



www.TetonValleyRealty.com



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## Tayson Rockefeller

Designated Broker, Teton Valley Realty (ID & WY) & Teton Valley Property Management (WY)

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## Profile

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Tayson Rockefeller is the owner of Teton Valley Realty, DBA Teton Valley Real Estate Inc., and a partner at Teton Valley Property Management, Inc. with decades of real estate, management, and construction experience. Licensed in both Idaho and Wyoming, he is a member of the National Association of Realtors, Teton Board of Realtors, Greater Idaho Falls Association of Realtors, and the Idaho and Wyoming Association of Realtors.

Through his work as an owner, designated broker, and property manager he oversees three associate brokers, eleven salespersons, and seven employees. He has extensive knowledge and experience in business development from forming local businesses and homeowners associations for corporate, limited liability, and non-profit corporations. He is also skilled in land development, HOA and CC&R creation, and has both construction knowledge and owner-contractor experience.

Beyond real estate and construction, Tayson is also educated in graphic design and web development and has experience with Adobe Suite, Microsoft Office, Wordpress, Umbraco and RETS/RESO IDX, and search engine optimization.

## Experience

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### *Teton Valley Realty — Driggs, ID*

#### **Owner/Designated Broker: 2020 – present**

- Initiated and completed a company-wide rebrand, including signage, print and web marketing, and company documentation.
- Streamlined transaction management using cloud-based oversight tools.
- Developed a consumer-to-agent portal to enhance working relationships and customer satisfaction.
- Revamped in-house website subpages for exclusive projects including The Summit, Teton Reserve, Driggs Airport, Trail Creek Springs, Redtail, and others.
- Maintained a premier level of residential and land sales.

#### **Associate Broker, ID & WY: 2017 – 2019**

- Partnered to redesign company website in 2019





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- Developed a consumer-based website with customized, area-specific search function and a county map with subdivision coordinates and documentation.
- Maintained a top level of residential and land sales.

#### **Sales Associate, ID & WY: 2011 – 2017**

- Obtained experience in residential, land, farm and ranch sales.
- Earned “Top Producer” status beginning in 2014.
- Started Teton Valley’s first Real Estate blog, maintained continuously through today.
- Developed a mobile-friendly website.
- Partnered to redesign company website in both 2014 and 2016.

#### ***Teton Valley Property Management — Driggs, ID***

##### **Partner/Owner: 2020 – present**

- Acquired TVRManagement, Inc. in 2020 and released updated branding simultaneously across all marketing platforms.
- Updated protocols and leasing and management software/documentation.
- Certified as the only firm in Teton County, ID with proper documentation and licensure for WY management.

#### ***TVRManagement — Driggs, ID***

##### **Senior Property Manager: 2010 – 2011**

- Effectively reduced long-term vacancy rates.
- Significantly increased short-term occupancy through expanded marketing channels.
- Streamlined and improved management using advanced software integration.
- Implemented Teton Valley’s first direct online reservation system.
- Worked with the Idaho Real Estate Commission exploratory board for Property Management licensure and oversight.
- Formed a company HOA management solution.

##### **Property Manager: 2009 – 2011**

- Gained extensive residential and commercial leasing and management experience.





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## ***Diversified Property Services — Driggs, ID***

### **Owner: 2006 – 2010**

- Offered management solutions and maintenance for luxury real estate in the Teton Valley and surrounding region.
- Performed local project management tasks for national asset management first and for REO

## **Noteworthy Transactions**

### ***Residential:***

- Completed over 500 residential transaction sides.
- 2021-2023: Teton Reserve, 32 Residential Sales
- 2020: The Summit Townhouse Project, 31 sales in less than 12 Months.
- 2019: Trail Creek Springs Townhouse Project, 14 sales.
- 2015 & 2020: Shoshoni Plains new construction sales.
- 2011-2016: FDIC Related REO sales.

### ***Land:***

- Completed over 400 land transaction sides.
- 2017: Bulk Subdivision Sale, South Leigh Creek Ranch.
- 2015: Bulk Subdivision Sale, The Vistas at Water's Edge.

### ***Commercial:***

- 2021: Teton School District liquidation, 22,000SqFt School & Administration Building.
- 2020: Driggs Mixed-Use Historic Post Office.
- 2019: Victor Mixed-Use Frontier Corner.
- 2018: Tony's Pizza & Pasta Business & Real Estate.
- 2017: Broulim's Retail Center Commercial Lot.
- 2015: Driggs Assisted Living Center.
- 2015: Teton Motorsports Building.

## **Recognition**

- Teton Board of Realtors, Teton Valley Top Producer: 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023
- Teton Board of Realtors, Most Transaction Sides Award: 2020
- Teton Valley Realty, Top Producing Agent: 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021
- Best of Zillow Recognition: 2019, 2020, 2021, 2022, 2023
- Trulia Top 1% in Idaho Award
- Teton Valley News Best of Teton Valley: 2017, 2018, 2019, 2021

