

Facing a comfortable sofa or love seat toward the entrance of the room will make buyers feel welcome

Stage, Stage, Stage!

As spring approaches, Ralston Group would like to focus on a topic that impacts our clients who may soon be preparing their home for market – home staging. Even if you’re not considering selling your home, some of the tips we’ll share may energize you to hit the “refresh button” on your home.

We recognize that it can be challenging to temporarily live in a home that’s staged and doesn’t have all of your familiar things. For some it’s even harder to leave a staged home. There are instances when our sellers didn’t want to leave after experiencing their newly staged home. Remember – the objective is to make your home less personally yours, and more of a neutral space that would appeal to the maximum number of potential buyers.

The National Association of Realtors statistics indicate that among REALTORS representing buyers: 49 percent reported most buyers are positively affected by home staging

and 47 percent reported some buyers are positively affected by home staging – only 4 percent felt that home staging did not have an impact on a buyer’s view of a home.

Statistics also showed that: 81 percent of buyers found it was easier to visualize the property as a future home; 46 percent of buyers were more willing to walk through a home they viewed online; and 28 percent of buyers were more willing to overlook other property faults.

Data gathered from buyers’ agent showed that 32 percent believed staged homes increased the dollar value buyers are willing to offer by 1 to 5 percent – \$3000-\$15,000 on a \$300,000 home – and 16 percent indicated a 6 to 10 percent increase in what their buyer was willing to offer. Listing agents’ beliefs were similar. Based on our own experience, we believe a 5 percent increase is likely conservative.

A study by the Real Estate Staging Association showed that 126 homeowners had their property on market for an average of 263 days (9 months) before they decided to stage. Those same homes were then staged and sold in 60 days (2 months) on average after staging. In this instance, staging their home first would have saved a seller significant carrying costs. Assume a \$1800 monthly mortgage and utility/direct expenses of an additional \$300 – a (\$2100 x 7) \$14,700 savings/cost avoidance.

We’ve found staging to be critical in attracting more potential buyers, increasing sales price, and shortening time on market. Staging also sets the stage for better photography, which given the reality of online

Continued on Page 2

The Ralston Report is distributed on a quarterly basis. It’s intended to provide meaningful information (focused in our core specialty areas), as well as an update on projects. We hope that our quarterly cover story and Q&A from our expert lender and members of our community is both interesting and enjoyable for you. We always welcome suggestions, and will be happy to prepare an individual report specific to your area or need.

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searches is what draws a buyer to want to preview your home.

Whether you hire a professional staging company, seek the advice of a staging consultant, and/or prepare your home completely on your own, the most important thing you can do is to get rid of clutter.

De-clutter! One of the major contributors to a cluttered look is having too much furniture. When a professional stager descends on a home, he/she often whisks away as much as half of the owner's furnishings, not only making the home/room look much bigger, but also allowing a buyer to better visualize the property as their future home. There's a common myth that rooms will feel larger and be easier to use if all the furniture is pushed against the wall. Reposition sofas and chairs into cozy conversational groups and place pieces so that the traffic flow is obvious. This will not only make the space user-friendlier, but it will open the room and make it seem larger. Also be mindful (and this is a tough one), that those family or personal items you may treasure likely will not hold a similar appeal to a prospective buyer and can even be distracting, or worse a turn-off.

Painting a room with a fresh neutral color not only helps tone down dated

finishes, but it can also help create a more seamless look, making two smaller rooms (e.g., kitchen and dining room) feel like one big space.

Lighting is one of the things that makes a staged home look so warm and welcoming. Many homes are under-illuminated. Increase the wattage in your lamps and fixtures (rule of thumb is 100 watts for each 50 square feet). Having three types of lighting: ambient (overhead), task (pendant or reading), and accent (table or wall) will also warm a space.

Purpose a room so that a buyer will know its use or potential use. Extra rooms that have a mishmash of uses confuse buyers. To avoid this problem, first de-clutter the room. Paint the walls a neutral tone and then furnish it with e.g., desk (home office), armchair/small table/lamp (reading room), or yoga mat/cushy pillows (meditation or yoga studio).

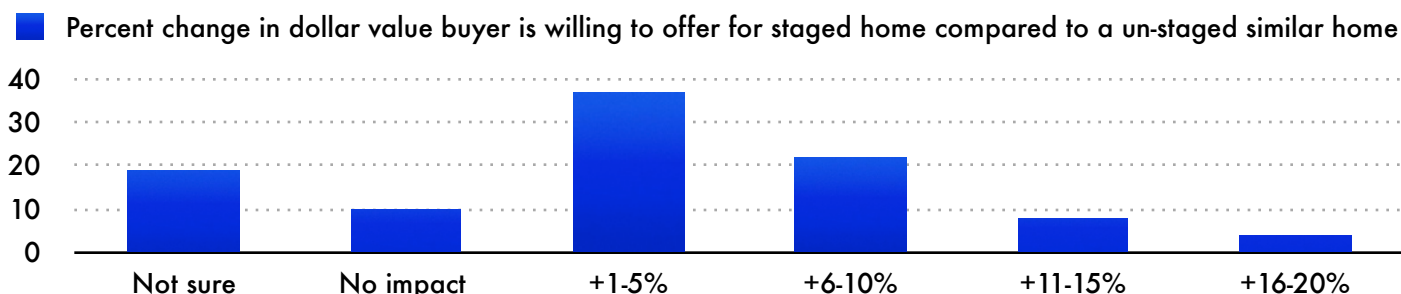
Create a relaxing and inviting bedroom & bathroom. Place luxurious linens on your bed and accessorize your bathroom with fresh, rolled-up towels, a decorative basket and candle. Walking into a spa relaxes and invites even the most stressed. Don't forget to de-clutter your closet(s) – showing off storage space.

Make a new face. If you can't afford new cabinets and they are in need of some repair, just get new doors and drawer fronts. Then paint everything to match and add new hardware. Instead of replacing e.g., the entire dishwasher, you may be able to get a new front panel.

