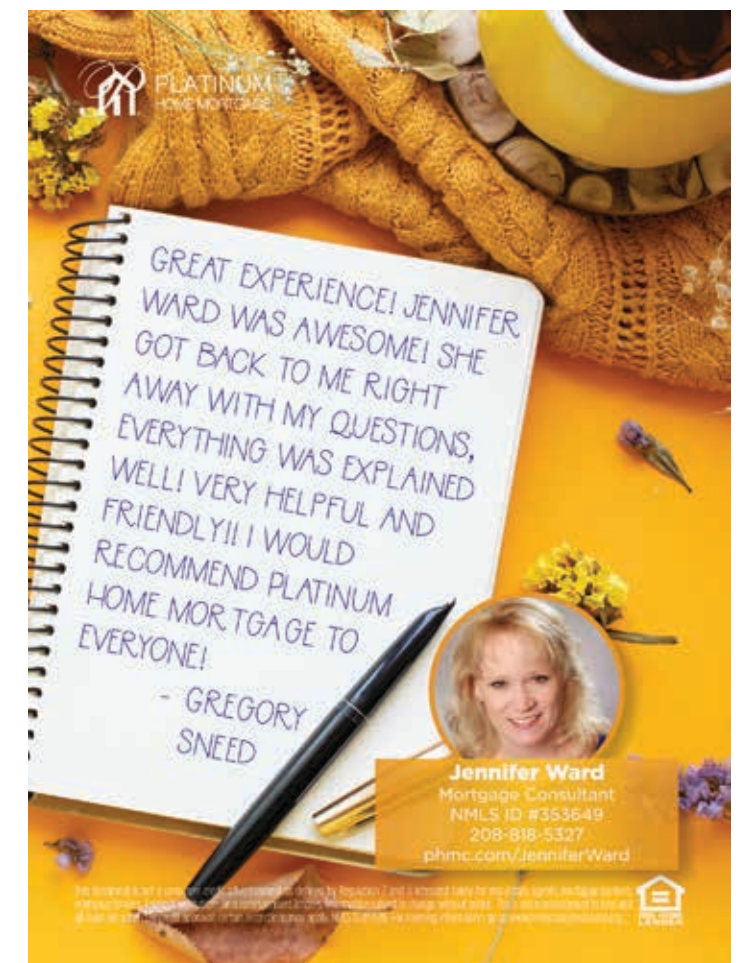
This reminds me of my favorite line in the 1980s classic film, *Chariots of Fire*, when Eric Lidell says...

“
*I believe God made me for a purpose,
but he also made me fast.
And when I run I feel His pleasure.*


Act from this place. Act from a delight in who you are at the core and what you're made for. Many of you do. I catch the spirit of this when I speak with some of the top performers in our local real estate industry. It's as though people are saying, God made me for a purpose, but he also made me delight in caring for people and giving my all to help them achieve their goals. And when I do that, I feel His pleasure.

That's the sort of place to act from. It's full of peace, and endlessly rewarding.

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MEET NICOLE LAROSSA

Nicole, it's always great to get to visit with people who grew up in North Idaho, moved away as adults, but later return, like you, to begin a new chapter here. Tell us a bit about your upbringing and where you grew up.

I grew up very humble in a small town about 45 minutes from CDA with my brother and dad. My dad is disabled and couldn't work but I never would have realized our position because we always felt very loved and happy. As an adult I value my upbringing because it really taught me how to be grateful for what I have; it also taught me how much I have to give. I love to help people from every walk of the earth, rich, poor, and not matter their gender, sex, color or sexual orientation.



I understand you've lived in eight different states, before returning to the CDA area around five years ago. Give us a snapshot of some of the places you've lived, worked and served, and what you appreciate most about some of the places you've had the opportunity to experience.

