



# ZACH MATSON

**Real Estate Developer | Home Builder | Infill Development Expert**

CEO of Matson Homes | Boise, Idaho

## ABOUT ZACH

Zach Matson is an infill real estate developer, home builder, and entrepreneur specializing in helping investors and homeowners maximize property value through strategic development. As the CEO of Matson Homes, Zach focuses on identifying, entitling, developing, and building projects ranging from custom homes to multi-unit infill developments.

Known for his expertise in Boise's evolving zoning code and small-scale infill development opportunities, Zach helps people understand how to create long-term wealth through real estate development, lot splits, ADUs, duplexes, townhomes, and creative infill strategies.

Beyond development, Zach educates investors and entrepreneurs through content, deal analysis, and training focused on practical real-world execution and wealth creation.

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## PODCAST TOPICS

- Infill Development & Wealth Creation
- "Infill Deal List" & "Infill Deal of the Week"
- How to Find Great Real Estate Deals
- Boise Growth & Zoning Opportunities
- ADUs, Duplexes, Townhomes & Small Multifamily
- Building Wealth Through Real Estate
- Real Estate Entrepreneurship
- Development for Everyday Investors
- Creative Deal Structuring
- Scaling a Real Estate Business
- Goal setting & time management while trying to scale a business

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## QUESTIONS ZACH IS GREAT AT ANSWERING

1. How can regular people get started making money with real estate development and infill properties?
2. What makes a real estate deal actually good, and how do you avoid bad ones?
3. How do you build long-term wealth through real estate instead of just flipping houses or chasing quick money?

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## KEY POINTS & EXPERTISE

- CEO of Matson Homes
- Specializes in infill and small-scale development
- Expertise in zoning, entitlements, and maximizing land value
- Experience with custom homes, townhomes, cottage developments, ADUs, and small multifamily projects
- Focused on practical investing and real-world development execution
- Creator of the BRRSSBRR(Buy-Split-Build) real estate strategy

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## CONTACT & SOCIALS

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