Don't forget your yard. Again, de-clutter and clean! Cut grasses, trim edges, and weed the weeds! Budding magnolia clippings herald the arrival of spring, summer blooms add splashes of cheerful color, blazing fall foliage warms up your decor on chilly autumn days and holly branches heavy with berries look smashing in winter.

And equally important, welcome each guest. If appropriate, consider making your door stand out by painting it a color that contrasts with your home, adding a new welcome mat and flanking the door with a colorful pot and plant.

Whether you do-it-yourself, pay a staging consultant or staging company, STAGE – it will almost always give you a good return on a relatively modest investment. We recognize the importance of properly staging a home whether vacant or occupied. Please don't hesitate to call us for additional ideas, checklists, and local resources.



The average cost of having a master bedroom, great room, dining room, kitchen and bathrooms professionally staged is \$600 for setup and \$600 per month. The average cost of 1.5 hours with a staging consultant is \$150.

HAVE A PROJECT? NEED SOME HELP?
CALL US FOR A COMPLETE LIST OF SERVICE PROVIDERS
“Thank You” to Ralston Group’s Quarterly Favorites!

Cross Town Movers - Rick | 208-378-0226

Capitol Landscape - Aitor & Teula Biain and Jay Craig | Co-Owners | 208-703-1059

Legacy Outdoor (Landscape Construction) - Jason Oates | Owner | 208-794-0919

Market Update - Ada Co.

Residential Single-Family Homes - Ada County <small>Statistics referenced herein are for single-family homes – unless otherwise noted – which includes existing homes, new construction, and condominiums/townhouses</small>		4Q2015 <small>OCT-NOV-DEC</small>
Average Sold Price		\$270,555
Average Sold Price Compared to Prior Year Same Quarter		up 6.2%
Average Days on Market		50
Total Dollar Volume		\$593.3M
Total Dollar Volume Compared to Prior Year Same Quarter		up 26.7%
New Construction Sold Based On # of Units		22.2% (487 units)
Existing Homes Sold Based On # of Units		77.8% (1706 units)

Low Inventory Continues To Challenge

The average sales (i.e., sold) price in Ada County increased 6.2 percent from a year ago (4Q2014) to \$270,555.

The number of homes sold was up 19.3 percent from a year ago; new homes sold up 31.6 percent. Total dollar volume of new construction was up 41.8 percent. New construction accounted for 22.2 percent of sales and existing homes the remaining 77.8 percent. The average sold price of new construction increased 7.7 percent from a year ago.

The number of existing homes sold in the quarter was up 16.2 percent from this time last year. Total dollar volume of existing homes sold was up 21.4 percent from a year ago. Existing home sold price was up 4.5 percent from a year ago.

The quarter's dollar volume for single-family homes in Ada County was \$593.3 million compared to \$468.5 million a year ago. A total of 2,193 units sold (existing and new construction) in the quarter. Days on market was 50 compared to 57 days on market a year ago.

In 4Q2015, lack of inventory continued to be a challenge for buyers. It's not clear when the inventory picture in Ada County will improve. At the end of the quarter average, overall inventory in Ada County was at 2.4 months – 1.6 months for existing homes and 5.1 months for new construction. Average inventory was 2.6 months for properties in the \$250,000 to \$299,000 price range and 3.2 months for properties \$300,000 to \$399,000. For properties \$400,000 to \$499,000 inventory was 2.4 months. Average inventory was 4.1 months in the \$500,000 to \$699,999 price range, and 6.1 months in the \$700,000 to \$999,999 price range.

In our core coverage areas, inventory of homes less than \$300,000 was 0.9 to 1.6 months. Inventory of homes greater than \$300,000 in our core areas is shown in the column to the right.

Months of inventory indicates the amount of time it would take to sell all current listings at the current sales price if no new listings became available. It is widely accepted in the real estate industry that 0-4 months is a "Seller's Market;" 5-7 months a "Balanced Market;" and 8-12+ months is a "Buyer's Market."

Last quarter's records indicate that 7 condos in downtown Boise sold at an average of \$296/SF

Land sales & avg. sold price in our core areas:
 N Boise: 11 (\$157,364)
 NE Boise: 3 (\$240,000)
 SE Boise: 3 (\$93,000)
 The Bench: 2 (\$92,500)
 NW Boise: 3 (\$251,500)
 Eagle: 30 (\$196,706)

Average inventory (\$300K+) in our core areas:

N Boise: 2.1 months
 NE Boise: 1.8 months
 SE Boise: 2.9 months
 The Bench: 7.5 months
 NW Boise: 3.2 months
 Eagle: 3.7 months

Market Update - Blaine Co.

Residential & Commercial - Blaine County <small>NOTE: Blaine Co. is defined as Hailey, Ketchum & Sun Valley in the table below. Bellevue has not been included. Bellevue statistics are included on page 11.</small>		4Q2015 OCT-NOV-DEC
Average Sold Price Single-Family Home (INCLUDES CONDOS & TOWNHOUSES)		\$825,888
Average Sold Price Single-Family Compared to Prior Year Same Quarter		up 0.2%
Average Days on Market Single-Family		239
Total Dollar Volume Single-Family		\$114.8M
Total Dollar Volume Single-Family Compared to Prior Year Same Quarter		up 29.0%
Average Sold Price Condominium/Townhouse (only)		\$558,187
Average Days on Market Condominium/Townhouse		243
Total Dollar Volume Condominium/Townhouse		\$39.6M
Total Dollar Vol. Condominium/Town House Compared to Prior Year Same Quarter		up 67.1%
Average Sold Price Commercial		\$1,187,250
Average Days on Market Commercial		368
Total Dollar Volume Commercial		\$7.1M
Total Dollar Volume Commercial Compared to Prior Year Same Quarter		up 49.7%

The quarter's records indicate that 139 single-family homes sold at an average of \$304/SF – average sold price was up 0.2% from a year ago. Seventy-one of the 139 single-family homes were condominiums/townhouses, selling at an average of \$314/SF; average sold price was up 22.4% from prior year; dollar volume up 67.1%. Land, which is not included in the data above or that follows, included 12 sold properties at an average price of \$533,167; 393 average days on market. Total dollar volume of land (\$6.4M) was up 3.5% from a year ago. Six commercial properties sold at an average of \$155/SF. The commercial data in the table above was gathered from the Sun Valley/Sawtooth MLS. Loopnet-only properties have not been included in the data above.