Wow, that's a great question and hard to wrap up in a bow. I lived in California near Los Angeles the first time, and Temecula the second time. I loved the excitement, the beach, and the beautiful people. I worked on a lot of movies and TV shows while I was there the first time. I even met Jim Carey; well, he accidentally stepped on me, I say that counts as a meeting. The second time I lived in California is when I joined the USAF, I was a C-17 Crew Chief at that time and they moved me around a bit. I lived in Washington State - stationed at McChord AFB - Texas, South Carolina, Georgia, Tennessee and NYC. I loved NY. I actually was in the Brooklyn, Park Slope area, and I was so happy to ride the L train into the city every day to do my yoga teacher training. I'm a yoga teacher as well. Christmas in NYC is the most beautiful time. My final destination before moving home was getting to live about 20 minutes outside of Nashville Tennessee. In Nashville, while in college, I worked at Country

Music Television and Universal Music Group. I met some pretty phenomenal people there like Hootie, LOL (Darius Rucker), Luke Bryan, Eric Church and Kasey Musgraves, just to name a few. I graduated with a Bachelor of Science in Marketing and Communication in 2014 from Middle Tennessee State University. I miss the South often. I made the best friends there. Southern hospitality is very real. After all of that and more, I'm so happy to be home to finish raising my kids near the rest of their family and let them enjoy the lakes and outdoors.

Not long after coming home with your two older children you met your partner, Wes, and welcomed a now 3-year-old boy into your family. Tell us a bit about your blended family picture, what your kids are up to, and some of the things that you devote your time to outside of real estate.

There are 11 of us! Myself and Wesley, Ivy, Gauge, Westen, Presten, Laurissa, Tallulah, Lacey, Daxton and a 5-pound Shorkie, Charlotte! I love my family; they never leave me bored! I have five step-kids and three of my own. My first two are close to graduating, a junior and senior. Then the little one is 3 years old. He is on the spectrum and my little shining light. My step-kids are into so many different

...
things from football to cheer, horses just to name a few of their activities. They live primarily with their mom but when they come home we love to go outdoors and play.

My oldest will head back to the south next year for college. She's very social, captain of the cheer team, gets straight A's, etc. My junior is my gamer, very smart, a little more introverted and has my sense of humor. I love all my kids and all their different personalities. Outside of real estate I love to paddleboard, and go mudding with Wes in the Toyota. I also love ballroom dance. I danced competitively in Nashville, Rhumba and Waltz. And finally I am a little Disney obsessed. I worked at Disney at 17 and had a condo there as an adult. I have an autographed photo from the original Tinker Bell. Disney is the best. I am even an "Agent of Excellence" which is a Real Estate Designation from Disney. It's a mild obsession.

As a rising star in the market, you've consistently grown your real estate business year after year, and have hung your license with a number of different brokerages before committing to Engel & Völkers. What are some of the things that have stuck with you across all your experiences as an agent in different offices that have remained keys to your success? And what inspired you to partner with Engel & Völkers here in CDA?

My dedication and exemplary service to my clients have been my driving force and central focus. I pride myself on giving each person the time and focus they deserve. I have learned so much from the brokerages that I have been at; what to do as well as what not to do. I always drive myself to rise higher, and push myself harder and always strive to surround myself with like-minded people. I lean on my friends in the title and escrow community as well as my lender partners. I always make sure I am educated. I am dual licensed in Idaho and Washington and this year I started working on getting my broker's license so I can move into an associate brokers position when the opportunity presents itself. I aligned myself with Engel & Völkers because they hold a higher standard for their Agent Advisors than a traditional brokerage. The way they conduct business inspires me to give luxury service to each and every client and the global support and access is phenomenal. I can market my listings in the windows of shops locally or nationally, and if I want I can put them in the windows of shops worldwide, from Spain to Germany. We link together the aspirations of discerning individuals from around the world.

As the president-elect for the Women's Council of REALTORS®, tell us what you appreciate most about networking and building relationships with your peers and competitors. How do you see that aspect of the business?

I love the Women's Council. This year we have such an amazing group and I am thrilled to bring new ideas to the group to help provide comradery and drive and create leaders in our industry. I was "Brenda Burked" by Rachel Holzhauser and I am so glad I was. It's a little inside joke that Brenda, a past President, is very aware of. It's a great technique to help people realize what



“
Each person has a story,
and I am most gratified to
be a small part of that story
in a positive light, especially
at such meaningful
transitions in their life.
”



an amazing opportunity the Women's Council is. I don't believe that other agents are my competitors on any level. I want to help other agents rise to their greatest potential and thrive for the sake of their own families. There is plenty of business for everyone. I save competition for playing pool or playing basketball, lol, not my career. I consider the Women's Council my second family and I am blessed to have them. I am in the people business and I strongly believe there needs to be more love, support and focus on helping one another rise up, especially in today's world.

