

# LEIGH WILSON

OWNER, BOISE'S BEST REAL ESTATE

REAL ESTATE EXPERT | BUSINESS STRATEGIST | COACH

*Helping people make confident moves, build stronger businesses, and create the freedom to live life on their own terms.*

## ABOUT LEIGH

Leigh Wilson is the owner of Boise's Best Real Estate and has spent more than 25 years helping clients navigate the Treasure Valley market with strategy, creativity, and heart. Known for blending high-level marketing with real-world guidance, Leigh has built a reputation for doing real estate differently—combining media exposure, storytelling, business strategy, and relationship-driven service.

She is also the founder of Focus Forward Business Design, where she coaches and consults with entrepreneurs to systemize, scale, and reclaim their time.

Her perspective is shaped by decades of real estate experience, business ownership, and personal growth coaching—bringing practical insights, honest conversations, and actionable strategies to every discussion.



**25+ YEARS**  
IN REAL ESTATE &  
BUSINESS OWNERSHIP



**CERTIFIED HIGH  
PERFORMANCE COACH**  
CHPC



**JOHN MAXWELL  
CERTIFIED**  
SPEAKER, TEACHER & COACH



**CERTIFIED PARALEGAL**  
SPECIALIZING IN BUSINESS &  
CONTRACT LAW SINCE 1998

## SUGGESTED PODCAST TOPICS

- ✓ What today's real estate market is really telling us about consumer confidence
- ✓ Why most agents market homes wrong—and how storytelling changes everything
- ✓ The psychology behind buyer hesitation and seller expectations
- ✓ Building a business without sacrificing your life in the process
- ✓ How media and social platforms are changing the future of real estate
- ✓ What business owners can learn from the housing market right now
- ✓ Why systems and delegation create freedom, not limitation
- ✓ The hidden burnout happening inside entrepreneurship
- ✓ Creating a personal brand that people actually trust

## SAMPLE QUESTIONS FOR THE HOST

- 🗨️ What makes Boise's Best Real Estate different from a traditional brokerage?
- 🗨️ How has real estate changed over the last five years?
- 🗨️ What are buyers and sellers getting wrong in today's market?
- 🗨️ What have you learned from being both a TV host and business owner?
- 🗨️ Why do so many entrepreneurs struggle to scale?
- 🗨️ What does great marketing actually look like today?
- 🗨️ How do you stay relevant in a constantly changing industry?
- 🗨️ What advice would you give someone feeling stuck in business or life?

## KEY TAKEAWAYS FOR LISTENERS

- 🏠 Market insight without the hype
- 📄 Real-world business and leadership strategies
- 📁 Practical ways to reduce overwhelm and create better systems
- 🗣️ Honest conversations about growth, burnout, and success
- 🧠 Creative marketing ideas that actually connect with people



FOCUS FORWARD BUSINESS DESIGN  
STRATEGY. SYSTEMS. SUCCESS.

Business coaching and consulting for entrepreneurs who are ready to scale with clarity and freedom.

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