3008 N 38th

Courtesy of Amy Berryhill - Ralston Group Properties



2925 N Sheffield

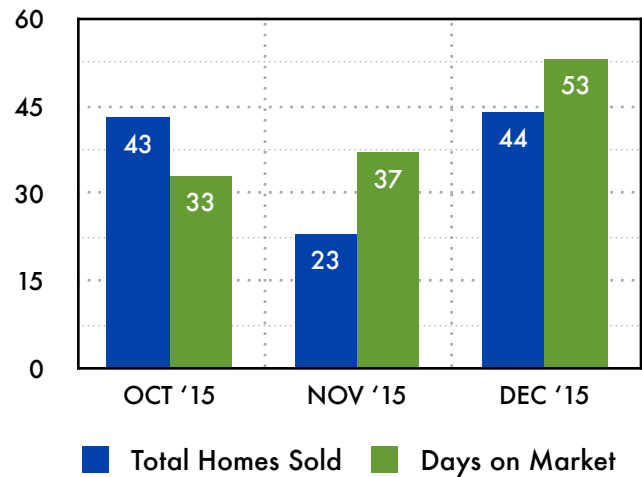
Courtesy of Jill Donahue - Ralston Group Properties



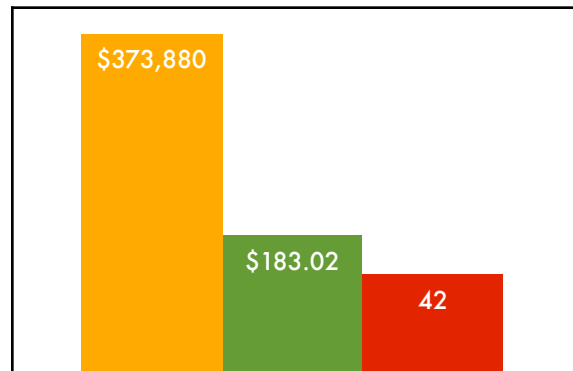
4405 Burnside

Courtesy of Paige Shafer - Ralston Group Properties

North Boise (Area 100)



Average Sold Price



- Average Sold Price This Quarter
- Average Sold Price Per SQFT This Quarter
- Average Days on Market This Quarter

North Boise

In October, 43 single-family homes sold in North Boise with an average days on market of 33 and at an average price of \$396,761. Twenty-three homes sold in November at an average sales price of \$373,452 (37 days on market), and 44 homes sold in December at 53 days on market (average sold price \$351,742). The highest sold price recorded in North Boise was \$1,325,000, with a lowest recorded sale of \$100,000. During the quarter, average sold price in North Boise was up 11.7 percent from a year ago to \$373,880 (\$183 per square foot) – 110 properties sold averaging 42 days on market.



1212 E State

Courtesy of Andrea Pettitt - Group One



6630 E Signal Rock

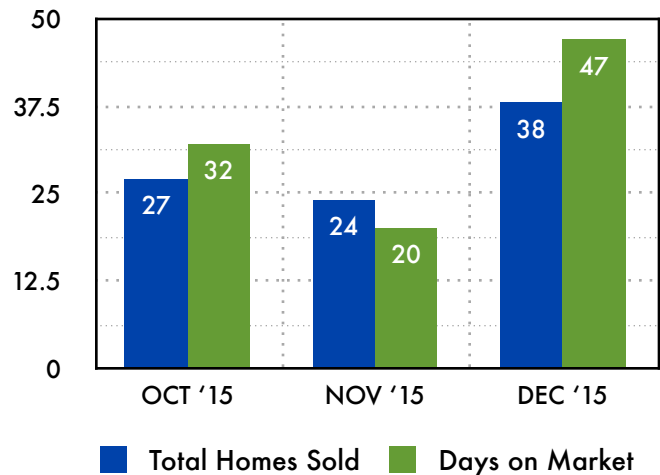
Courtesy of Amy Berryhill - Ralston Group Properties



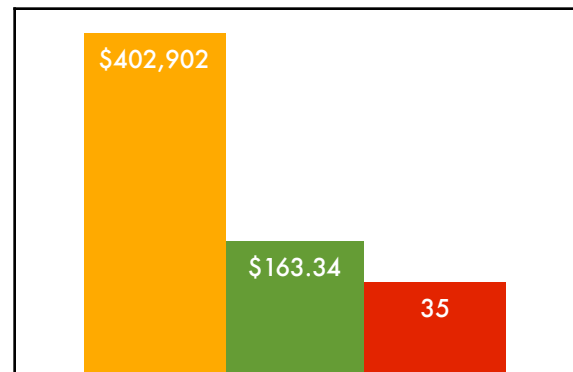
4340 S Sawdust

Courtesy of Amy Berryhill - Ralston Group Properties

Northeast Boise (Area 200)



Average Sold Price



Average Sold Price This Quarter
Average Sold Price Per SQFT This Quarter
Average Days on Market This Quarter

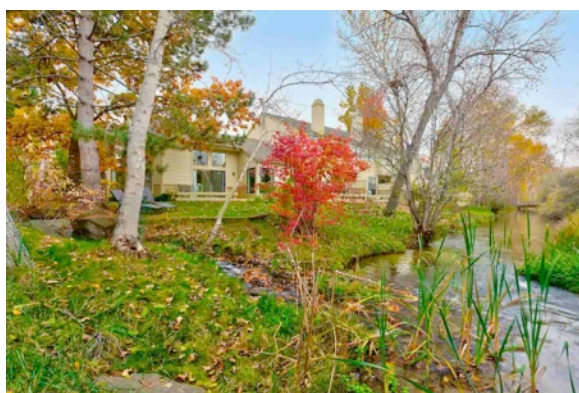
Northeast Boise

In October, 27 single-family homes sold in Northeast Boise with an average days on market of 32 and at an average price of \$403,972. November included the sale of 24 homes at an average sales price of \$377,813 (20 days on market), and 38 homes sold in December at 47 days on market. Average sold price in December was \$417,989. The highest sold price recorded in Northeast Boise was \$1,175,000, with a lowest recorded sale of \$160,000. During the quarter, average sold price in Northeast Boise was \$402,902 (\$163 per square foot) – up just 1.0 percent from a year ago. In 4Q2015, Northeast Boise recorded the sale of 89 homes with an average days on market of 35.