What do you find most gratifying in what you do?

I find many things gratifying in my career. I am grateful to have the opportunity to teach my children what hard work looks like, and the important lesson that if you don't give up you will persevere. I love handing the keys to a first time home buyer and seeing the tears well up in their eyes because their life is growing and their dreams are coming true. I also love helping people design and create their future life and success by building their real estate investment portfolio for retirement. Each person has a story, and I am most gratified to be a small part of that story in a positive light, especially at such meaningful transitions in their life. My career brings my joy, and I am so blessed to have found my passion.

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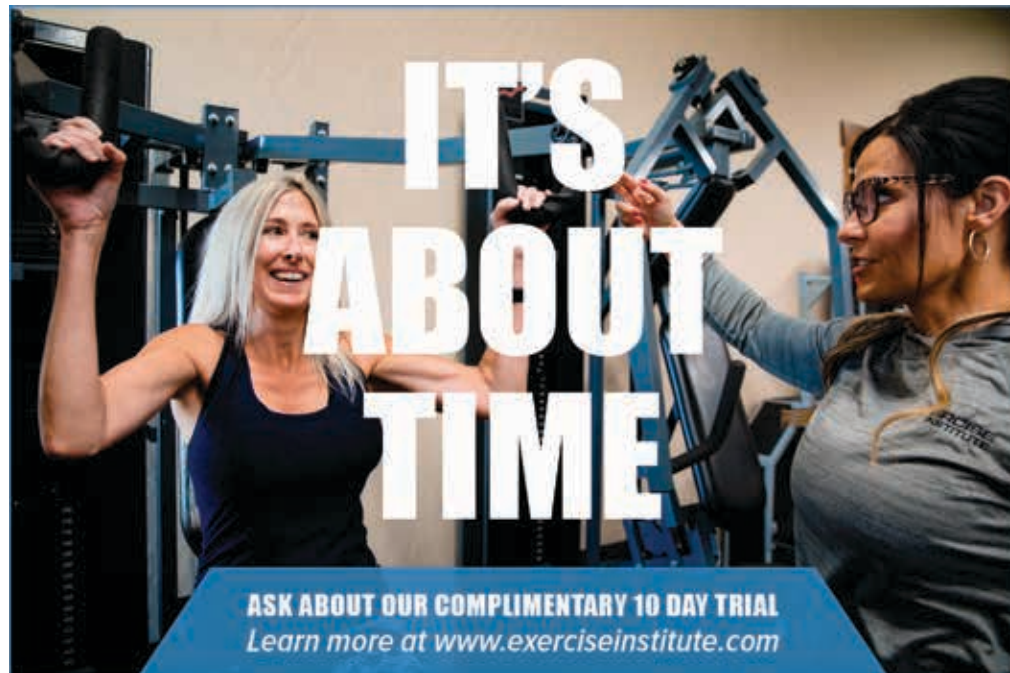
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▶▶ cover story

meet

“SCOTT,” CARR

▶▶ GET TO KNOW ONE OF CDA'S MOST CONSISTENT AND RELIABLE TOP-PRODUCING AGENTS

Scott, tell us about where you're from and your family background. What was your youth like...and looking back, how did your upbringing shape you most; what are you most grateful for about it?

I grew up in Moscow, ID, and loved the small college town feel. I was very fortunate to grow up in a community full of down to earth people. My parents are still together today, and will be celebrating their

48th anniversary soon. I owe everything I have to my parents and the way I was raised. They taught me so much about how to treat people, to always do the right thing, being honest, work hard, putting your kids/family first, and essentially, that integrity is everything. I reflect on that often, and I am grateful to have a blueprint on how to raise my kids inspired by their example.

I was touched to hear you talk about your wife, how you first developed a genuine friendship at a young age long before you dated. Tell us a bit about how you met and how that friendship unfolded and blossomed into a relationship.

We were 12, summer before junior high. We were both swimming at the Moscow Best Western Hotel Pool. I was in the water, she was standing above on the concrete talking to me in a bikini. Her sister came from behind and dropped her bottoms... Pretty funny way to meet. Obviously hilarious to a 12-year-old boy and embarrassing for a 12-year-old girl! I remember seeing her the next time our second day of 7th grade at lunch break...I can still tell you what she was wearing. Love at first and second sight. She declined when I asked her to be my girlfriend in 7th grade and I remained in the “friend zone” for the next 11 years. We did become close friends in high school as she asked me to the Deb’s Night Ball when we were 16. The photo of the goofy-looking kid going through an awkward phase next to the beautiful young woman is me. We stayed close friends through college on opposite ends of the country. When we were 23 and both single, she came to visit me while I was renting a lake house with four friends on Bluerock Lane in Hayden.

After a reconnection, a little wine and a great view, sparks flew. We dated for a couple years and now have been married for 17 years with two kids.

How would you describe Maraë to someone who hasn't met her, and what you admire most about her?

She is the kindest and most positive person I know. She’s a great mother and wife. Always looking at the world through rose-tinted glasses and reminding me to look at the positive. We had the benefit of being friends for 11 years as our relationship foundation. She’s been very supportive of my career (she grew up the daughter of a RE broker) and I wouldn’t have wanted anyone else by my side.

You seem to be really enjoying this season of life for your family. Tell us about your children and some of the family activities the Carrs enjoy most these days.

I really am enjoying this season of life. Our kids are at a fun age and up for doing lots of fun things. My firstborn is 16 and a junior at Lake City High School. She has her mother’s looks and she’s much smarter and a better student than Maraë and I ever were. She’s been swimming competitively since she was 8 and loves the water. My son is 12 and just started middle school at Woodland. He’s my



“My work family tree has some awesome people that I’ve been fortunate enough to help kick start their careers and now can call those people close friends.”

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- Does your out-of-state client plan to move here?
- Does your out-of-state client have a job?
- Does your out-of-state client need to sell a home?
- Does your out-of-state client have credit concerns?
- Does your out-of-state client need creative solutions?
- With these questions unanswered, are you still okay pouring your time into these strangers?



Moral: Let me gracefully ask the tough questions so you can be efficient with your time and truly serve your clients so they can successfully transition to their new home in an unfamiliar area.

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Ryan DeSchryver, Mortgage Loan Originator, (208) 755 1088

mini-me in terms of interests. He mirrors my interests in the majority of sports. He’s very creative and loves to build things in his spare time. His true love is basketball and we read about it in all of his school stories and papers where he chooses the topic. We spend the majority of our non-summer Saturdays in the gym watching his AAU basketball games or at the pool. I enjoyed coaching every one of their youth sports through elementary school. It was a great way to meet other families and get to know all the friends of our kids, and who they are growing up with.

Outside of that, you’ll find us on lake CdA every opportunity we have in the summer. My wife is a talented artist and spends her spare time in her studio creating masterpieces that fill our house. At last count, we had 20+ of her paintings covering our walls. Our kids have enjoyed painting and drawing like their mom since they were little. Outside of swim and basketball, in the wintertime you’ll find us hunkered down at home relaxing or outside on the ski hill.

Tell us what you were doing before real estate and what inspired you to get into the business.

I’ve been a REALTOR® since I graduated from the University of Idaho...20 years ago now! I was a marketing major at U of I and was always intrigued by real estate. My now-mother-in-law owned the main brokerage in Moscow growing up and through college. She made it sound so great and her/their lifestyle looked attractive. She convinced me that I would like it, be good at it, and that I should give it a shot. In addition, one of my friends



from college is a commercial agent, Mike Gregg. He graduated a semester before me and had told me about a sales team being put together that had some guaranteed paychecks and would be a great way to learn the business without being in a 100% commission position. It was dumb luck that this position was a spot on the Greenstone Homes sales team.

You’ve long been among the top-producing REALTORS® in our market, but you’ve put in the work to arrive there. Tell us about your focus early in real estate, and what are some of the things you did or some of your earlier experiences you feel made the greatest difference in establishing the sphere of clients and business you manage today?