2159 S Gekeler

Courtesy of Amy Berryhill - Ralston Group Properties



1956 S Wood Duck

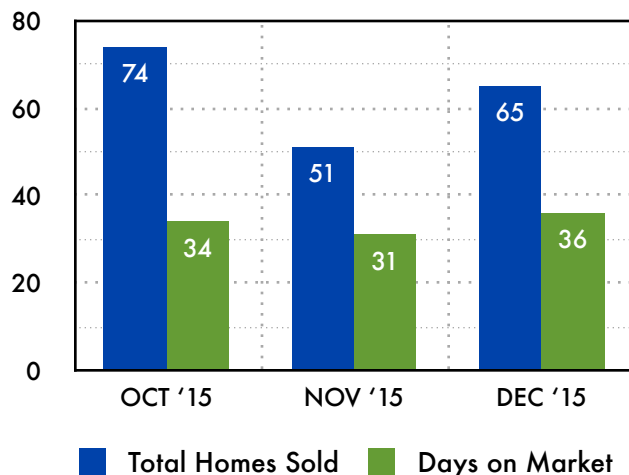
Courtesy of Amy Berryhill - Ralston Group Properties



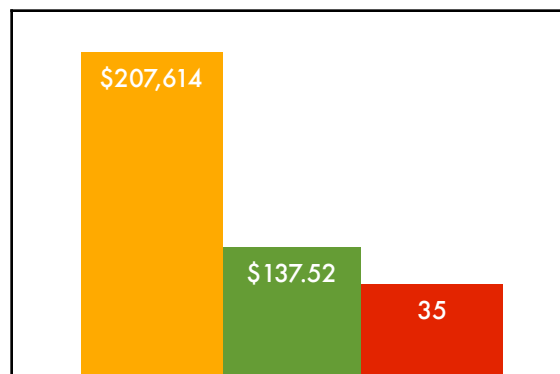
2441 S Swallowtail

Courtesy of Amy Berryhill - Ralston Group Properties

Southeast Boise (Area 300)



Average Sold Price



Average Sold Price This Quarter
Average Sold Price Per SQFT This Quarter
Average Days on Market This Quarter

Southeast Boise

In October, 74 single-family homes sold in Southeast Boise with an average days on market of 34 and at an average price of \$238,873. In November, 51 homes sold at an average sales price of \$250,498 (31 days on market), and 65 homes sold in December at 36 days on market with an average sold price of \$247,776. The highest sold price recorded in Southeast Boise was \$319,900, with a lowest recorded sale of \$100,000. During the quarter, average sold price in Southeast Boise was down 12.6 percent from the prior year to \$207,614 (\$138 per square foot), and 35 days on market. In 4Q2015, Southeast Boise recorded the sale of 150 homes.



2715 S Meadowbrook

Courtesy of Jenn Atkinson - Coldwell Banker Tomlinson



3517 W Tulara

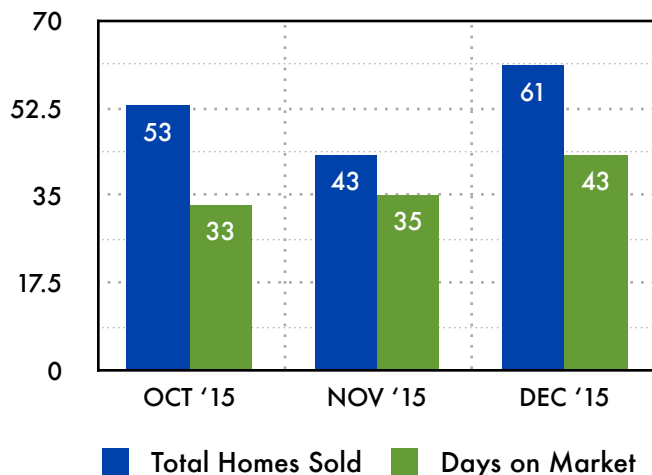
Courtesy of Paige Shafer - Ralston Group Properties



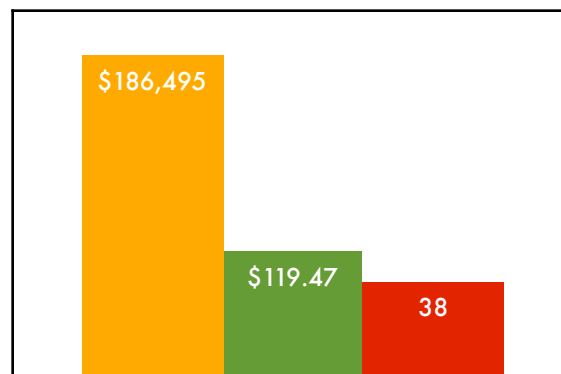
1110 Marshall

Courtesy of Kealy Baughman - WendyWorks Realty

Boise Bench (Area 400)



Average Sold Price



Average Sold Price This Quarter
Average Sold Price Per SQFT This Quarter
Average Days on Market This Quarter

Boise Bench

In October, 53 single-family homes sold on the Boise Bench with an average days on market of 33 and at an average price of \$172,022. Forty-three homes sold in November at an average sales price of \$192,184 (35 days on market), and 61 homes sold in December at 43 days on market with an average price of \$195,059. The highest sold price recorded on the Boise Bench was \$710,019, with a lowest recorded sale of \$58,000. During the quarter, average sold price rose 2.7 percent from the previous year on the Boise Bench. Average sold price was \$186,495 (\$119 per square foot), and 38 days on market. In 4Q2015, the Bench recorded the sale of 157 homes.



8080 W Powell

Courtesy of Scout O'Gara- Ralston Group Properties



4822 N Rivervista

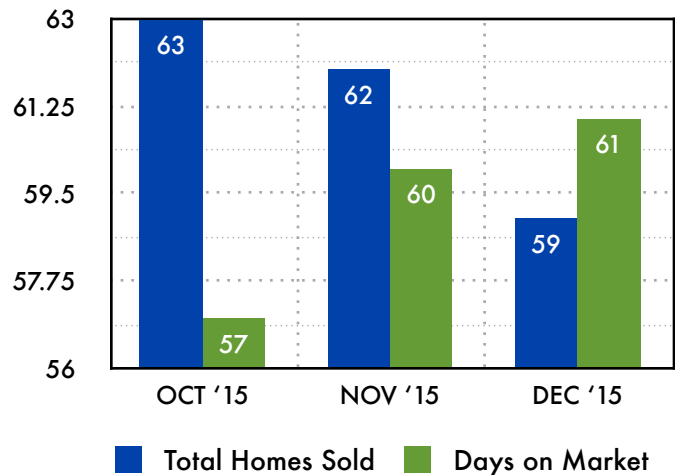
Courtesy of Jill Donahue - Ralston Group Properties



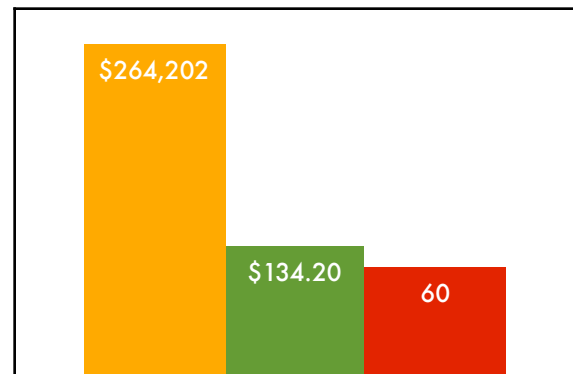
3748 W Quail Hollow

Courtesy of Jill Donahue - Ralston Group Properties

Northwest Boise (Area 800)



Average Sold Price



Average Sold Price This Quarter
Average Sold Price Per SQFT This Quarter
Average Days on Market This Quarter

Northwest Boise

In October, 63 single-family homes sold in Northwest Boise with an average days on market of 57 and at an average price of \$249,674. Sixty-two homes sold in November at an average sales price of \$281,266 (60 days on market), and 59 homes sold in December at 61 days on market with an average price of \$261,784. The highest sold price recorded in Northwest Boise was \$625,000, with a lowest recorded sale of \$110,000. During the quarter, average sold price fell 0.7 percent from the previous year in Northwest Boise. Average sold price was \$264,202 (\$134 per square foot), and 60 days on market. In 4Q2015, Northwest Boise recorded the sale of 184 homes.



2128 E State

Courtesy of Jill Donahue - Ralston Group Properties



2360 E Faunhill

Courtesy of Nicole Roldan - Keller Williams Realty



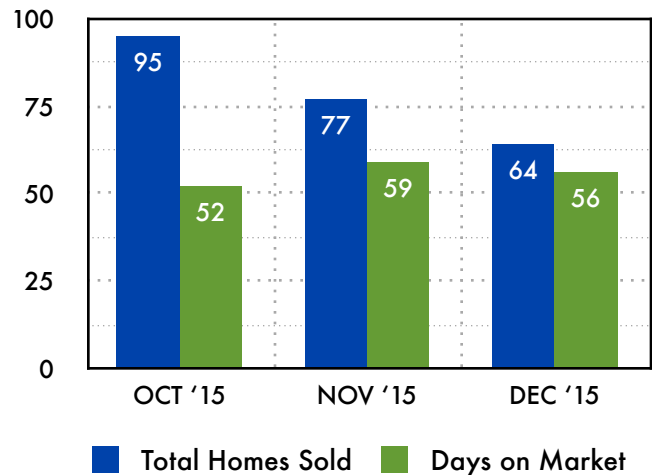
1256 E Rivers End

Courtesy of Irene Newland - Group One

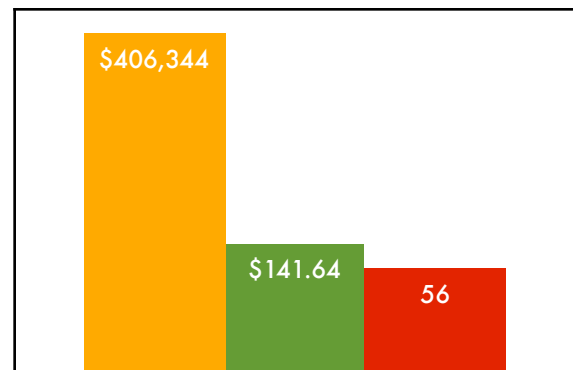
Eagle

In October, 95 single-family homes sold in Eagle with an average days on market of 52 and at an average price of \$418,872. Seventy-seven homes sold in November at an average price of \$411,178 (59 days on market), and 64 homes sold in December at 56 days on market. Average sold price in December was \$381,934. The highest sold price recorded in Eagle was \$1,250,000, with a lowest recorded sale of \$80,000. During the quarter, average sold price in Eagle was \$406,344 – up 5.2 percent from a year ago. Price per square foot was \$142, with properties averaging 56 days on market. In 4Q2015, Eagle recorded the sale of 236 homes.