Early on I was on the Greenstone Homes Sales team. Looking back, it was a grind of just about every weekend (I got one out of every five weekends off) in my 20s, but it really helped kick start my career. I was the project manager of CdA Place during the last real estate boom that catapulted my client base. The sheer numbers of contracts that particular market created gave me the experience that



...

I couldn't have duplicated being out on my own as an "everyday" REALTOR®. I went from what would have been trying to break into getting my name/brand out there to serving hundreds of people a year as "Scott the REALTOR®." From there I built my business from those clients I served, friends, and family.



Who were some of your most helpful mentors or fellow REALTORS® that you leaned on early in your career?

Mark Johnson was the leader of the Greenstone Sales Team and person who gave me my shot. He took a chance on me right out of college and promoted me as project manager through Greenstone's different sized neighborhoods. We have a great working relationship and I still rely on him for advice for difficult situations. I really learned a lot from him and how to deal with all the issues that come up during the process of building a new home. He is/was great at it and laid out a blueprint of what to do and how to do it.

What drives you to succeed now? What's the primary motivation?

I can honestly say I don't care about any award or recognition. It starts by helping my friends and family and has grown into helping their friends and their families. I figure and say all the time that anyone that has lived in our community for a while probably knows at least seven REALTORS®. Being the person/REALTOR® they select and trust to lead them through the real estate process is gratifying and I see it as an honor. I try to treat them all as if they were my family, and simply put, just do the right thing for them. I never think of myself as selling anything to anyone. I try to lay out the facts from research and experience, give my two cents, but not in a pushy way or in a manner where someone feels pressured.

The monetary part is an obvious driver for most people who pursue real estate and can be rewarding. As long as I can provide for my family, save for my kids' college, and be able to afford for my wife to be home with the kids, then I will always be satisfied.

What do you find most gratifying in your work?

I've been blessed to have mentored some great REALTORS®. My work family tree has some awesome people that I've been fortunate enough to help kick start their careers and now can call those people close friends. My current and past assistant/buyers agents are great ones. They are going to do great things in this real estate world. Both are very hard workers, great with people and a huge reason for how I've been able to get through the past six+ years with my sanity and any sort of work/life balance. Thank you and kudos to Rylee Bonacci and Kristi Gray!



Marae and Scott celebrating Scott's 20th Birthday!



Carr family vacation (2019)

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from within



Q&A with Gavin Jacobson,
VP & Regional Marketing Director

▶▶ preferred partner spotlight

Photos courtesy of Jerome Pollos Photography

Gavin, in the real estate industry as a whole, or maybe most career tracks, it's rare to see an individual stick with the same company, brokerage, builder, lender...and develop their career over time as you have. To get to know North Idaho Title (NIT) better, let's start with a few questions about you, and your background. Tell us a bit about where you're from and how you ended up in CDA.

I grew up in the town of Tioga, North Dakota. Our family moved to CDA in 1992. Unlike many folks I consider this a big city considering where I grew up. I graduated from Lake City High School and North Idaho College.

One of the most defining things about your background seems to be your family. You have three girls, and you and your wife, Terra, had your first two quite young. Looking back, how did that shape you as a young man, and how did that ultimately lead you to NIT?

Having a family so young made me grow up immediately. Working two jobs, going to school and having a family made me reach out to find a career. We were tired of living below the poverty line. I had a friend with contacts at NIT and I scheduled an interview. I applied for marketing and was hired at the front desk. I guess that's how well I interviewed!

Tell us about your family today and what you all like to do together, and what your girls are up to in the world.

My family is great. My older two daughters are in college. Natalie is in graduate school at Gonzaga and Annika is finishing up her last year at the University of Idaho. Both will graduate this spring! Addy is in 8th grade at Woodland Middle school and doing great! We all like to hike, paddle board and hang out on Twin Lakes.

Today you're Vice President and Regional Marketing Director at NIT, but you obviously didn't start there. Give us a 50,000 ft snapshot of your roles with NIT over the years, and what stands out about some of those? A lot of what you did years ago has changed with technology...