Eagle (Area 900)



Average Sold Price



Average Sold Price This Quarter
Average Sold Price Per SQFT This Quarter
Average Days on Market This Quarter



3831-3841 Glenbrook

Courtesy of Penny Leopold - Ralston Group Properties



613-621 Main

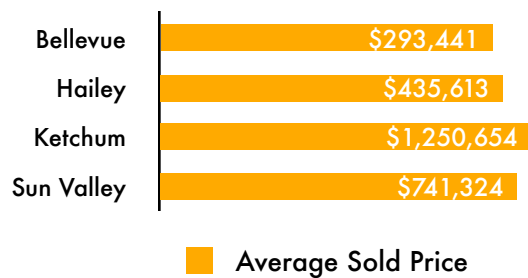
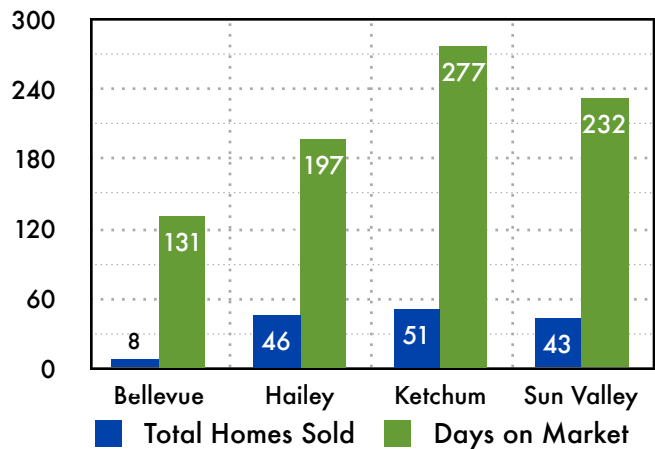
Courtesy of Penny Leopold - Ralston Group Properties



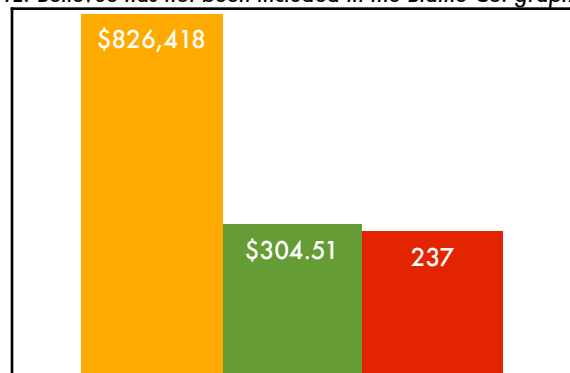
209 Canyon

Courtesy of Penny Leopold - Ralston Group Properties

Bellevue, Hailey, Ketchum & Sun Valley During The Quarter



NOTE: Bellevue has not been included in the Blaine Co. graph below



- Blaine Co. Average Sold Price This Quarter
- Blaine Co. Average Sold Price Per SQFT This Quarter
- Blaine Co. Average Days on Market This Quarter

Bellevue, Hailey, Ketchum & Sun Valley

Eight single-family home sales (single-family includes homes/condominiums/townhouses) were recorded in Bellevue in the quarter at an average of 131 days on market and an average sales price of \$293,441. Hailey recorded the sale of 46 homes with an average days on market of 197 and at an average price of \$435,613 (\$178 per square foot). In Ketchum, 51 homes sold at an average sales price of \$1,250,654 at an average of 277 days on market; per square foot price was \$400. Sun Valley records indicated 43 home sales at an average price of \$741,324 (\$327 per square foot) and at an average of 232 days on market. In 4Q15, average sold price in Blaine Co. was up 0.9 percent from a year ago. Average sold price was \$826,418 – \$305 per square foot; 237 average days on market. The lowest priced single-family home sold for \$78,000, with the highest sold price at \$11,750,000 in 4Q15.

Commercial Downtown Boise at a glance

Multi-Family

Trend data indicates no change in median asking sales price per unit compared to the prior 3 months, with no change from last year's prices. Median price was \$90,732 per unit for multi-family properties in Boise. Rental data was not available

Office

Trend data indicates an decrease of -1.4% in median asking sales price per square foot (sf) compared to prior 3 months, with an increase of +4.3% from prior year's prices. Median price was \$121/sf. Rental rates decreased -0.4% from prior 3 months, a +3.5% increase from last year. Average asking rent/sf/year was \$13.81

Retail

Trend data indicates a +1.0% increase in asking rental rate/sf/year from prior 3 months – average asking rent/sf/year was \$12.79. This is a -3.5% decrease from a year ago. Asking sales price/sf downtown was not available

The information provided in this report was compiled from multiple sources including: Idaho's Intermountain Multiple Listing Service (IMLS), Sun Valley/Sawtooth MLS, & various community websites. The data is believed to be accurate and reliable, but cannot be warranted by Ralston Group Properties. The commercial data provided in the table above is merely "trend data," and was collected from LOOPNET. Statistics for this quarter's Ralston Report were current at publication. Commercial data for Blaine County can be found on page 4 of this report.

Community Q&A

Melinda Kim

[Any thoughts on what we could see happen to interest rates in 2016?](#)

Fourth quarter 2015 saw unusually strong home sales in the Treasure Valley, which many attribute to the fear of rising interest rates in 2016. And as expected, the Feds did indeed increase the Federal Funds discount rate by a quarter of a point in December, which had a very small impact on mortgage rates. However, I do not believe that we're going to see rates jump significantly in 2016.

Mortgage rates continue to be influenced by basic supply and demand, as well as geopolitical events and other worldwide economic indicators such as GDP growth, employment rates, and inflation, just as much, if not more than the Federal Funds rates.

Given the way 2016 has started off from a global economic perspective, with the Chinese economic slowdown and the geopolitical unrest in Europe and the Middle East, I think there is reason to be optimistic

about stable, low mortgage rates for the balance of 2016. This argument is strengthened by the facts that the Feds are continuing to purchase mortgage-backed securities each month and that 2016 is a presidential election year. While it's true that there really is only one direction rates can go from these historically low rates (up!), I believe we will see a very slow, stable growth in rates. My predictions are that rates will end 2016 up from where they started, but I think the total increase will be less than a half of a point (e.g. 4 to 4.5 percent), leaving rates still among historic lows. This is great news for homebuyers patiently waiting for the perfect home to hit the market!

Austin Zander

[As many of our clients and colleagues prepare to "re-start" at the New Year and make lifestyle changes, can you share any advice to help people increase their probability of making sustainable and lasting positive changes?](#)

My best advice for sustainable and lasting change in the New Year is to "customize it". That means you have to choose activities that truly challenge, motivate, and inspire YOU! ...Don't just hop



Melinda Kim is a leading Idaho lending expert. More about Melinda can be found on our website. Melinda earned her MBA from

Harvard Business

School and BS degrees in Finance and Marketing from the University of Utah.

on a treadmill and bore yourself to death. My clients learn that long lasting healthy habits are created when I set them up for success and achievement that is personal to them.

Boise offers incredible variety in health & fitness options: rent bikes and cruise the greenbelt with friends, pick up a Ridges-to-Rivers trail map to hike in the foothills, or take your family to a rock climbing gym for a day. Whatever you do in 2016, make it extremely personal and it will benefit you well beyond January!

Austin Zander continued...

What are the top 3 diet changes you would recommend to our readers?

Go Green - our bodies are designed to eat fruits and veggies, so do it!

Snack - yes, smaller meals throughout the day curb cravings and sustain us longer. Try a handful of almonds, couple pieces of low sodium jerky, or 1/2 cup of cottage cheese.

Drink It Off - coffees, energy drinks, & alcohol are loaded with extra calories throughout the day. Be mindful and drink lots and lots of water.

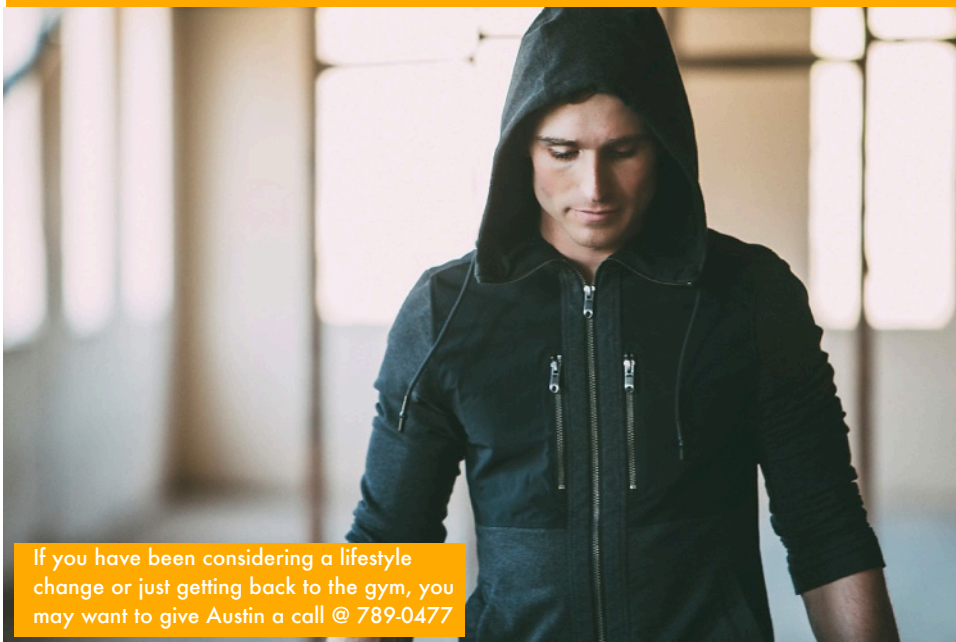
And the top 3 exercise changes, Austin?

Get an App - new technology like Fitbit and Couch to 5K will connect you to friends and family and also create accountability for exercise in your life.

Be Challenged - our bodies don't change unless we tell them to, get out of your comfort zone 30+ minutes a day.

Have FUN - find something you actually enjoy, even when it's hard, and you will be able to stick with it.

Austin Zander is one of Idaho's leading Fitness Professionals. Owner of A-Z Fitness Personal Training and General Manager of THEGYM EIGHTH&MAIN in downtown Boise, Austin is changing lives every day through his dynamic and innovative training methods. He is widely known for his aptitude in functional fitness that can transfer from the training studio to daily living. He is a married father of two, & multi-sport athlete from Ironman to Spartan races, proving he not only teaches a healthy lifestyle - he lives it!



If you have been considering a lifestyle change or just getting back to the gym, you may want to give Austin a call @ 789-0477

Downtown Update

Boise

Look up walking downtown any given day and you might see 6-12 cranes in operation at various sites, including Main & Capitol, Front & 9th, 10th & Bannock, Capitol & Front and Capitol & Myrtle, etc. Site work has started on the 150-room Hyatt Place project at 10th and Bannock streets in downtown Boise. JUMP opened to the public Dec. 13. Although some parts of the exterior are still under construction, the interactive project space is now open for tours and testing. The Inn at 500 Capitol boutique hotel is set to open Dec. 31 – a king room will be on full display in the Capitol Gateway building in BoDo by early March.

Ketchum - Sun Valley

The City issued 105 permits for projects with a total value of \$51,976,007 in 2015 – an increase of almost \$18,000,000 over the preceding year. The largest permit was \$31,750,000 for the Limelight Hotel. Permits for six homes valued at more than \$1 million were also issued. The Ketchum City Council on Feb. 16 will decide whether to put a \$23.1 million bond on the May ballot to build a new city hall as well as police department and fire department buildings.

The Limelight - Ketchum is coming along well. This pet-friendly 105-unit hotel (plus 18 residential units) will be similar to the Limelight - Aspen's look and feel for those of you whom on rare occasion spend a weekend away from Idaho to ski in Aspen, Co.. The Auberge, scheduled to open in 2017 will include 62 hotel rooms and 14 residences, including six penthouses. The Auberge has delayed their permit for a number of months into 2016.