The business of title has changed dramatically. I started out as the receptionist, then moved to posting our title plant. This was a job that required ...

•••

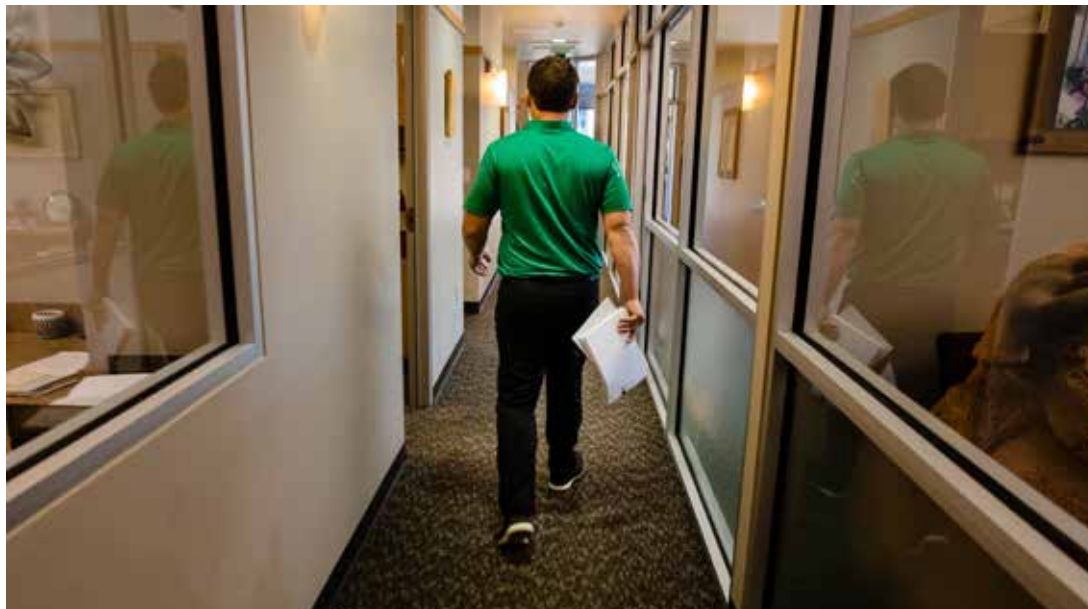
8+ hours a day of data entry converting images from a 3.5-inch floppy disk to our title plant. Then I got the crash course in the title department and moved on to marketing. That was when we didn't have email on our phone and picked up copies of contracts from the REALTORS®.

What is it about your work today that you find most gratifying? I am not surprised to learn that a lot of people in the local real estate community will call you to consult on things, whether or not they're running a particular deal through NIT.

I really love helping in any way, even if a transaction is not at our shop. I know that this business is a marathon and not a sprint. No one is retiring off the next transaction so I always know there is more to come. I also love the people at NIT! It's the best crew around and I couldn't do any of this without them.

It's customary for real estate brokerages to seek to recruit people with great work ethic and talent to their brokerage. The same happens for mortgage lenders, title, and other affiliated groups. Yet, you've remained where you are going on 18 years now. What do you appreciate most about NIT over the years, and how would you describe the core values or culture of your company and local office?

Our core value is "take care of each other and take care of your customers." It's pretty darn simple, but incredibly powerful. If you take care of your house the rest will all work out. Our company has every one of our best interests at heart. Not all title companies are created equal, that's for sure.



What is something you would want top-producing real estate agents or successful agents fairly new to the business to know about NIT that haven't had a chance to work with you yet?

I would say that the feel of our office is different. We are casual but professional. We know you when you walk in the door and always love to see you. We also are able to handle transactions that other companies might not be able to. We have great underwriting relationships and we will work incredibly hard to get a transaction closed.

When we last spoke you remarked, like so many others, that our market is "silly" right now. What sorts of demands has a market like this placed on your function as a title company?

The volume is incredible right now. Everyone is doing the best they can, but we're at a similar volume to the last "boom" in 2005ish, but with fewer people. People may suggest we simply hire more people. That's easier said than done, that's for sure. Many of the people moving here are not in the workforce. They're retired or bringing their existing job with them.