Paige Shafer Joins Ralston Group's Boise Downtown Office

We're very pleased to announce the newest member of The Ralston Group Team – Paige Shafer. A second generation Realtor, she's learned from and worked with the best in the Treasure Valley. Evidence of her accomplishments includes having a 100% referral practice, and being recognized as a Circle of Excellence Top Producer. With 18 years in local real estate, she's an expert in the Boise market. Over the years, her practice has strategically focused on targeted areas including the North End, the Bench, Northwest, Southeast and East Boise. Her desire to excel in these areas and not dilute her focus geographically elsewhere has fostered her reputation for consistently delivering client satisfaction, and earning the respect of industry peers.

Paige received her real estate license in 1997 and joined McLeod Realty. More recent experience includes Windermere and Group One. Her professional certifications include Graduate REALTOR® Institute (GRI) designation and Short Sales and Foreclosure Resource (SFR) Certification. In addition, she's currently working on her Brokers License that she expects sometime in 2016.

A skilled practitioner of market analysis, negotiation, and all transactional aspects of Boise real estate, Paige understands the distinction between selling/buying a house, and helping clients create a home.

Paige Shafer cont...

Her role as client advocate strikes the perfect balance of serving diligently as “project manager”, while intuitively lending genuine emotional support throughout the process until her client’s desired outcome is achieved. Clients trust Paige for good reason – she’s authentic, smart and always has their back.

Giving back to community is part of who she is, making it a practice to donate a percentage of her commissions to local non-profits and giving her clients the opportunity to choose an organization to receive that support. Living in Boise’s North End with her

husband and two incredible children, Paige serves on the Board of Trustees for Foothills School of Arts and Sciences, and previously for the Musicians Fund of Boise. When downtime permits, she loves to read, travel, camp and enjoy a leisurely cup of coffee and newspaper on the family patio.

Paige is a perfect fit with the Ralston Group and reflects the trust and dedication that our wonderful clients have come to expect from us. In short, we’re delighted she’s on-board – welcome Paige!!!!



Paige Shafer, GRI, SFR

“Bogey” Ralston



Did You Know?

There are a few key things that you can do on your own to help protect your financial security...

- #1 Call the 3 credit bureaus or go online and freeze your credit;
- #2 Replace all credit/debit cards with “chip” cards;
- #3 Take and shred your electronic hotel keys

Did you know that there is a black market for hotel room keys? Hotels store your personal information (credit card #s included) on your electronic key card!

Ralston Group is a small, vibrant residential & commercial real estate “boutique” focused in Boise, Eagle and the Sun Valley/Wood River Valley. In Boise, Ralston Group specializes in and around the downtown including the North End, Highlands & Foothills, East Side (North and South); West Side and the Bench above the University and Ann Morrison Park. Ralston Group also has expertise in Eagle, and is often asked to partner on unique projects including, vacation & investment properties, ranches, vineyards, and sustainable design/builds. In the Wood River Valley, Ralston Group serves both the residential and commercial real estate markets. Ralston Group has an entirely different outlook and methodology of delivering real estate services. It’s grounded in the belief that creating long-term, trust-based relationships and always serving the client’s needs first, is both good business and the right thing to do. *We don’t aspire to be the biggest – we do aspire to be the best.* This basic company ethos, coupled with extensive local market knowledge, an excellent team, and industry-leading search and related tools, provides Ralston Group the ideal platform to provide clients the most personalized, reliable and cost-effective real estate services in the Treasure and Sun Valley/Wood River Valleys.

We invite you to download our new search App on your mobile devices by searching for
Ralston Group at the App Store





Alicia Ralston

Owner and Broker, Alicia Ralston created Ralston Group Properties determined to challenge the status quo within the real estate industry. After 14 years on corporate America's "fast track," Alicia left the Environmental & Construction industry in 2004 to pursue her passion for real estate and helping people. [Read more about Alicia](#)

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Jill Donahue

Associate Broker Jill Donahue focuses on serving clients interested in access to the Boise foothills trails system, our vibrant downtown area, and the river/greenbelt – essentially the Boise lifestyle! Her market knowledge and the trust she earns with clients and colleagues alike is evidenced by her referral and repeat business – 95% over career. [Read more about Jill](#)

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Scout O'Gara

Scout specializes in residential real estate principally on the West Side, Eagle, Meridian, and acreage properties in outlying areas. A perfect fit for the ethos of Ralston Group, she's invested in and passionate about each of her clients' successes. In short, it's not just "another transaction" with Scout, but personal and deeply meaningful. [Read more about Scout](#)

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Penny Leopold

Penny Leopold and the phrase "Sun Valley real estate" are virtually synonymous. Widely recognized by clients and peers alike as one of the most knowledgeable, effective professionals in the Wood River Valley and throughout Blaine County, Penny recognizes that real estate is a business transaction. [Read more about Penny](#)

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Amy Berryhill

Amy specializes in Boise downtown to Boise's East Side, focusing on residential housing – including condos, vacation & investment properties, and relocations. Her passion and intuition in truly understanding clients' wants and needs and her desire to go the extra mile for every client is reflective of her successful career. [Read more about Amy](#)

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Currie Bucher

Currie exemplifies all of the best qualities & experiences of someone born and raised in the Deep South. While new to real estate in the Treasure Valley, she personifies the ethos of Ralston Group, and over time will unquestionably earn the reputation as one of the leading real estate professionals in Idaho. [Read more about Currie](#)

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Paige Shafer

Paige blends market knowledge, client advocacy, and project management, balanced with emotional empathy – earning her reputation for consistently delivering client satisfaction. She enjoys significant experience in the North End, Bench, Northwest, and East Boise. Paige also serves her client's McCall, Idaho needs. [Read more about Paige](#)

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David Ralston

David focuses primarily on supporting "back-office" activities that are important to ensuring a sustainable, quality-conscious brokerage. David's contributions to the team include business planning, strategy, recruitment, marketing, and agent coaching/professional development. [Read more about David](#)

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