Outside of your focus and dedication to family and work, what are some of the community organizations you've been involved with or contributed to over the years?

I've been involved with many organizations over the years. Currently, I'm the Affiliate Director for

the Association of REALTORS®, Board Member for the Excel Foundation, trustee for the Spokane Kootenai Real Estate Research Committee, and a member of the Selkirk Association of REALTORS® Golf Committee. In the past, I've been Parade of Homes co-chair for three years.



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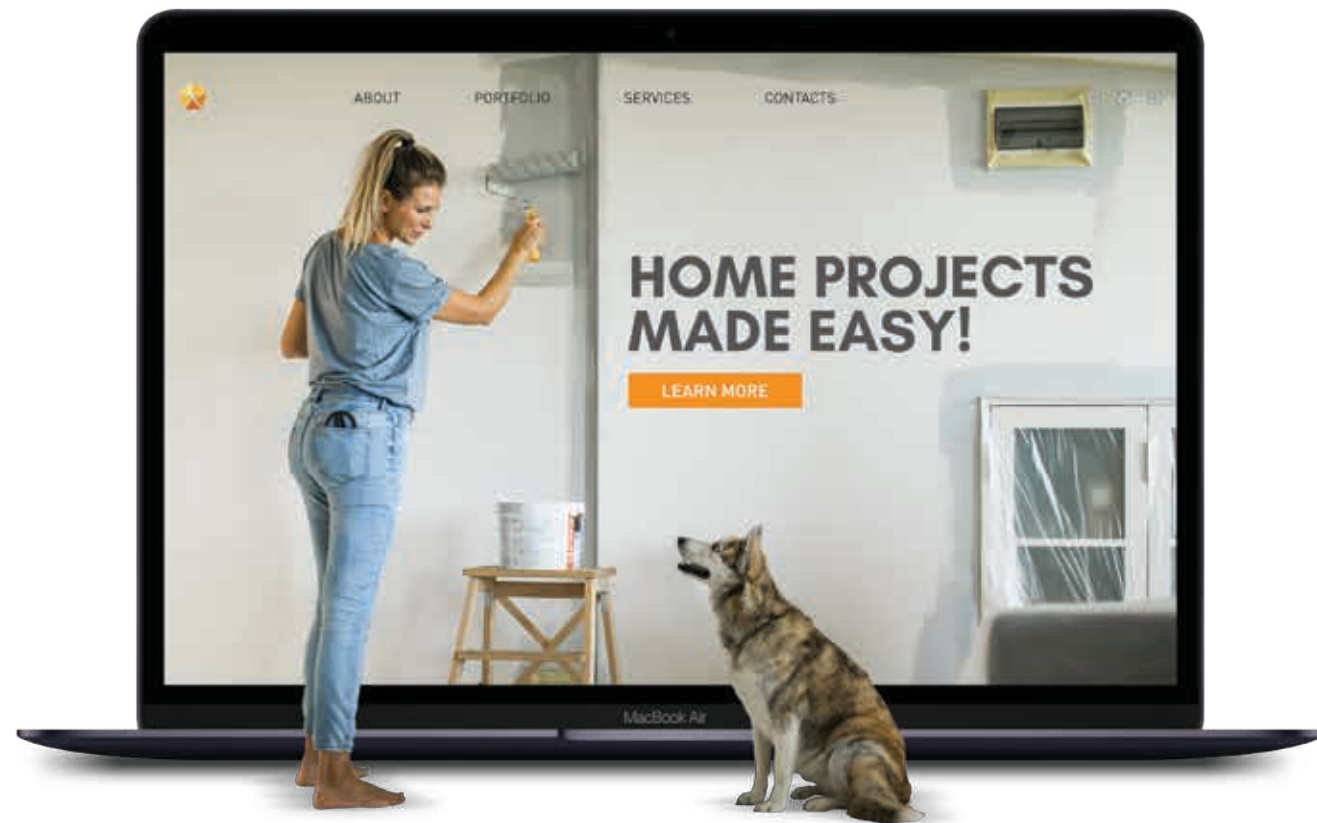
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Back row (L to R): Karen, Beverly, Toni
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